## STRATEGIC GOALS

- **GENERAL** (defined in 2016, revised in 2022)

## PRIORITIES ACROSS THE TOPICS FOR 2022 - 2023

### SPECIFIC ACTIVITIES

### GUARANTOR

### DEVELOPMENT OF THE COUNCIL

- **Steady increase of membership by 10% per annum.**
  - Extend the membership base with new segments, strengthen the stability of the organization.
  - Active acquisition of new members - based on personal reference. Increasing the visibility and prestige in media as a support.
  - Members of the CZGBC Board

- **Development of current activities and increase of their reach by 50% of individuals/professionals (B2B) compared to 2016.**
  - Restore the full operation of the Council after covid restrictions, create a suitable mix of online and off-line meetings, increase the attractiveness of Council events.
  - Emphasis on offline meetings with networking opportunities in balance with online events with quality and up-to-date content in interesting buildings. Involve members in all activities.

- **Become a professional partner for at least one educational programme with relevant university.**
  - Revise format and targeting, focus on students directly.
  - Assignment of diploma and year thesis, presentations in CAMP.

- **Ensuring financial stability.**
  - Finding new source of income for the Council / business development for members.
  - Identification of paid services provided by members under CZGBC. Active promotion of sus build training for corporations.

- **Ad hoc expansion of activities and topics in relation with market development, legislation, etc.**
  - ESG, reporting, taxonomy.
  - Provide basic information about taxonomy and ESG reporting, help members to get the picture of the basic requirements.
  - Defining aspects of climate change in individual priority areas. Preparation and creation of Zero Carbon Roadmap.

### MARKETING & PR

- **Gradual strengthening of the Council brand prestige, coverage of all topics, use of all types of mass media, including radio and TV.**
  - The Council is the only organization offering a comprehensive view on the green buildings, has a role of an independent expert guarantor.
  - Better involvement of members in the CZGBC PR activities.
  - Improve interaction with members re their own promotion. Brainstorm on an effective mechanism for delivering news and information.
  - Members of the CZGBC Board

- **Improving the attractiveness and quality of information about the Council.**
  - Continue to promote CZGBC publications and services, case studies. Use of social networks for event promotion.

### LEGISLATION / CHANCE FOR BUILDINGS

- **Gradual creation of a legislative environment that supports the principles of green building in all its aspects. Use Chance for Building as key instrument.**
  - Broadening of topics: influencing decision-making at a high political level, implementing ESG, making use of the EU Presidency.
  - Transposition of EU directives EPBD and EED, DNSH, water management, circular economy, financing. Better C4B interaction with Council Task Groups, informing members regularly.
  - Members of the CZGBC Board

### PRIORITIES 2022 - 2023

### TASK GROUPS

### GUARANTOR

### ENERGY

- **INNOVATION/TECHNOLOGY/SAVINGS**
  - coordinator: Petr Zahradník

- **Ongoing education and increasing demand for comprehensive solutions.**
  - Target education on blue collars - use practical tips for implementation. Identify educational organisation for cooperation.
  - PR - articles, interviews, podcasts. Topics related to zero carbon and climate change.
  - Ivo Drábek, Buildsys
Ongoing monitoring of legislative development, transposition of EU directives. Support activities and initiatives to achieve zero carbon and energy self-sufficiency.

Key topics: EPBD, EED, RED, DNSH, ESG, taxonomy.

Provide more frequent regular briefing 2-3x per year. Work more intensively with C4B at the technical level, renew C4B Task Group on decrees, regular info on activities of relevant ministerial task groups.

Lukáš Ferkl, Envitrail

Online benchmarking: anonymous comparison of own energy efficiency to a group of similar buildings.

Long term project.

Gradual amending of the database with relevant data.

Petr Zahradník, CZGBC

<table>
<thead>
<tr>
<th>SUSTAINABLE MATERIALS AND WASTE</th>
<th>SUSTAINABLE MATERIALS AND CIRCULAR ECONOMY coordinator: Petr Zahradník</th>
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<tbody>
<tr>
<td>Fiscal state support or legislation to support materials on circular economy basis.</td>
<td>Demolition audit - open letter to ministry, pursue ČAS to initiate creation of the standard as per Austrian example.</td>
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<td>Definition of „waste“ in the law on waste and recycling.</td>
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<td>Use of timber constructions - inspiration from abroad. Cooperation with ADMD in area of removing barriers. Include the topic in the Zero Carbon Roadmap.</td>
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<td>Ongoing education and promotion aimed at wider use of sustainable materials and implementation of circular economy principles.</td>
<td>Create a checklist/manual for construction firms with overview on use of building and demolition waste. Focus on legislation and standards for recycling of individual materials.</td>
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<td>Circular procurement - prepare simple checklist for public and private procurement. Support a project to serve as case study. Cooperate with Min of Labour, use partial criteria from certifications.</td>
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<td>Raising awareness on quality of recycled materials.</td>
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<td>Case studies - CE principles implemented already in the design stage, deconstruction modularity, inspiration form abroad.</td>
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<tr>
<td>Karel Fronk, Skanska</td>
<td>Karolína Barič, Zero architecture, Tereza Pavlů, UCEEB</td>
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<tr>
<td>Tomáš Hýrek, Stora Enso</td>
<td>Regina Hulmanová, MPSV</td>
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<td>Jaroslav Nutil, SGCP</td>
<td>PS/team CZGBC</td>
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<th>WATER MANAGEMENT</th>
<th>coordinator: Simona Kalvoda</th>
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<td>Legislation.</td>
<td>Annul the exception on rainwater fee in the urban areas.</td>
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<td>Definition of non-potable water - correct the legislative error.</td>
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<td>Use of green roofs combined with PV - seminars, case studies, GWGT.</td>
<td>Green roofs - manual, benefits, maintenance - comprehensive info for engineers/architects/investors.</td>
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<tr>
<td>Education and raising awareness.</td>
<td>Scheme of water management solutions - comprehensive views.</td>
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<td>Green Building Club with Dusty Gedge.</td>
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<td>Target younger generation with PR - increase the demand.</td>
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<td>Šance pro budovy</td>
<td>Pavel Dostal, Greenville</td>
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<td></td>
<td>Karolína Barič, Zero architecture</td>
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<td>Pavel Dostal, Greenville, CZGBC</td>
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<th>INTERNAL ENVIRONMENT</th>
<th>coordinator: Simona Kalvoda, Ilona Prausová</th>
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<td>Healthy School.</td>
<td>Systematic promotion of the topic, case study series in media.</td>
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<td>Summary of current subsidy programmes, supporting all aspects of internal environment.</td>
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<td>Revision and promotion of all existing documents produced by CZGBC (manual, flyers...).</td>
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<td>Petr Novák, Ekola</td>
<td>ŠPB</td>
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<td>Petr Novák, Ekola</td>
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<td>Healthy Home.</td>
<td>Education of expert public - GWGT, case studies, infosheets.</td>
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<td>Education of end-users: repeatedly promote all topics, certifications of residential buildings as smart investment in view of quality.</td>
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<td>Petr Valeš, JRD</td>
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### EXTERNAL ENVIRONMENT

**BROWNFIELDY**
*coordinator: Kateřina Kubizňáková*

- **Legislation.**
  - CZGBC members to provide comments on analysis on brownfields prepared by C-I.
  - Research of Belgian legislation on BF contamination - consider to use as inspiration for legislative changes in CZ.

- **Education/PR.**
  - Infosheets production - inspirative, replicable case studies.
  - Infosheet with summary of existing financial tools (Transition fund, ESG, etc).
  - GWGT - Vlněna, Zetor, Zbrojovka, Hostivice Panattoni.

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**CERTIFICATIONS**
*coordinator: Petr Zahradník*

- **Education/PR.**
  - Seminars on certification, further promotion of the manual.
  - Examples of good practice, GWGT, infosheets.

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**PUBLIC PROCUREMENT**
*coordinator: Petr Zahradník*

- **Education of public sector on good practice in public procurement process.**
  - Ongoing education aimed at increasing the quality of public procurement process with focus on quality and efficiency of the building.
  - Education events depending on available grants. Promotion of CZGBC publications, cooperation with APES in the area of Design&Build.

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### GENERAL ISSUES ACROSS THE TASK GROUPS

- **Implement effective communication tools among Task Group members and between the Task Groups with overlapping issues.**
  - Link across the Task Groups - joint activities, sharing experience, complementing knowledge.

- **Use of TEAMS for easier communication, sharing documents, etc.**
  - Regular update between the guarantors and coordinators on mutual activities.

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**Healthy Office.**

- Post covid return to offices - requirements by tenants and bldg managers. Round table discussion, revise manual, promotion of WELL.
- Case studies, GWGT. Make use of existing questionnaire for quality of internal environ't.
- Media coverage of the topic.

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Jan Baxa, CA IMMO

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Petr David, CzechInvest

Kateřina Kubizňáková, KK

Jan Andrejco, Panattoni

Martin Fadrný, FB Advokáti

team CZGBC

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CZGBC team /all Task Group members

CZGBC team /all Task Group members

guarantors /coordinators