

# Annual Report

2020-2021





## Words of the President

The pleasure of leading an association resides partly in the conversations and exchanges with people of various background and from different branches of our industry. Whilst the health crisis took this away from half of my term of office, we took on the challenge of reinventing ourselves and finetuned our digital communication channels into efficient and reliable tools. Whether it be our monthly newsletter, our Twitter or LinkedIn accounts, and the Construction lunches transformed into virtual breakfasts, all saw a rise in followers and subscribers. Three associations join us and like all of you, we thank them for their trust and membership.

As we continue to deliver positive messages and solutions, our relationship with the European Institutions grows and the officials turn to us for feedback. Construction Products Europe was the first association to host the European Commission during the drafting process of a sustainable built environment strategy. Even if the Commission's plans changed, it allowed us to think strategically as numerous initiatives were launched on the EU scene. These include the Renovation Wave and the Construction Products Regulation (CPR) consultation, the cornerstone of our work. As Germany held the EU Presidency, we had the honour of being primary interlocutors on their online CPR event, pressing home our priorities, later reinforced by our digital communication and that of our followers.

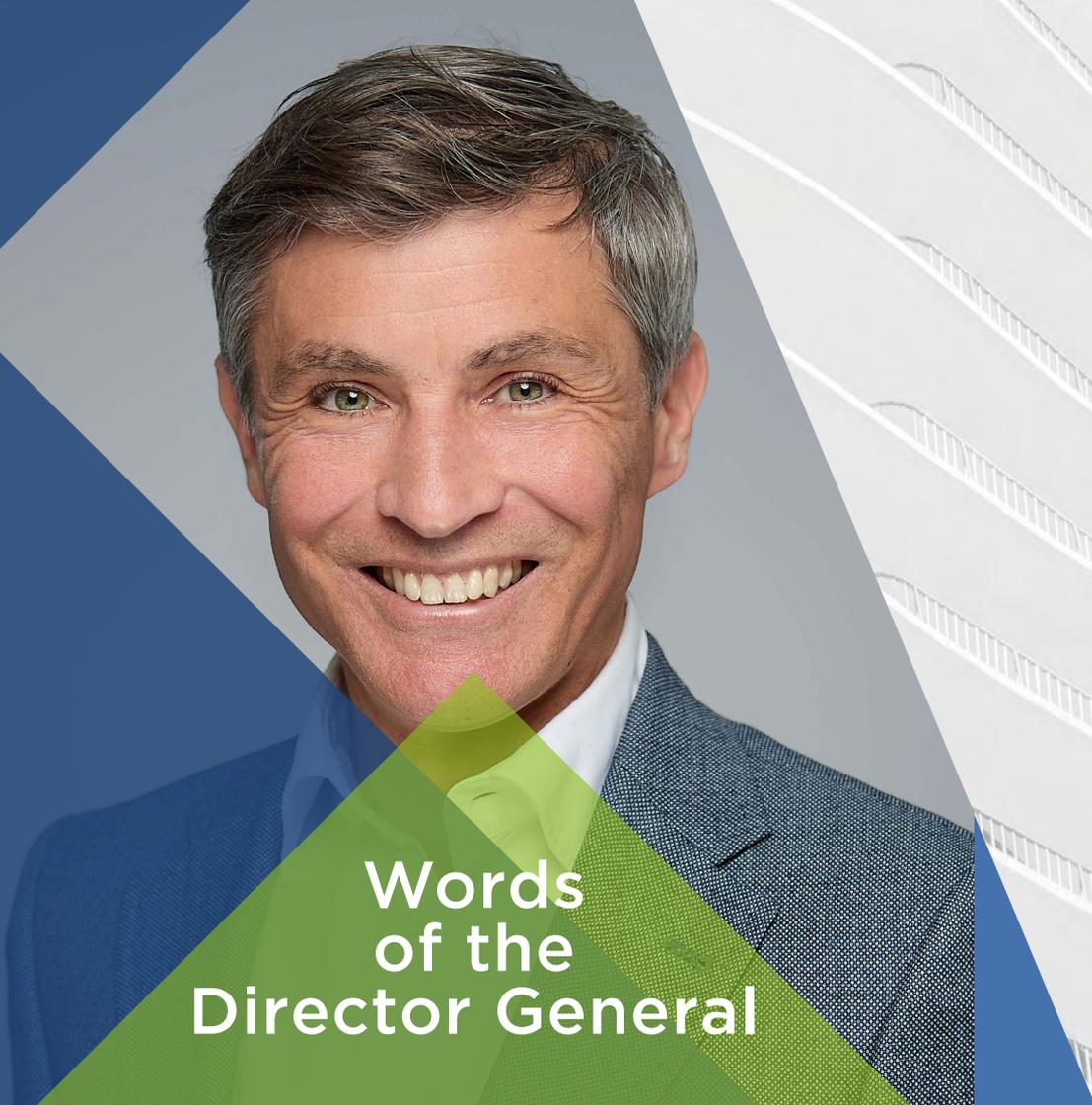




More recently, we had the pleasure of co-hosting a workshop with the Commission on the New Bauhaus Initiative, which gathered representative from across the construction sector. I am personally proud to see Construction Products Europe at the centre of the discussions that matter for our sector.

As a closing note, I wish to thank the secretariat and our members for their dedication. The numerous meeting that we had with European Commission Commissioners, Heads of Unit, and staff, reinforced the credibility of our input and strengthened the voice of construction products manufacturers in the European debates.

Cédric de Meeûs



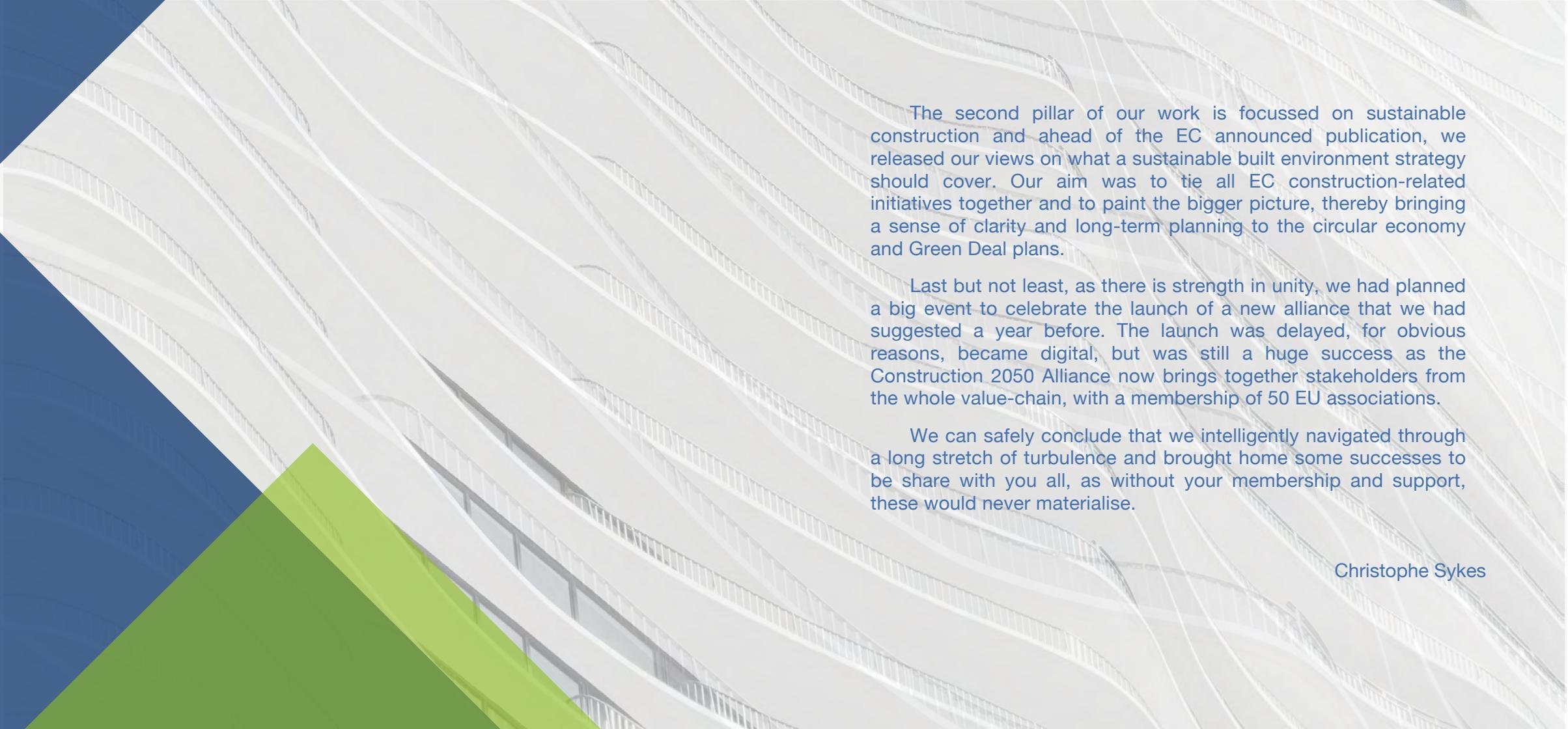
## Words of the Director General

No annual report for 2020, and probably for 2021, will go without a large part dedicated to the Covid health epidemic and its impact. We cancelled all meetings and travel plans early last year and turned to digital tools. It took a little bit of time to pick the right one amongst the plethora of systems but in the end, it allowed us to connect with more members than ever. Indeed, we organised shorter meetings on a regular basis and this turned out to be both effective and popular.

As the pandemic was growing in strength, we brought together our members and colleagues from FIEC and EBC and penned a letter to the European Commission (EC), urging them to act and to support the construction industry. Thierry Breton, EC Internal Market Commissioner, responded immediately and invited a selected number of CEOs for an online meeting, soon to be followed by a second.

Whilst we were all adapting to the new reality, we focussed on our key concerns, amongst which the revision of the Construction Products Regulation (CPR) took central stage. We invited key stakeholders to work with us on a draft proposal to be shared with the European Institutions. As the European Parliament (EP) initiated its own CPR report, we were invited by the EP Internal Market Committee (IMCO) to hold an online webinar to explain the CPR technicalities to the Members of the European Parliament (MEP). We also worked closely with the EP rapporteur, German MEP, Christian Doleschal whilst he was drafting the EP CPR report.





The second pillar of our work is focussed on sustainable construction and ahead of the EC announced publication, we released our views on what a sustainable built environment strategy should cover. Our aim was to tie all EC construction-related initiatives together and to paint the bigger picture, thereby bringing a sense of clarity and long-term planning to the circular economy and Green Deal plans.

Last but not least, as there is strength in unity, we had planned a big event to celebrate the launch of a new alliance that we had suggested a year before. The launch was delayed, for obvious reasons, became digital, but was still a huge success as the Construction 2050 Alliance now brings together stakeholders from the whole value-chain, with a membership of 50 EU associations.

We can safely conclude that we intelligently navigated through a long stretch of turbulence and brought home some successes to be share with you all, as without your membership and support, these would never materialise.

Christophe Sykes

# 2021 a year for reconstruction

The Construction Products Regulation is now at the centre of the European political discussion. Our industry is pushing for short-term solutions to unblock the citation of harmonised standards and we are also working in a long term strategy which will include the revision of the regulatory framework. The European Commission launched an impact assessment describing some policy options but unfortunately, none of them were satisfactory for the construction industry. Our efforts last year focused on developing an alternative proposal for the future of the CPR which is expected to satisfy not only the needs of the industry but also the demands from Member States and European Commission.

The other important field of expertise of our association is related to environment and, as described in the European Parliament report about the CPR and in the EU Green Deal, the CPR is expected to address product environmental performance. Our industry is leading the delivery of this kind of information to the market in times of increasing pressure on transparency and data exchange.

The European Commission is working in different initiatives addressing construction products, some of them are horizontal such as the development of the European taxonomy and the Sustainable Products Initiative while others are focused on construction such as the EPBD revision and the renovation wave. The challenge for our manufactures is to ensure coherent development.

**Construction in national Recovery Plans**  
**The built environment must be a priority for Next Generation EU**

Brussels, 4 December 2020 – Two days ago, the Construction 2050 Alliance brought together experts from all over Europe, including representatives from the European Commission, the European Parliament and national governments. They discussed the important role that the construction sector may play as the European economy recovers slowly from the COVID-19 pandemic. The Alliance's key message is that the built environment must be a key priority in all national Recovery plans and in the new EU funding initiatives.

As in our fight against climate change, for which the construction ecosystem plays a key role, the built environment provides solutions to mitigate the impact of the pandemic. Indeed, while it was estimated that on average European citizens spend more than 90% of their time indoors, this has significantly increased as confinements and curfews have become the new norm. Living in safe, healthy, properly ventilated and energy efficient buildings is thus crucial for EU citizens, the economy and the planet.

It is for the reasons highlighted here above that, the members of the Construction 2050 Alliance held a high-level discussion on the role that the built environment should play in the post-COVID-19 recovery, more specifically, its weight in future decisions on European funding in response to the pandemic.

This first public event of the Construction 2050 Alliance allowed for open and transparent exchange between Member States representatives, Members of the European Parliament (MEPs), high-level Commission officials, as well as European construction experts.

Whilst Member States presented their plans for the built environment in their respective national strategies under the new recovery instrument, "Next Generation EU", the European Commission confirmed that construction may be prioritised in the national Recovery Plans as it can play a key role in the recovery and resilience of the EU's economy. However, this must be requested by Member States that have full ownership of their national Recovery Plans and should be the result of consultation exercise with national stakeholders. On the same line, MEPs Iskra Mihaylova (Bulgaria, RE) and Pernille Weiss (Denmark, EPP) suggested that national debates feed each other through an exchange of best practices on effective policy measures.

The representatives of the Alliance stressed that investments in the renovation and modernisation of the European buildings and infrastructure will deliver positive results in terms of health, comfort, adaptability and environmental impacts. Such investments offer key opportunities for a built environment that would be more resilient, safer, more comfortable, more cost-efficient and sustainable. Therefore, the 47 EU associations that form the Alliance call together for the built environment to be a key priority in all national recovery plans and in the new EU funding initiatives.

\*\*\* END \*\*\*

Click [here](#) to access the recording of the event

Click [here](#) to read the Concept note of the Construction 2050 Alliance.

**EU Industrial Strategy: the construction value chain stands ready to define a pathway for transition to achieve EU goals**

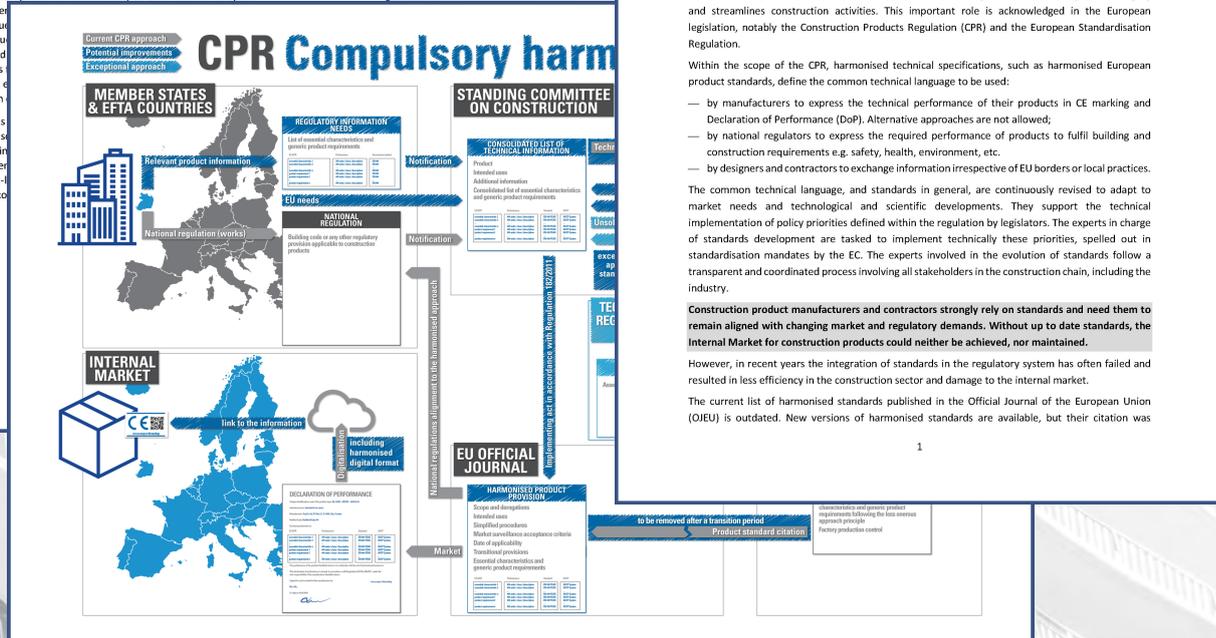
Brussels, 18 May 2021 – On 5<sup>th</sup> May, the European Commission released the new EU Industrial Strategy, which puts a renewed focus on the key ecosystems, including construction. Construction Products Europe, as member of the Construction 2050 Alliance, welcomes the priority given to the construction ecosystem as one of the sectors that faces the most important challenges in meeting climate and sustainability goals and in embracing the digital transformation.

Specifically, the Construction 2050 Alliance welcomes the Strategy's plan of transition pathways for key ecosystems such as construction, co-created together by the industry, Member States and the European Commission. Such pathways will offer a better understanding of the scale, cost, long term benefits and conditions of the required action to accompany the twin transitions of the construction sector, which will be essential to achieve the goals of the European Green Deal and Renovation Wave.

The actors of the construction value chain, gathered in the Construction 2050 Alliance, have already started looking into this co-creation process and stand ready to work with the European

Commission. Looking at the expected improvements of the overall added value of the Commission's High-Level Construction priorities that must be supported, Construction 2050 Alliance looks forward for the twin transitions, thereby ensuring sustainability in the construction sector.

The opportunities construction is offering as one of the main EU policy goals, but also the decarbonisation of the existing building stock, in particular data, energy efficiency, just to name a few high-priority areas, the European Commission and the



**Discussion Paper**  
**The future of the standardisation system within the CPR**

This document was developed by the European Builders Confederation (EBC), the European Construction Industry Federation (FIEC), Construction Products Europe and Small Business Standards (SBS) as input on the role of the standardisation system in the current CPR and its potential revision. Other topics related to the implementation or future of the CPR will be developed.

**1. State of the art**

Standardisation plays a crucial role for the European construction sector. It is the main pillar of the Internal Market, facilitates the free movement of construction products in the European Union (EU) and streamlines construction activities. This important role is acknowledged in the European legislation, notably the Construction Products Regulation (CPR) and the European Standardisation Regulation.

Within the scope of the CPR, harmonised technical specifications, such as harmonised European product standards, define the common technical language to be used:

- by manufacturers to express the technical performance of their products in CE marking and Declaration of Performance (DoP). Alternative approaches are not allowed;
- by national regulators to express the required performance of products to fulfil building and construction requirements e.g. safety, health, environment, etc.
- by designers and contractors to exchange information irrespective of EU borders or local practices.

The common technical language, and standards in general, are continuously revised to adapt to market needs and technological and scientific developments. They support the technical implementation of policy priorities defined within the regulation by legislators. The experts in charge of standards development are tasked to implement technically these priorities, spelled out in standardisation mandates by the EC. The experts involved in the evolution of standards follow a transparent and coordinated process involving all stakeholders in the construction chain, including the industry.

**Construction product manufacturers and contractors strongly rely on standards and need them to remain aligned with changing market and regulatory demands. Without up to date standards, the Internal Market for construction products could neither be achieved, nor maintained.**

However, in recent years the integration of standards in the regulatory system has often failed and resulted in less efficiency in the construction sector and damage to the internal market.

The current list of harmonised standards published in the Official Journal of the European Union (OJEU) is outdated. New versions of harmonised standards are available, but their citation was

# key figures



**1100** LinkedIn followers  
(up **87%**)



**2313** Twitter followers  
(up **7%**)



**919** newsletter subscribers  
(up **16%**)



**39 259** pageviews  
(up **32%**)



**1.29** sessions per user  
(up **7%**)

# Thank you!

