



| STRATEGIC GOALS 2023 (defined in 2016, revised in 2018) | PRIORITIES 2020-21 ACROSS THE TOPICS | SPECIFIC ACTIVITIES | GUARANTOR |
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DEVELOPMENT OF THE COUNCIL

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| Steady increase of membership base by 10% per annum. | Ensuring ongoing service to members during the times of COVID-19 restrictions, minimising the risk of member outflow in 2021. | Regular communication of news - economic, legal, organisation of online events. Active recruitment of news members - based on personal recommendations. | Karel Fronk, Skanska Petr Vogel, Ekowatt |
| Development of current activities and increasing the impact by 50% of individuals/ professionals (B2B) compared to 2016. | Increase the attractiveness of the events, ensure effective communication. | Brainstorming over new concept of the events, find interesting places, implement new communication tools. | Jindřich Kindl, Sekyra Group |
| Become a professional partner for at least one educational programme with relevant university. | Revise format and targeting, focus directly on students as well as institutions. | Presentation of case studies, assignment of year and diploma thesis for students, series of lectures in CAMP. Focus on faculties of building constructions. | Lukáš Ferkl, UCEEB Robert Leníček, Len+k |
| | Identify new sources of income for the Council/ business development for members. | Identification of services provided by the members as paid service under the Council umbrella. | Petr Kašík, Amit Jan Andrejco, Panattoni |

MARKETING AND PR

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| Gradual increase of the Council brand prestige, coverage of all key topics, use of all mass media incl. TV and radio. Positioning of the Council as an independent professional guarantor offering a comprehensive view on the green building sector. | Increase involvement of the members in the PR activities of the Council. | Connect the Council's PR agency with marketing/PR of the members to ensure effective communication and use of press releases, information and case studies of the members. | Petra Hajná, CPI PG Jakub Benda, Saint Gobain CP Tomáš Andrejsek, Elan Interior |
| | Improving the quality of information on the CZGBC activities. | Better promotion of all CZGBC publications and services. | |
| | | More effective use of social networks for selected projects and activities (e.g. Healthy School, Healthy Home). | |

LEGISLATION

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| Through the alliance Chance for Buildings gradual improvement of the legal environment that supports the principles of green building in all its aspects. | Transposition of the EU Directives EPBD3 and EED2, water management, circular economy, private financing. | Ongoing close cooperation between Chance for Buildings and the CZGBC Task Groups (see below); regular legislative update to members. | Ondřej Šrámek, Knauf Insulation Karel Fronk, Skanska |
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| | PRIORITIES 2020-21 TASK GROUPS | SPECIFIC ACTIVITIES | GUARANTOR |
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| ENERGY | INNOVATION/TECHNOLOGY/ SAVINGS Coordinator: Petr Zahradník | | |
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| Online benchmarking – anonymous comparison of energy consumption with a group of similar buildings (similar to EnergyStar portfolio). | Energy in buildings. | Existing legislative activities - preparation of technical documentation for influencing the transposition of European Directives EPBD3 and EED2. Further development of online benchmarking - ensure more data for the database. | David Martínek, ČEZ ESCO |
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| | Integrated building design methodology/ Automation/ Innovation in buildings in practice. | Innovative approach to modern buildings - a guidance for investors to apply comprehensive approach to design and building operation; emphasis on conceptual solutions and technology synergies. To be based on UCEEB project. | Ivo Drábek, Buildsys |
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| | Other activities. | PR - articles and interviews, podcasts, promotion in context with zero Carbon and climate change. | |
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| | | Awareness - continue with seminars: legislative issues (through Chance for Buildings); BIM. | |
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| | | Cooperation with other sector organisations. | |
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| SUSTAINABLE MATERIALS AND WASTE | SUSTAINABLE MATERIALS AND CIRCULAR ECONOMY Coordinator: Karolína Dvořáková | | |
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| Education - environmental footprint. | Promoting the use of building materials from demolitions and other recycled materials. Monitor legislation. | Identification of legislative barriers, provide solutions for their removal. Participation in the preparation of standards for deconstruction; pre-demolition audit of buildings. | Lenka Vrbová, TZÚS |
| | Circular economy in public procurement. | Involvement in the Green Deals initiative, initiate the methodological support for procurement, continue cooperation with relevant ministries. | Karel Fronk, Skanska |
| Education - materials and internal environment. | Sustainable materials, EPD, LCA evaluation. | Research among material manufacturers on EPD, support and promotion. Cooperation with UCEEB, Ministry for Environment/CENIA. Connect with Certification Task Group. Check other database and SW for LCA and its compatibility with Czech conditions. | Jakub Benda, Saint Gobain CP |
| Education - public procurement. | | Expansion of funding support to other programmes - direct support of companies. Implement in cooperation with Chance for Buildings. | |
| Fiscal state aid or legislative measures to support materials based on the circular economy | Support for the use of quality material which can be recycled later. | Education, case studies. | |
| WATER MANAGEMENT | Coordinator: Karolína Dvořáková | | |
| Fiscal state aid to legislative measures to support indirect water savings (green roofs, retention, use of grey/rainfall water, etc). | Economic benefits of technical solutions/ rationalisation. | Preparation of a document on the economic benefits of green roofs, use of grey and rainwater in conjunction with UJEP and available studies. | Jana Petrů, Koncept Ekotech |
| | | Definition of non-potable water and its use, adjustment of drain factors, including the water areas in a green coefficient. | Šance pro budovy |
| Education - savings in buildings and their surroundings. | Education of wider public. | Monitoring of activities of industry organisations, establishing cooperation (Green Roof competition). Mapping of events where members could represent the Council and arrange for attendance. | Karolína Dvořáková, CZGBC |
| | | Promotion of the topic through member case studies, visits to relevant venues. | |
| | PR activities. | Monthly posts in social networks. | Josef Hoffmann, Saint Gobain |
| | | Internal research of foreign press and publication of interesting news. | |
| | | Focusing on younger generation - creating a demand for sustainability. | |
| INTERNAL ENVIRONMENT | Coordinator: Kristýna Cabrnchová | | |
| | Healthy School | Promotion of the topic, PR campaign, cooperation with municipalities, presentation of case studies, revision of the project leaflet, active sell of monitoring the environment. | Petr Novák, Ekola |
| Ongoing support to residential developers through PR, seminars, etc. | Healthy Home - new project (coordinated by Eva Němečková) | Education aimed at developers and tenants, manual of smart behaviour at home. PR campaign during quarantine. Long-term partnership with Český rozhlas to promote the issue. | Karolína Skřivanová, JRD |
| Focus on admin buildings promotion of quality internal environment, use for PR. | CBRE Art of Space | Reuse date and experience from past years to promote the topic. Advice on return to healthy office after quarantine. Audit of internal quality to property managers. | Petr Kašík, AMIT |

| EXTERNAL ENVIRONMENT/ SMART CITIES | transformed to BROWNFIELDS Coordinator: Karolína Dvořáková | | |
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| Completion of Smart City Indicator project. | Identification of barriers on brownfield redevelopment. | Based on existing manual, identify barriers and propose legislative changes for their removal. | Petra Hajná, CPI PG |
| | | Creation of a platform for discussion between public sector and developers. Workshops for municipalities (following the Smart City Indicators workshop). | |
| | Monitoring of existing stakeholders in brownfield sector. | Build on existing relations with CzechInvest and relevant ministries, promote sustainable redevelopment. | Marta Šťastná, CBRE |
| | | Connect with other events/organisations: Expo Real, Technical University and other. | |
| | Education and PR. | Prepare Executive Summary of existing manual on Sustainable Brownfields Redevelopment. | Arnošt Wagner, Development News |
| | | Intensive promotion of the manual. | |
| | | PPP projects promotion, case studies, principles of participation. | |
| CERTIFICATIONS | Coordinator: Karolína Dvořáková | | |
| | Promotion and education on the certification systems and their benefits. | Preparation of the manual - overview of certifications systems, explanation and unification of terms. | Jiří Stránský, Ruby |
| | | Seminars on certification/promotion of the publication. | |
| | Materials in certification systems. | Link to the Sustainable Materials Task Group, info to manufacturers on required steps to meet the certification requirements. | František Macholda, Ekowatt |
| PUBLIC PROCUREMENT | Coordinator: Petr Zahradník | | |
| | Ongoing education of public sector to improve the procurement processes with regard to quality and efficiency of the building. | Seminars as per grant scheme, promotion of manuals, cooperation with APES on Design & Build method. | Petr Zahradník, CZGBC |
| | GENERAL PRIORITIES ACROSS THE TASK GROUPS | | |
| | Change of the modus operandi of the Task Groups for more effective communication and implementation of the tasks. | Closer links across the Task Groups - joint activities, overlapping issues, sharing experience. | team CZGBC |
| | | Implement interactive SW for better organisation and communication with the Task Groups, incl. Document sharing, etc. | team CZGBC /members of Task Groups |
| | | General update between groups leaders about activities. | coordinators of Task Groups |
| | | Promotion of member projects/case studies through CZGBC communication channels and PR. | team CZGBC |
| | Initiating the discussion on climate change preparation. | Defining the aspects of climate change in individual priority areas, promotion amongst the membership. | Karel Fronk, Skanska Petr Vogel, EkoWATT |