

**Climate and the built environment: perception study**  
**Request for Proposals (RfP)**

**Laudes Foundation seeks an independent research team to undertake a review of the narrative perceptions of how the built environment relates to a just climate transition. Complete proposals must be submitted via email by midnight BST on Wednesday 26 April 2023. More details are given below in the request for proposals. The full review will be published.**

**A. Introduction**

Laudes Foundation is an independent foundation joining the growing movement to accelerate the transition to a climate-positive and inclusive global economy. Responding to the dual crises of climate breakdown and inequality, Laudes supports brave action that inspires and challenges industry to harness its power for good. Founded by the Brenninkmeijer family business owners, it builds on six generations of entrepreneurship and philanthropy and works collaboratively alongside a wide network of philanthropic organisations, to both influence finance and capital markets and transform industry with a focus on the built environment and fashion sectors.

Our built environment programme is currently working with more than 40 partners across Europe and has, to date, invested more than €40 million into supporting foundational change through targets, measurement and regulation; helping those focused on scaling today's most impactful solutions, and funding pioneers who are leading the way in radical thinking to reshape the framing of what is needed tomorrow. We believe the built environment needs to change the 'rules of the game' – making it viable, even profitable – for those who focus on how to 'build less' by creating more compact and liveable cities, who build with social impact as a driver not a risk, and who are trying to move regenerative bio-based materials from niche to norm. We work with partners who share that same vision.

**B. Background and Context**

The basic purpose of buildings is to create shelter for people. But they are so much more. Buildings shape our lives. More than three-quarters of our time is spent indoors. Buildings are not just where we sleep and work; but where we grow-up, raise families and share celebrations. Housing is a fundamental human right: everyone is entitled to live in a house that provides dignity and respect.

However, housing can also be unequal, uncomfortable, and damaging. Buildings currently account for almost 40% of all carbon emissions<sup>1</sup>, while legacy planning development and management models or housing policy can exacerbate social inequalities. We urgently need to transform the building and construction sector so that it becomes regenerative, inclusive

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<sup>1</sup> <https://worldgbc.org/advancing-net-zero/embodied-carbon>

and zero-carbon, shaping cities and buildings to support communities, residents and workers.

To some extent, change is happening:

- EU policymakers are moving towards directives which promote policies that will help achieve a highly energy efficient and decarbonised building stock by 2050 (such as the EPBD), create a stable environment for investment decisions and enable consumers and businesses to make more informed choices to save energy and money.
- Many new and existing building projects have already used circular economy principles, so they are able to set out the carbon reduction results.
- Municipalities mandating affordable housing as part of commercial development and setting targets and providing incentives are collaborating on innovative reforms for regenerative and inclusive built environments that prioritise decarbonisation and wellbeing in the spaces where we live, learn, work and play.
- The UN has formally recognised that housing and climate are inextricably linked and have recommendations to address both.<sup>2</sup>

Energy efficiency is riding a wave of recognition, on the back of the illegal war in Ukraine and subsequent energy crisis, which has led to rising awareness of operational carbon which connects more directly to people's lives.

This could be a window of opportunity to harness in establishing a wider narrative on the built environment's<sup>3</sup> climate and social impact, broadening it from operational to whole life carbon and from energy prices to house prices and from jobs in renovation to jobs in a circular economy. How buildings and materials are sourced, built, operated, renovated, recycled – and how money is made from this process – could be as much a priority for the public as straws and single-use plastics.

Changing the narrative of a subject is at the bedrock of social progress. Whether it is the recent shift to individual and collective responsibility on climate change; using new media such as the #MeToo hashtag on Twitter, which encouraged a movement of women to share their stories of sexual harassment, and sparked a national conversation that led to a shift in cultural attitudes towards these issues; or a non-fiction book such as "The Death and Life of Great American Cities", which outlined the ongoing importance of community based, bottom-up approaches to building and shaping our cities; narrative matters.

### **C. Purpose and Scope**

Laudes Foundation is looking to develop a new high-level narrative (messaging chapeau), set of key messages, proof points (research, data, solutions) and calls to action which can

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<sup>2</sup> [A/HRC/52/28: Towards a just transformation: climate crisis and the right to housing – Report of the Special Rapporteur on the right to adequate housing, Balakrishnan Rajagopal | OHCHR](#)

<sup>3</sup> When we say 'built environment' here we mean the smaller end of the scale: so, products, assemblies and buildings rather than districts (collections of infrastructure-connected buildings) and national economies (interconnected districts).

be used by primarily European partners, industry leaders and policymakers in relation to the built environment transition.

To do this we believe we first need to produce a game-changing piece of research which identifies both industry and public perceptions of the built environment as a key factor in a climate transition; identifying opportunities for further ways to increase its recognition among changemakers and the wider populace.

We expect this research will need to map the narrative space as it is now, within the EU (plus the UK, Switzerland, and Scandinavia), reviewing:

- the debates in mainstream media already happening – specifically considering the narrative on the financialisation of housing and land (e.g., analysis on house prices) – and how they link to climate and inequality;
- research and narrative development already undertaken – both climate and inequality – by the different actors in the sector (this could be an NGO, media agency/ provider/ platform, policymaker, the construction sector or real estate); and
- levels of cut-through for the pro-climate and equality arguments on different channels, in different demographics and geographies. This could be laid out as a quantitative study looking at several factors which measure engagement (reach, clicks, data trends); as a qualitative analysis in which the agency makes judgements about which interventions had most impact and why; or a combination of the two.

It will also need to analyse and propose:

- the European nations, regions, and cities where the largest narrative impact could be made;
- the most effective communications channels to make that impact;
- which presentational approaches, angles, framing or perspectives could be the most important to unlock action by decision-makers;
- if we need to unpick the built environment from the current lens of the 'poly-crisis' - housing crisis, cost of living crisis, climate crisis, energy crisis, migration crisis – as a standalone or interrelated issue;
- what the “big idea” could be in the built environment that can inspire and rapidly build political will for a transition;
- the key stakeholders who could be part of a spokesperson network (the “defectors” that are credible in front of decision-makers) complete with the rationale for selecting these individuals; and
- examples and analysis of success factors of narrative-shaping campaigns that cut-through.

Some further scope considerations include:

- Laudes Foundation currently funds built environment projects in Europe only, although any built environment narrative would need to consider impact in other similar markets (such as the United States, for example);
- we expect the narrative we are developing to be in English and assume the English version could be translated rather than establishing a market-by-market narrative, but we would also want the successful agency to fully test that presumption; and
- whilst it is out of scope for this RfP, it is not impossible that the agency could also develop the messaging following completion of the research.

#### **D. Research Questions**

Recognising the breadth and complexity of this research, the research team and Laudes will need to agree on how to structure the research in phases.

**The funding for this RfP will cover three research phases (including an inception phase) of a larger project to develop a new narrative.** These phases, described below, are indicative, and the scope will need to be refined by the research team and Laudes Foundation once research begins.

The research is expected to unpack questions, including, but not necessarily limited to:

##### **1. Phase 1: Inception (estimated effort 20 working days<sup>4</sup>)**

###### **i. Understanding the built environment in relation to climate and equity**

- What material from Laudes Foundation and accompanying partners is core to understanding the built environment?<sup>5</sup>
- What is the route of causal change in the built environment?<sup>6</sup>
- Which audience(s) (policymakers/ industry leaders/ consumers/ financiers/ workers) are the most significant to enable change? Why?

###### **ii. Who are the key stakeholders (individuals and organisations)?<sup>7</sup>**

- Who are the main stakeholders already working in the built environment narrative space across climate and inequality? Who is missing?
- Has there been any research and narrative development already undertaken – in both climate and inequality – by the different actors in the sector?
- Which of these stakeholders need to be interviewed during desk research (phase 2) to scope parameters, or during field work (phase 3)?

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<sup>4</sup> Level of effort is indicative and can be adjusted to correspond to the proposed plan in the proposal.

<sup>5</sup> This should include as a minimum a review of the landscape research that the Laudes built environment team undertook with Dark Matter Labs.

<sup>6</sup> This should include reference to the Developmental Evaluation of causal chains in the built environment programme being undertaken by external evaluators at time of writing.

<sup>7</sup> A full list of stakeholders identified by Laudes as immediately relevant to this work is available in Annex 1.

- What are the connections between the organisations / individuals and the typical or non-typical ways they collaborate?
  - Where are these stakeholders, and to what extent will that impact the narrative language and location of the field research?
  - Where are the gaps? Who need to be speaking about the built environment, but aren't?
2. **Phase 2: Desk research and analysis (estimated effort 30 days)**
- i. **The built movement unified narrative.**
- What ideas have previously resonated with audiences, and which ideas haven't? Why?
  - What is the "big idea" in housing that can inspire and rapidly build political will?
  - Are there any other similar campaigns or ideas that have proved successful which we should look to replicate/ learn from?
  - What are the debates in mainstream media already happening – specifically considering the narrative on the financialisation of housing and land?
  - What do stakeholders believe is the biggest problem or blocker for a unified persuasive narrative about a just transition for the built environment?
  - Channel analysis: what are the most used/ successful channels? What are people saying on social media?
- ii. **Evaluation and analysis**
- Can we measure the effectiveness of previous campaigns or narratives?
  - What blend of channels are the most effective communications routes to make an impact?
  - What framing works? What doesn't work? Why?
  - In what spoken language(s) should a built environment narrative be created for the most effective results?
  - Which European nations, regions and cities should be targeted for the largest impact?
  - Is there anything unique about the built environment that means it does not have relevant cut through in mainstream discourse?
  - Who are the gatekeepers to storytelling and persuasion? What do we need to make them think, feel and do in order to support a campaign for the built environment?
3. **Phase 3: Field testing (estimated effort 40 days)**
- i. **Sense-testing**
- What do stakeholders among Laudes Foundation's partners think about the findings?
  - What do communications experts in the building sector believe are the biggest barriers to change?

- Where are industry experts saying more work/ research is needed to define a narrative?
  - Who would be the best audience(s) to test established theories with?
  - What do the best messages and assets look like for a narrative? What assets would need to be produced?
  - Predictions of how nay-sayers might respond to new progressive narrative arguments<sup>8</sup>, and tactics or ripostes to those lines of attack.
- ii. Primary research – testing messaging and framing with sample audience.**
- [Make-up and size of audience to be determined by agency in research proposals.]

## **E. Methodology**

### **a. About the methodology**

The methodology of this research should include an initial media landscaping exercise (NB including social media listening) to determine reach and perception of built environment concept and language in relation to climate and equity.<sup>9</sup> This should include a definitions analysis.

The inception phase should also consider the different strands of built environment narrative development currently being conducted by Laudes Foundation partners, and wider industry, pulling together relevant parties to ensure the sector is working as one. To that end it will be essential to consult the stakeholders outlined in annex 2, specifically those in the third rung of that proposed structure, as a mandatory requirement in phase 1.

There should be a literature review, as well as interviews with appropriate stakeholders in annex 1 if deemed appropriate, including other funders in the field. All sources must be appropriately referenced in accordance with the Laudes Foundation Style Guide.<sup>10</sup>

The timing, cadence and methods used will be further informed through consultation with Laudes Foundation, and relevant grant partners. This will need to be undertaken during the inception phase (1) of the research.

There is one key milestone – 20<sup>th</sup> June – where findings will need to be presented to a workshop of Laudes Foundation partners at the Urban Future conference in Stuttgart. It is anticipated this would be the end of the desk research (phase 2) and the workshop used to scope field testing of the research, but that will be for the agency to determine with Laudes in phase 1.

The Research Team and research methodology should be gender sensitive and inclusionary.

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<sup>8</sup> For example, the recent backlash to 15-minute cities <https://www.euronews.com/green/2023/02/21/what-is-a-15-minute-city-the-eco-concept-that-has-been-jumped-on-by-conspiracy-theorists>

<sup>9</sup> For example, Ramit Debnath's work at Cambridge CNMI (is in touch with Twitter / AI to get public perception on climate / built etc.)

<sup>10</sup> Available on request.

### **b. Data Collection**

Primary data collection methods could include micro-surveys, interviews, focus groups and questionnaires.

Important sources of information for this work may include Laudes Foundation staff and partners (see annexes 1 and 2).

A draft report will be discussed in a meeting and circulated to relevant staff and management for review and comment prior to finalisation.

## **F. Roles and Responsibilities**

The Research Manager (Communications Manager, Laudes Foundation) is responsible for:

- Overall responsibility and accountability for management and delivery of the research up to and including approval of the research report (in consultation with the Effective Philanthropy team at Laudes Foundation)
- Leadership of the research draft report review process including collating comments from Laudes Foundation Built Environment team and facilitating discussion and feedback
- Identification of peer reviewers (internal and external) and management of peer review process
- In all of these roles, necessary support will be provided by other members of the Laudes team
- Leadership in use of the research and its publication with support from the Advocacy, Communication and the Economy team at Laudes Foundation

The research consultant(s) is responsible for:

- Conducting all necessary literature review and qualitative and quantitative assessments and data collection as necessary
- Day-to-day management of the research and methodological approach
- Regular formal and informal reporting to the communications manager
- Preparation of and leadership in key research related meetings (kick off meeting, inception report meeting and draft findings meeting etc.)
- Support in identification of peer reviewers
- Addressing peer review feedback in the research
- Production of deliverables (inception report and research

report) in accordance with the request for proposals, Laudes Foundation editorial style guide, Laudes Foundation report style guide and contractual arrangements

The peer reviewers are responsible for:

- Reviewing the draft research report
- Providing peer review feedback to ensure quality of the research report
- Liaising with the research consultant(s), as required

### **G. Research Process**

The research will be carried out according to the principles set out in Laudes Foundation Research Procedures.

The inception and workplan should operationalise the Request for Proposals. The inception report will be based on initial documentary review and preliminary interviews. The inception report and workplan will address the following elements:

- Literature review (including social media analysis);
- Expectations from and objectives of the research;
- Roles and responsibilities within the research team;
- Any refinements and elaboration to research questions;
- Methods – qualitative and quantitative and data collection, including possible constraints, ethical considerations and risks;
- The workshop at Urban Future on 20<sup>th</sup> June, including a desired attendee list and supplementary materials; and
- Outline of the final research report, with opportunity to deliver the full research report in stages or through interim products (such as blogs) if deemed beneficial by both parties.

The inception report and work plan will be approved by the Communications Manager in consultation with the Effective Philanthropy team and Advocacy, Communications and the Economy teams at Laudes Foundation. It will act as an agreement between the consultants and Laudes Foundation on how the research is to be conducted.

The research consultants will prepare the draft and final research reports that describe the research methodology, discuss referenced literature review and key findings in an executive summary.

<b>Research Process</b>	<b>Due Date</b>	<b>Responsibility</b>
Selection and contracting of consultancy	5 May 2023	Communications Manager at Laudes Foundation



Contracting process completed	26 May 2023	Communications Manager at Laudes Foundation
Sign off of inception report	2 June 2023	Communications Manager, Effective Philanthropy (Laudes)
Completion of desk research	16 June 2023	Researcher / Research Team
Presentation of desk research at Urban Future workshop	20 June 2023	Research team presentation, Communications Manager at Laudes Foundation (facilitator)
Peer review of desk research	26 June 2023	Peer reviewers
Delivery of primary research scope (phase 3)	30 June 2023	Research Team
Workshop focused on analysis emergent funding space and gaps	July	Research Team
Research scope (phase 3) approved	7 July 2023	Communications Manager, Effective Philanthropy (Laudes)
Research in field (phase 3)	17 July 2023	Research Team
Final draft report submitted	1 September 2023	Research Team
Peer review of primary research results and report	4 September 2023	Research Team
A workshop and/or launch event with a small group of key stakeholders to launch findings, and gather recommendations to determine usefulness for communications messaging development, potentially as part of UNGA NYC Climate Week.	5-15 September 2023	All parties present and contributing

## H. Deliverables

The research requires the research team to complete the following deliverables:

- Inception report
- Desk research presentation (PowerPoint) and workshop materials (20 June 2023)

- Scope for primary research
- Field research report
- Draft and final reports, with executive summary to help to publish the report

The research team should attend meetings and calls with Laudes Foundation employees to align on requirements, needs and guidelines for activities.

### **I. Audience and Dissemination**

This research will ultimately be used in two ways:

- a) Firstly, to brief a third-party to develop high-level narrative (messaging chapeau), a set of key messages, proof points (backed up with this research, data, solutions) and calls to action which can be used by partners, industry leaders and policymakers in relation to the built environment transition; and then
- b) used to influence media stakeholders to increase resource focus on the built environment as a core part of their mainstream climate reporting.

The report from the study will be published on Laudes Foundation's website and can also be published by the author(s) through their own communication channels. The report should have an authored executive summary, with the attributed individual to be determined in the inception report.

However, before that desired outcome is reached, the research will need to be socialised amongst relevant audiences identified in annex 1. Desk research phases 1 and 2 will be shared at Urban Future and socialised on digital channels as part of that event. The research will be shared on the Laudes website and by Laudes amongst stakeholders in annex 1.

Messaging will be packaged and delivered to all Laudes built environment partners as it is hoped that these audiences will use the messaging developed above in further advocacy (although this activity is not in direct scope of Laudes Foundation).

### **J. Proposal, Research Team Requirements and Level of Effort**

The proposal not exceed three pages (excluding annexes). It should include:

- a) Research Methodology: Describe your overall approach and research methodology.
- b) Relevant Experience: Provide details of projects of similar scope, methodology, complexity and nature you have worked on previously.
- c) Specific Expertise: Describe your level of knowledge and expertise conducting the specified type of research and in geographies (as needed).
- d) Specific Expertise of the researcher (or research team). Include CVs (no more than three pages each and attached in an annex).

- e) Timeline: Confirmation that you agree to the research timeline as outlined in this RFP +/- 2 weeks.
- f) Sample reports: One sample research report authored by the team lead (will be treated as confidential and used for purposes of selection)
- g) 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 Euro. The proposal should include costs of a professional editor to prepare the report for external publication. The proposal should include estimated costs for the peer review by two qualified peer reviewers in the inception phase and of the draft report (per peer reviewer a minimum EUR 500 per day x 6 days and the rate should assume a 20% VAT charge).

Each proposal will be evaluated based on methodology and relevant organisational and staff experience and capabilities. The total budget for this landscape review should include travel expenses (if applicable) and VAT.

**The members of the Research Team must have:**

- A strong understanding and proven experience regarding the built environment, climate and equity;
- The time to focus on this research to delivery against deadlines outlined;
- Excellent research skills including data collection, interviews, literature review, focus group facilitation;
- Fluent ability to communicate in at least three European languages (including English) in written and verbal form;
- On-the-ground presence in various European markets;
- Strong facilitation skills and presentation skills;
- Good project management skills; as well as
- No conflict of interest with Laudes Foundation.

**Level of effort:**

- This research is estimated to not take longer than 60-70 working days' desk time. Additional time may be needed depending on the type of field research required in phase 3.

**Proposals should be submitted via email by 26 April 2023 and addressed to Ben Walker ([b.walker@laudesfoundation.org](mailto:b.walker@laudesfoundation.org)).**

## ANNEX 1: Stakeholders

This will be a multifaceted project designed to influence and align the narrative among policy, industry, workers and community voices. It will therefore require consideration and liaison with stakeholders working in this space. A non-exhaustive list of known entities that could be consulted is below:

### Current Laudis Foundation partners

**Urban Future** (event) – Laudis has just agreed a partnership to co-develop sessions and workstreams with UF, one of the biggest urban environments conferences in Europe – with a primary focus on environmental and social goals. This year the conference is in Stuttgart. Most, if not all the below partners will be present at UF too. Michael Shank of CNCA is running a narrative workshop which should align with this work.

- Public sector – interface with communities

**C40 Cities** – Laudis has agreed a new partnership with C40 to ensure European cities have the data, evidence, and narrative they need to demonstrate that social equity, including workers' rights, can go hand in hand with a clean construction agenda.

**Carbon Neutral Cities Alliance (CNCA)** – Laudis works with Urban Sustainability Directors Network on the CNCA project to increase the uptake of bio-based materials in the built environment via the widespread adoption of ambitious local, national, and regional policies. Director [Michael Shank](#) is well versed in the built environment narrative, has undertaken [media research](#) in this area and raised the issue in the environmental press. We have already approached him about this study, and he is interested.

**Cities4Forests** – Laudis funds part of this project, run by WRI and Pilot Projects Design LLC, to link seven European cities and seven dedicated tropical forests. A BbN partner. They tell stories well.

**European Community Land Trust Network** – CLTs are non-profit, democratic, community-led organisations. Acting as the collective client, they collaborate with commercial developers to develop homes that are affordable to low- and median-income households, as well as other assets that contribute to thriving neighbourhoods. Laudis is helping to establish the European Community Land Trust Network which will: 1) enable the growth of CLTs across Europe; and 2) enable each CLT to maximise its long-term social and environmental impact, through collaboration with industry frontrunners.

- Private sector – interface with business

**Arena for Journalism in Europe** – this work aligns with the investigative journalist partnership we have recently agreed with Arena. The aim of the grant is to establish a Europe-wide Climate Network hub of tools for investigative and data journalists reporting on the climate crisis. The outputs of this perception study could therefore be shared with Arena and used by their network.

**Built by Nature** – Laudis is the founding partner of BbN and one of the main funders of the network of developers, designers, asset owners, insurers, investors, and city leaders with the shared goal of accelerating the use of mass timber in the built environment. Their new

communications strategy has built narrative, movement and brand building elements and their head of comms is supportive of this work. A recent grant to the Milano Innovation District (MIND) demonstration project is [focussing specifically on industry perceptions of mass timber](#) in the built environment.

**Building and Wood Workers' International** – BWI work with Laudes to lead a combined action-research process to determine the opportunities and challenges within the process of decarbonising the building sector; making available evidence from research and tools so that workers can develop their own narrative, organise, claim their rights at the workplace and advocate for climate justice for all.

**Cambridge Centre for Natural Materials**<sup>11</sup> – Laudes works with a variety of academic partners, but this could be the most relevant to this study. [Ramit Debnath the PhD candidate](#) at CNMI is focusing on climate misinformation and media influence and could be a valuable project group addition.

**Dark Matter Labs** - working to create institutions, instruments and infrastructures for a more equitable, caring and sustainable future. Headed up by Indy Johar, inspirational architect and systems change theorist. Have recently undertaken research for Laudes on new economic thinking in the built environment, with the overall goal to look with fresh eyes at the challenges and opportunities presented by an equitable decarbonisation of Europe's land and buildings.

**European Environmental Bureau** – the largest network of environmental citizens' organisations in Europe. It currently consists of 180 member organisations in 38 countries. Laudes has several built environment grants with EEB including work on the EPBD and how to increase their narrative related to sufficiency.

**Green Finance Institute** – the GFI's Coalition for the Energy Efficiency of Buildings (CEEB) brings the public and private sectors together to co-create and rapidly up-scale new markets and financial mechanisms that mobilise capital at pace and scale towards the decarbonisation of buildings. •The number of CEEB individual members since its inception totals almost 400, representing approximately 170 different organisations.

**Institute of Human Rights and Business** – Laudes works with IHRB on developing research and a vision of a just transition in the built environment. The grant is a narrative piece of work on how to combine the social and technological. The first IHRB deep dive into a city took place on 19 January in Prague<sup>12</sup>, three similar events in Europe will follow in due course. There is a clear possibility to shape these sessions and pull-out stories and learnings and shape our approach to workers' rights narrative alongside this work. They are a key stakeholder for this work.

**Klosters Forum** – Laudes is entering the latter half of its two-year partnership with The Klosters Forum, focusing on amplifying discussions around the built environment. Any work could be tested with thought leaders across sector at this event.

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<sup>11</sup> Those outside Laudes partners of interest include Julie Doyle, professor of media and communication at the University of Brighton, Michael Svoboda, assistant professor of writing at George Washington University

<sup>12</sup> The Copenhagen session write-up is here: [Dignity in the Built Environment at BLOXHUB Copenhagen | Institute for Human Rights and Business \(ihrb.org\)](#)

**Metabolic** – Laudés works with Metabolic on a variety of projects related to circularity, not least the recently launched Circular Building Coalition. In September 2022 they undertook research to understand perception-change moments related to sustainability in the built environment.

**New Economics Foundation** – Laudés already works with NEF on a variety of grants in the financial capital market space, including UK research for an impactful collective communications campaign on countering the narrative that transitioning to net zero is an either/or with addressing the cost of living. In 2021 they were also co-authors of [this report](#) exploring the role of place – the built and natural environment – in the UK. NEF and its coalition of partners in the UK and the European Union are developing new frameworks for a ‘wellbeing’ economy, within which the three areas of public policy, including monetary policy and fiscal policy. NEF recently presented to our FCM team on framing “net-zero” in the UK.<sup>13</sup>

**Positive Money Europe** – Laudés works with PME on a variety of grants in our financial and capital markets (FCM) portfolio, however their director Fran Boait has communicated they would like to do more work on housing - ‘particularly changing the narrative on housing from being an asset to it being your home’. They have approached Laudés about this work previously.

**UCL Institute for Innovation and Public Purpose** – Based out of the world-renowned Bartlett Faculty of the Built Environment at UCL, Laudés works with UCL IIPP to help it push mission-oriented policymaking as a framework and thought model for redefining value. The IIPP Policy Lab helps deepen multidisciplinary approaches to academic research, teaching and policy design throughout the world. They are currently working with local councils in London to examine new procurement practices.

**World Green Building Council** – Laudés has a variety of grants with WGBC, not least #BuildingLife – which has already launched 5/10 national net-zero building roadmaps across Europe. WGBC are also the main partner in the Laudés #BuildingtoCOP grant: designed to agree a buildings breakthrough in 2023. Its membership base of developers, technical consultants and asset managers represents leaders committed to sectoral change and will be a good industry sounding board.

#### Other funders in the space

**ClimateWorks Foundation** – whilst ClimateWorks are not that active in the built space, [the Climate and Land Use Alliance](#) seeks to realize the potential of forests and land use to mitigate climate change, benefit people, and protect the environment.

**European Climate Foundation** - the ECF has started to focus keenly on the “how” of reducing greenhouse gas emissions from buildings, examining how the diverse actors involved in delivering emission reductions in buildings best cooperate. They have recently also announced the [PowerUp Academy](#): a training and networking programme for energy communicators at the local, national, and European levels. We partner with ECF through our FCM work.

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<sup>13</sup> <https://docs.google.com/presentation/d/10SNIFviBpVODarA8QDC9qV-kMRL7o5-69Kr8m553d70/edit?usp=sharing>

**European Commission** – DGGROW are developing an academy on biobased materials, whilst the EU Commission as selected one hundred cities to be role models in reaching climate neutrality by 2030, as part of the Horizon Europe Cities Mission. The Laudes Foundation Built Environment team are already in contact about the ‘After Action Review’ of this work.

**IKEA Foundation** – IKEA has a record of investments in the built environment space, including several co-funded projects with Laudes, such as the [World Green Building Council flagship BuildingLife work](#).

#### Consultants we have worked with

**103.ventures** – Laudes is playing a key role ensuring that there is alignment between the metrics, pathways and targets used by investors and the built environment industry. Nine of our partners bridge the Finance and Built Environment (FIBE) gap. This cluster is currently working as a community of practice to develop a joint narrative on what FIBE means (Pre-MIPIM, in Cannes) designed to support CoP participants to persuade the laggards and missing middle.

**Duneworks** – are consultants specialised in the societal aspects of the transition towards an inclusive and sustainable climate. They run our Policy Community of Practice for the built environment and report that members of the community have asked them to work together on a combined quantitative and qualitative narrative on equity, just and wellbeing.

**Evora Global Limited** – Evora work at the nexus of built and finance. We are currently in conversations with Evora about producing a sentiment analysis for climate risk in real estate. They have previously provided specialist support to a grant we conducted with Share Action on campaigning tactics for investor engagement on building decarbonisation.

**FrameworksUK** – a communications agency that look at argument/ debate framing who have recently launched a toolkit with tips and recommendations, along with plenty of practical examples to help.<sup>14</sup>

**Global Commons Alliance/ Brunswick** – ran a Nature Positive workshop for Laudes in 2021, where leaders in the nature-positive space came together to agree a shared narrative, key messaging, and calls to action.

**Neon** – offer hands-on support and training for campaigners, organisers, communications and operations teams working across social movements. Funded by ECF. They will be feeding into the FIBE cluster work chaired by 103 ventures.

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<sup>14</sup> <https://www.jrf.org.uk/report/framing-toolkit-how-talk-about-homes>

**ANNEX 2: Potential structure**

To assist the research team's understanding of some of the above stakeholders, we have organised some of these stakeholders into an illustrative structure which could help support consultation and research development.

[Note: the third rung of this potential structure contains current Laudes Foundation working groups who we would recommend consulting in the first phase of this study to help scope the research.]

