

## Request for Proposals

### Real-time Assessment of the BuildingLife Initiative by World Green Building Council

Laudes Foundation and IKEA Foundation are commissioning a real-time assessment of the BuildingLife initiative implemented by World Green Building Council (WorldGBC). BuildingLife is a regional project that brings together a coalition of Green Building Councils across Europe - in Croatia, Finland, France, Germany, Ireland, Italy, the Netherlands, Poland and Spain and the UK - to drive decarbonisation of the building sector through private sector action and public sector policy.

More details about the goal, objectives and the scope of the real life assessment and those of the BuildingLife Initiative as well as what we are looking for are outlined below. **Complete proposals must be submitted by 23 February 2021.**

#### I. Introduction

##### a. Introduction to real-time assessment

The overall purpose of the real-time assessment is to provide regular feedback and learning to the implementers, managers, and other key stakeholders about underlying reasons for success and failure (e.g., with regard to adoption, investments, rating regimes and policy change); and unintended effects and impacts. By doing so, the real-time assessment will act as a 'critical friend' over the course of the BuildingLife term. The assessment will be expected to cover the full duration of the grant (which started December 2020) and be completed by January 2023.

##### b. Introduction to Laudes Foundation and IKEA Foundation

Laudes Foundation is an independent foundation here to advance the transition to a just and regenerative economy. We do this by supporting brave action that will inspire and challenge industry to harness its power for good. Action that inspires industry, to work collaboratively to create solutions and tools. And action that challenges industry, holding it to account and incentivizing change.

Founded in 2020, Laudes Foundation is part of the Brenninkmeijer family enterprise and builds on six generations of entrepreneurship and philanthropy. In particular, we advance the industry-changing work of C&A Foundation. Learning from these experiences, we to work persistently and collaboratively to influence capital and transform industry, starting with the built environment and fashion industries.

The vision of the IKEA Foundation is a better everyday life for the many people. We execute this vision by pursuing two long-term goals, to protect the planet and help people afford a better everyday life through six grantmaking portfolios .

Climate Action, one of the five grantmaking portfolios, aims to support the goals of the Paris Climate Agreement to mitigate GHG emissions so that global warming will not exceed 1.5°C in our lifetimes. Through our grantmaking, we support an emergent ecosystem of actors from government, finance, the real economy and civil society to ensure that nations and markets take urgent action to reduce Greenhouse Gas emissions in heavy polluting sectors and their supply chains, while easing the transition

for communities whose lives and livelihoods have been highly dependent on the fossil fuel industry.

## II. Objectives and Scope of the Real-life Assessment

The key objectives of the real-time assessment are:

1. To facilitate intentional learning through collecting and summarizing data (qualitative and quantitative) to inform on-going decision-making for the BuildingLife initiative and stakeholders and identifying what are emerging outcomes that have been hit, what outcomes have been missed, what do 'hit's' and 'misses' tell the WorldGBC, national Green Building Councils (GBCs) and other stakeholders about what to do next and why. Furthermore, to assist the WorldGBC team and others to apply learning to drive impact; and inform decisions regarding follow-on actions – and to do so using creative and collaborative means;
2. To assess and finetune the theory of change (TOC) of the BuildingLife initiative including the challenging, testing and validation of linkages between activities, outputs and outcomes; clarifying and interrogating risks and assumptions within the TOC and how they vary across countries; and document the ongoing evolution of the TOC as the initiative develops and matures ('the theory of change will change');
3. To generate knowledge about practices and pathways in the BuildingLife Initiative that work well and those that do not work. This includes capturing learning about what works and good practices in different geographical, political, financial and cultural contexts. The knowledge products from this assessment are intended to contribute to the evidence base pertaining to decarbonization of the built environment and related policy changes;
4. To contribute new insights on results and impact measurement, M&E approaches including methods and tools to the fields of built environment, climate change and systems change;

The **scope** of the real-time assessment is for the two years of the initiative term (2021 through early 2023). With regards to the learning objective, it is expected that this assessment will generate insights on the following questions. They relate to understanding partners performance/ programme effectiveness as well as stakeholders and levers of change. The selected assessment team are welcome to propose to the Consortium timelines and process to answer these questions.

- Which actions within the programme have the most impact in terms of driving increased policy ambition?
- How effective is the multi-country approach for catalysing action and whether this approach is more impactful than if each country proceeded with a similar work plan but in isolation?
- Which GBC actions are most effective and why/how for a) advocacy & government relations and b) mobilising effective industry action across different key actor groups? How can these practices be replicated?

- Are national net zero roadmaps likely to be effective drivers of change and how can identified actions and actors, and alignment with science-based targets be validated? What is the relative maturity of the project countries in terms of industry and policy action on whole life carbon? Which have most opportunity to accelerate to get a critical mass and can take this debate to European Union level?
- How effective is the coalition at EU level, including in working with key civil society partners (e.g. the European Environmental Bureau) to ensure balanced policy formulation?
- How can ties and common pathways be built across the technical (built environment) community and the financial community on this climate risk issue?

### III. The Building Life Initiative

The goal of the BuildingLife initiative is setting 1.5 °C degree compatible targets for Europe's building sector that plays out through the following desired impact:

- Impact #1: By 2022, European Union (EU) buildings policy has signalled it will require countries to set 'whole life carbon' targets - moving beyond current operational carbon policies to also regulate 'embodied carbon' in construction - typically 5-12% of national emissions.
- Impact #2: By 2022, +5 further European countries have a stated goal and timeline to set whole life carbon targets in buildings policy, in addition to those already in place in Finland, France and the Netherlands.
- Impact #3: Europe's building sector, including investors and asset owners, is building the leadership, awareness, capacities and data to deliver these policy ambitions: (i) the #BuildingLife communications campaign has a media reach of +10 million viewers across relevant stakeholder groups; (ii) +500 professionals, +300 manufacturers, +80 public authorities receive training on life cycle assessment (LCA) and life cycle costing (LCC); (iii) +4 national LCA databases for common construction materials are established to enable building level LCA and (iv) +100 companies and +30 public authorities make leadership commitments to use relevant LCA tools and data to achieve net zero whole life carbon at an organisational level;
- Additional Goals: A common EU life cycle assessment framework, Level(s),<sup>1</sup> will underpin public and private sector initiatives, and the whole sector value chain will collaborate throughout the project. These additional goals will accelerate the common understanding and market confidence needed to achieve our impact goals.

For more information about the BuildingLife Initiative, please see the annex to this RfP.

### IV. Methodology and Target Groups (Intended Users and Audience)

The real-time assessment will develop a set of approaches that are appropriate for the context within which WorldGBC and the participating national GBCs operate (largely Europe), and most importantly will address learning questions that arise regarding collaboration to launch Whole Life Carbon (WLC) Commitments, advocate for WLC integration on national policies, communicate to key actors through sustained campaigns, educate demand-side, supply-side and policy actors, establish certification regimes and LCA

databases and for increased investment in meeting the WLC commitments and becoming a recognized advocate. The real time assessment will employ the rubrics rating system that rates the initiative's performance while generating lessons. The rating will be developed by the real-time assessment team in consultation with the foundations.

The primary users of the real-time assessment are:

- The initiative manager(s) at World Green Building Council (internal);
- The initiative manager(s) at the participating national Green Building Councils; and
- Funders (e.g., Laudes Foundation; Ikea Foundation etc.)

Secondary audiences include:

- Other like-minded organisations; and
- Other stakeholders involved in impact management and evaluation

## V. Roles and Responsibilities

**The initiative manager at World Green Building Council will be responsible for:**

- Ensuring the BuildingLife impact objectives are met;
- Monitoring through specific activities and responsibilities may include:
  - Assess alignment of potential partners' and actors' objectives;
  - Design and administer the baseline with partners;
  - Review and adjust impact metrics to ensure relevancy and utility;
- Ensuring the real-time assessment team has full access to WorldGBC staff, participating GBCs, and where necessary facilitate access to other funders and stakeholders to carry out and support evaluative learning. This is critical for accurate, candid and relevant feedback that can be utilised by the initiative manager and others;
- Primarily responsible for documenting the journey and evolution of the BuildingLife initiative as it relates to its theory of change thesis, the curation of pipeline and due diligence to select partners, and the process of providing education and communication to actors. This will include lessons learned in each area, and their implications for total decarbonisation;
- Support the evaluative learning by informing the development of relevant learning questions related to the objectives and impact thesis of the BuildingLife initiative: and
- Support the design of the knowledge products led by the real-assessment team and review the knowledge products prior to finalisation.

**The real-time assessment team will:**

- Support the initiative manager in relation to activities and responsibilities related to monitoring;
- Support the learning, knowledge generation and collaboration agenda of the BuildingLife initiative, helping to structure/finetune the theory of change and learning questions, information gathering processes, and assess information gathered from partners and actors;
- Support the monitoring processes by providing the initiative manager with an additional layer of analysis and review, in order to identify patterns, offer recommendations, and if appropriate, to provide specific technical guidance to improve monitoring processes including selection of / or changes in metrics. Specific activities and responsibilities of the real-time assessment as it relates to monitoring may include:



- Review regular reporting provided to the initiative manager by participating GBCs and actors, and, where appropriate, provide feedback on alignment with the results rationale and targets;
- Review GBCs impacts on policy through WorldGBC's annual global member value survey (MVS);
- Review the initiative's collaboration with other actors and companies in influencing their social mission and sustainability strategies;
- Analyse and summarise impact reporting provided to the initiative manager by participating GBCs, highlighting the most relevant and significant trends and issues across the initiative;
- Participate in initiative manager discussions, including in joint discussions with partners and actors on the implications and actions from monitoring results; and
- Collecting additional qualitative and quantitative data, where appropriate and needed to enhance monitoring of performance and feed into the overall real-time assessment process;
- Retain primary responsibility for overall evaluation of the impact of the BuildingLife initiative working closely with the initiative manager. The real-time assessment will have specific responsibility for:
  - Developing a process to regularly revisit the BuildingLife Theory of Change and the impact measurement system and to assess its continued relevance and validity as the initiative evolves. This will include testing the links between activities, outputs and outcomes; updating the assumptions and contextual factors; examining the role of the various types of outcomes to impact at the individual, partner, policy, companies, sector and market level; testing the mutually reinforcing loops; and documenting any material shifts in any of these areas;
  - Developing a system to understand the mutually reinforcing loop within the Theory of Change which recognises that across Europe action is already being taken to stimulate (1) the right Conditions (2) Decisions; (3) Leadership; (4) Critical mass etc towards net zero whole life outcomes, that can help secure policy change, and that legislation (5) will not be implemented overnight, but will help accelerate and reinforce (1)-(5)<sup>1</sup>
  - Design of a real-time assessment methodology drawing on qualitative and quantitative approaches and recognising the variation and the socio-cultural context in each country, to assess knowledge building, collaboration within and between different actors; influencing policy change; communication and education; and their effects as a result of moving the European built environment towards decarbonisation;
  - Strengthen the BuildingLife initiative's M&E system for specific sustainability strategies of WorldGBC and their participating GBCs' learning questions and impact goals, proposed approach to deliver and measure results and long-term impact, and approach to reporting and using evaluative data. The real-time assessment will draw information provided by the initiative manager to prevent a duplication of efforts and to minimise burden on partners and actors.
- Implement the real-time assessment framework that traces how the outputs at the sector level translate into outcomes. This will build on the initial results measurement

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<sup>1</sup> 1. Conditions - Mainstream LCA/LCC in the sector; 2. Decisions - Scale data, information, decisions; 3. Leadership - Scale actions and commitments by market leaders and procurers; 4. Critical mass - Establish market-wide roadmaps and unleash procurement and finance; 5. IMPACT - Countries/EU adopt whole life carbon targets in buildings legislation.

framework developed by WorldGBC, and include a range of appropriate methods to collect data to assess the nature of social outcomes;

- Provide timely, relevant and short summary reports, presentations or audio / visual briefs to the initiative manager and other partners on what is working and what is not working. A key element involved in this process will be establishing candid feedback and trust that allows all stakeholders to consider, respond and act on evaluative learning;
- Drawing out substantive lessons that are surfaced within the BuildingLife portfolio, based on the evaluative data. This will be informed by a strong understanding of the key issues in the decarbonisation of built environment and related sustainability and regenerative, inclusive strategies;
- Lead the design and development of up to two knowledge products that would appeal to the range of audiences in these sectors; this would be informed by an analysis of what other knowledge products and channels are being used, and how effective they are, and coordinate with the WGBC team who will support shaping the knowledge products and review them prior to finalisation; and
- Support the initiative manager to disseminate these knowledge products through online and offline channels.

## VI. Principles of Engagement

The principles of engagement are intended to guide the behaviour of the real-time assessment team as they engage with the primary stakeholders. It is expected that the real-time assessment team will work most closely with the initiative manager, followed by partners, actors and companies, and other stakeholders where appropriate.

### **Working with the Initiative Manager at World Green Building Council and Programme Managers at Laudes Foundation and IKEA Foundation**

- Create a trusting relationship informed by mutual respect where the candid exchange of viewpoints on data is established, and where success and failure are treated with equal curiosity;
- Sharing info and ideas in an inclusive and accessible manner;
- Regular meeting schedule, balancing online and in-person; and
- Balance the focus on prove (e.g. assessing outcomes) and improve (e.g. adapting implementation strategies), as well as knowledge (e.g. identifying and sharing lessons).

### **Working with participating GBCs, Actors and Companies**

- Create a trusting relationship informed by mutual respect where the candid exchange of viewpoints on data is established, and where success and failure are treated with equal curiosity;
- Demonstrate soon and often how the M&E process can “improve” and add value to investees;
- Ensuring that M&E processes do not add a material burden on partners but is based on use and utility, and not on bureaucratic routine;
- Balancing the prove and improve goals of the evaluative process; and
- Use *technology to enhance efficiency, accuracy and privacy*.

### **Utilising a Rights-Based, Inclusive Approach**

- Overlay a right-based, inclusive lens to the entire process;
- Recognize that the implementation will vary by country / GBC / actor;

- Pay specific attention to engagement with employees of WorldGBC and participating GBCs (managerial and non-managerial) and the socio-cultural reception of the intended impact; and
- Describe any limitations to the process, or adjustments over time.

## VII. Projected Outputs and Milestones

The real-time assessment team will be expected to deliver the following key outputs:

- Real-time assessment inception report and work plan;
- Regular review and finetuning of the Theory of Change of BuildingLife initiative, if needed
- Quarterly feedback real-time assessment reports;
- Learning Forum/Fora and associated (up to two) knowledge products;
- Synthesis real-time assessment reports (annually) and to;
- Facilitate on-going review processes of the initiative manager (and funders), as requested.

Precise milestones will be developed with the initiative manager, funders and real-time assessment consultants at the time of the inception report.

## VIII. Timeframe

The real-time assessment will be carried out from early 2021 until early 2023. To accommodate the practicality of contracts, the contract with the real-time assessment team will be for two years. This will include a phased approach with the milestones (to be determined).

## IX. Consultant(s) Requirement and Level of Effort

Please submit the following to Ms. Savi Mull, Senior Evaluation Manager, Laudes Foundation (s.mull@laudesfoundation.org) and Ms. Ly Nguyen, Monitoring, Evaluation and Learning Manager, IKEA Foundation (ly.nguyen@ikeafoundation.org), by 23 Feb 2021.

### A. Technical Proposal

A narrative proposal (no more than 6-7 pages excluding annexes) including the following sections:

- a) Real-time Assessment Methodology: Describe your overall approach and methodology including, and not limited to, initial learning questions, evaluation design and methodology.
- b) Relevant Experience: Provide details of projects of similar scope, complexity and nature you have worked on previously. Please include any experience with developmental evaluation and real-time, utility-focused learning evaluations.
- c) Specific Expertise: Describe your level of knowledge and expertise in built environment, policy change, decarbonisation/climate change (additional and not essential)
- d) Key Personnel and Staffing: Describe the key personnel. Include CVs (no more than 4 pages each and attached as annex) of key personnel who would be part of the proposed real-time assessment

e) Timeline: Include a detailed timeline of key activities.

f) Sample reports: Two sample evaluation reports (ideally developmental evaluation-based/real-time assessment based products) authored by the team lead (will be treated as confidential and used for purposes of selection only)

## B. Financial proposal

The financial proposal should include a line-item budget and a budget narrative. The cost estimates used to prepare the budget should be presented in Euros. The expected level of effort for the real-time assessment must be based on the projected level of effort in days per year. The estimated level of effort proposed must be aligned with the proposed approach and discussions with the initiative manager.

## C. Consultant Requirements

The following competencies and traits are required:

- Skilled communicators with excellent observation, synthesis, listening, facilitation, teaching and speaking capabilities;
- Comfortable initiating and nurturing relationships, and have the high emotional intelligence required to set and manage expectations around roles and outcomes;
- Demonstrate the integrity necessary to build trust and confidence among partners and stakeholders, while also being cognizant of inherent biases that may be present in real-time assessment;
- Comfort with using a range of context-specific evaluation techniques and approaches, with the ability to iterate and adapt based on the needs of end users;
- Have ability to engage a diverse range of internal and external stakeholders, across and within multiple levels of an organization, in order to plan and implement real time assessment activities.

The following skills and experience are required:

- Previous evaluation experience in developed countries (specifically Europe) is required and ideally with an understanding of built environment and decarbonisation approaches, certification, legislation and policy and an inclusive approach;
- A strong track record of designing and implementing real-time and feedback-based assessment; especially assessment of campaigns for policy change
- Comfort and experience with mixed methods, including examples that draw on qualitative and quantitative approaches;
- Demonstrated comfort with the use of technology to collect and analyse data from partners and actors that require high levels of privacy, diplomacy and discretion;
- Experience using a rights-based, inclusive approach to evaluation;
- At least majority of the team members must be based in Europe; and
- Excellent written and verbal presentation and facilitation skills in English.

### Annex 1: Theory of change Diagram



## Annex 2: Monitoring and Evaluation

The programme aims to support progress towards the following longer-term impacts, which will be catalysed and enabled by the outputs and outcomes of the different workstreams listed below:

- EU buildings policy requires countries to set 'whole life carbon' targets - moving beyond current operational carbon policies to also regulate 'embodied carbon' in construction
- All European countries have set whole life carbon targets in buildings policy.
- Europe's building sector, including investors and asset owners, is building the leadership, awareness, capacities and data to deliver these policy ambitions
- A common EU life cycle assessment framework, [Level\(s\)](#), will underpin public and private sector initiatives, and the whole sector value chain is collaborating to deliver net zero whole life carbon buildings.

### Primary KPIs

- Number and type of actors (companies, associations, civil society groups, politicians etc) that are actively supporting the #BuildingLife campaign and, where relevant, subsequently go onto make embodied carbon commitments.
- Number and type of actors (companies, associations, civil society groups, politicians etc) supporting/endorsing national roadmaps and enacting relevant actions.
- Public statements relating to embodied carbon made by government representatives at national and EU level.

### Outputs and outcomes by activity:

#### COLLABORATE

##### *Output*

- 1 European Leadership Forum established
- x10 National Leadership Fora established
- Whole Life Carbon Commitment launched

##### *Outcome*

- +50 private-sector Whole Life Carbon Commitments by 2022
- +30 public-sector Whole Life Carbon Commitments by 2022

#### ADVOCATE

##### *Output*

- 1 EU Policy Whole Life Carbon Roadmap published
- 10 National Net Zero Whole Life Carbon Roadmaps published
- 1 European Governments Working Group established
- # co-signatories / logos approved for inclusion in advocacy deliverables

- # type and frequency of meetings with political stakeholders, including seniority of political representatives, representation in meetings of value chain and civil society and any specific meeting outcomes

### **Outcome**

- Integration of WLC in EU legislation / EPBD
- +5 national policies integrate WLC/targets
- +10 national net zero whole life carbon roadmaps established by 2022

## **COMMUNICATE**

### **Output**

- #BuildingLife Communications Campaign launched and active in 10+ countries
- Webpages hosting all BuildingLife resources set up on worldgbc.org website.

### **Outcomes**

- 10m media reach for #BuildingLife campaign by 2022
- +20 high profile press articles
- +20 senior industry, NGO and civil society leaders act as campaign ambassadors
- # Campaign ambassadors going on to sign WLC Commitment
- # downloads of research resources
- 50% of all voices (ambassadors, quoted stakeholders, speakers, press interviews etc.) will be women

## **EDUCATE**

### **Output**

- Demand-side actors - Roll out and report on capacity building programmes targeting professionals involved in development and contracting
- Manufacturers - Roll out and report on educational activity for manufacturers due December 2021.
- Public Authorities - Roll-out and report on capacity building programme for public authorities due May 2022
- Guidance and Case Studies from LIFE Level(s) project

### **Outcomes**

- +500 professionals trained on building LCA
- +300 manufacturers trained on EPDs
- +80 public authorities trained on LCA/LCC
- +100 professionals pilot LCA/LCC verifier checklist.
- +25% of all those trained by GBCs are women

## RATE

### *Output*

- Level(s) Reporting Template published
- LCA/LCC Verifier Checklist released
- 4 Open Source Product LCA Databases created

### *Outcomes*

- +8 major certification schemes include LCA
- # certified projects doing LCA increasing pa
- +4 new countries establish LCA databases

## INVEST

### *Output*

- EU Taxonomy Support - EU roadmap element addresses integration of WLC into Taxonomy
- Investor Commitment - subject to evaluation of parallel initiatives and scope to add value here vs aligning with work of other partners (e.g. Net Zero Asset Owners Alliance etc.)
- Investor tracks/actions within roadmaps -investor community to be engaged in national roadmap development and targeted for roadmap endorsement.
- Roadmaps Synthesis Report for Investors published

### *Outcomes*

- EU Sustainable Finance Platform has begun or commissioned work on embodied carbon thresholds for the Taxonomy by 2022, leading to realisation of the recommendation that these be adopted by 2025.
- +10% of companies that are investors / asset owners, that:
  - Participate in #BuildingLife campaign
  - Engage in and endorse national roadmaps work
- +10% of WLC commitment signatories by 2022 are investors or asset owners.

## Annex 3:

### BuildingLife Project Summary

#### Context

The built environment is key to delivering the Paris Agreement, UN Sustainable Development Goals (SDGs) and EU policy objectives. In the EU, the sector accounts for 36% of all emissions; 50% of energy consumption; 50% of all raw material extraction; 1/3rd of all waste and 18 million construction jobs (only 8% of which are held by women).

Currently, EU buildings policies only tackle carbon emissions occurring during the use phase (operational carbon - 28% of global CO<sub>2</sub>) and other life cycle emissions (embodied carbon - 11% from product manufacture, construction etc.) are ignored. If a life cycle approach to reducing both operational and embodied carbon emissions does not become mainstream, the sector will fail to decarbonise.

The EU Green Deal is a unique opportunity to demonstrate what a 1.5 °C degree shift for major economies looks like, and there are positive signals that the building sector is a focus for EU policymakers. Shifting Europe's built environment sector to tackling embodied carbon can address the overlooked 11% of global carbon emissions released by the global building and construction sector. If Europe can lead the way, other countries and regions will leapfrog ahead, avoiding spending the next 10-20 years gradually building capacity. But this requires a systems change across Europe's entire building and construction value chain.

#### Impacts and programme theory of change

WorldGBC's 2019 report, [Bringing Embodied Carbon Upfront](#), set out a global roadmap towards total decarbonisation (operational and embodied carbon) of buildings by 2050. It demonstrates that if we are to remain on track to achieve the Paris Agreement goal of limiting global warming to 1.5°C, *all* countries must begin regulating embodied carbon by 2025, and set a regulatory pathway towards net zero embodied carbon construction by 2030. Currently, Europe is veering off the 1.5 °C pathway.

These insights, refined with the input of hundreds of stakeholders from around the world, have shaped the actions set out in this proposal that aims to deliver the following impacts:

#### Impact Goals: Setting 1.5 °C degree compatible targets for Europe's building sector

- **Impact #1:** By 2022, EU buildings policy has signalled it will require countries to set 'whole life carbon' targets - moving beyond current operational carbon policies to also regulate 'embodied carbon' in construction - typically 5-12% of national emissions.
- **Impact #2:** By 2022, +5 further European countries have a stated goal and timeline to set whole life carbon targets in buildings policy, in addition to those already in place in Finland, France and the Netherlands.



- **Impact #3:** Europe's building sector, including investors and asset owners, is building the leadership, awareness, capacities and data to deliver these policy ambitions: (i) the [#BuildingLife communications campaign](#) has a media reach of +10 million viewers across relevant stakeholder groups; (ii) +500 professionals, +300 manufacturers, +80 public authorities receive training on life cycle assessment (LCA) and life cycle costing (LCC); (iii) +4 national LCA databases for common construction materials are established to enable building level LCA and (iv) +100 companies and +30 public authorities make leadership commitments to use relevant LCA tools and data to achieve net zero whole life carbon at an organisational level;
- **Additional Goals:** A common EU life cycle assessment framework, [Level\(s\)](#),<sup>2</sup> will underpin public and private sector initiatives, and the whole sector value chain will collaborate throughout the project. These additional goals will accelerate the common understanding and market confidence needed to achieve our impact goals.

## Programme activities

The programme is designed around the theory of change set out in Figure 1 in Annex 1 and is geared towards the desired outcome: that countries/the EU adopt 1.5°C-compliant whole life carbon targets in buildings legislation.

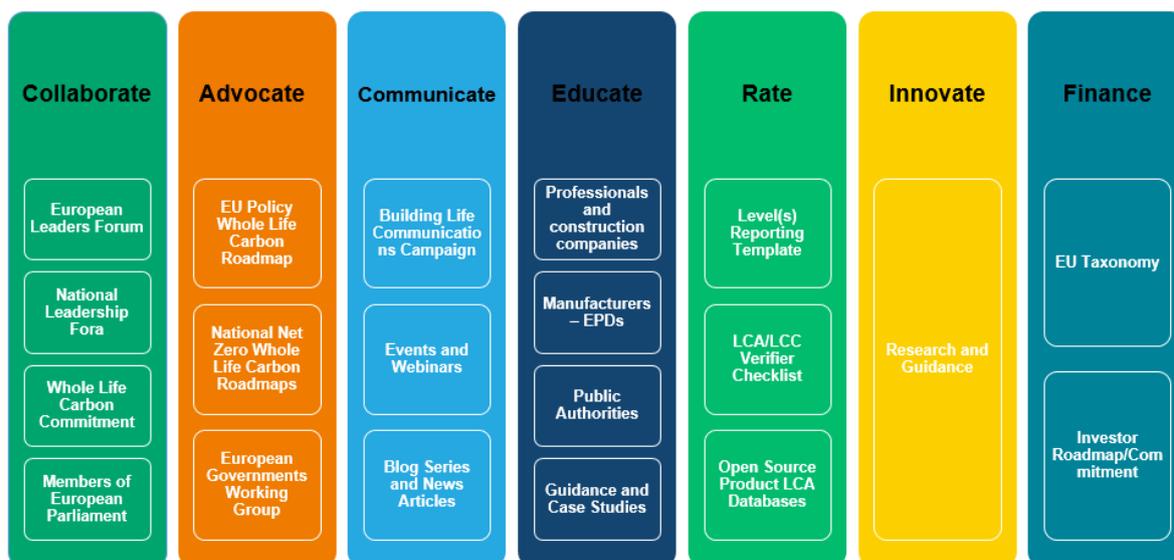
As a World Green Building Council (WorldGBC) project, the BuildingLife project follows our systemic approach to achieving impact, with activities spanning the following:

- Collaborate
- Advocate
- Communicate
- Educate
- Rate
- Invest

A summary of the activities is shown in the figure below:

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<sup>2</sup> [Level\(s\)](#) is a building assessment framework co-created by the [European Commission, GBC network and hundreds of other diverse stakeholders across Europe](#), to mainstream Europe's efforts to tackle the full life cycle impacts of buildings, including embodied carbon.



## Assumptions and Risks

- The timing is right for European policymakers and the buildings sector to consider net zero whole life carbon pathways given the recent EU Circular Economy Action Plan, and increasing focus on net zero even in the current COVID crisis.
- A coalition led national roadmap [as per Sweden's example](#) is the fastest and most effective way for GBCs to create collective solutions and confidence in the market, and in turn unlock ambition at national policy level.
- There is demand for our proposed Whole Life Carbon Commitment across the value chain, and sending market signals particularly from 'demand side' actors (seen from the perspective of manufacturers) such as investors, developers and designers will help incentivise low carbon material investment and innovation.
- Having a common EU assessment framework underpinning initiatives in the public and private sector will accelerate the speed of change and remove significant barriers regarding the lack of comparable data. It will also be required if EU legislation on whole life carbon emissions is to be introduced.

## ACHIEVING AND MEASURING RESULTS

The impact this programme aims to achieve is legislative change in multiple jurisdictions. This is beyond the direct control of project partners, and therefore selection of appropriate KPIs to monitor progress is vital but not straightforward. WorldGBC is already working with project partners on a baselining exercise to identify the status quo in each market. Key performance indicators that will be tracked are listed in Annex 4.