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Welcome to this edition of the CAP'EM newsletter.



CAP'EM project ends in 2014, but we will go on!

After a great period with lots of unexpected challenges and changes in the building sector during the last decade the CAP'EM project will finally end this year.

In the next issue, September 2014, we will present a brief summary of the end results. These results will also be presented in a special programme during the great AvniR conference in Lille, November 2014 (see further on in this newsletter).

But we will go on

Before the summer the last meetings took place in Ghent and Rotterdam where we decided to continue our international collaboration in the field of LCA's, SME's and expositions in order to give sustainable support to the ecological manufactures and suppliers. And to capitalize the efforts made in the Interreg IVb programme.

You will hear from us!





We have interviewed Dr Andrew Norton. Andrew is a highly regarded Life Cycle Assessment practitioner and consultant with a wealth of experience in sustainable materials. Whilst providing LCA and Carbon Footprinting advice to major international clients, he has also worked on researching and developing many agricultural and forestry derived products.

• What is Renuables ?

We are an environmental consultancy that prides itself on its strong scientific roots. Directed by Dr Norton and run with Professor Hill and Dr Walmsley our mission is to reduce negative environmental impacts, not just through our own actions, but also through the widespread effects of the advice and services that we provide.

Our core work is based on Life Cycle Assessments and includes delivery of Environmental Product Declarations (EPDs), carbon footprint studies, full LCA comparisons, as well as verifications and peer reviews of the work of other LCA practitioners. With our extensive academic and industrial links we also conduct research and development into materials, energy and food production.

We work for many well known companies and organisations, as well as SMEs. Recent clients include: the European Commission, Marks and Spencer, Saint Gobain, the Belgian Federal Government, UPM Tillhill, Imperial College and the World Bank.

• What is the role of Renuables in the CAP'EM project?

Renuables was commissioned as a technical consultant to provide the original CAP'EM LCA methodology. This has formed the foundation for the environmental assessments of the materials and products in the CAP'EM database and subsequently the CAP'EM Compass tool. Throughout the project we have also provided LCA advice and training to the project partners as well as complete and review the LCAs. Renuables is now proud to be a partner of the project throughout the project extension and beyond.

• Could you solve some problems thanks to the european collaboration?

All too often we see “greenwash” (spurious environmental claims) promoting unsuitable products and materials and the CAP'EM project has been a fantastic opportunity to provide Europe with a platform for comparing genuine environmental impacts and technical data. It is hoped that the CAP'EM project will continue long into the future to continue harmonising the way in which Europeans provide and present this type of data. This is seen as being of upmost importance with more computer based design tools such as BIM becoming prevalent in Europe which will demand reliable data to guide sustainable construction decisions.

• How did you like to work in an international project with very different organisations and nationalities?

Working on the CAP'EM project has provided an exciting environment to work with the brilliant individuals and organisations involved in CAP'EM. And, although I have been very proud to provide training and advice I feel I have learned so much more about the real issues in getting sustainability to the forefront of construction.

Kick off PEF Thermal insulations

In June the CAP'EM partners organized the kick-off meeting of the Product Environmental Footprint (PEF) pilot for thermal insulation materials. This pilot is one of the pilots the European Commission has started to see if the PEF method is workable for all products.))There are PEF pilots for T-shirts, beer, decorative paints, IT equipment and many others. Among these categories there are three building related pilots: pipes, metal sheets and thermal insulation.

The aim of the PEF is to create a single market for green products in Europe. One of the big issues is to see how LCA results can be communicated to the general public. In our pilot we are working together with the representatives and experts of all the important insulation materials in Europe: like mineral wools, plastic based insulations, cellulose insulation, woodfibre and hempinsulations. We will work on a PEF system that will covers all the insulation materials that are available on the European market in order to create transparency for the eco impacts of these materials on a European level.

Expositions and conferences

In the last months we have been active in several fairs and conferences like:

- Batibouw, Bruxelles, Belgium
- Conference: "Sustainable building, a matter of doing", Arnhem, the Netherlands
- Opening of the CAP'EM exposition in Huddersfield, United Kingdom
- Ecobuild, London, United Kingdom

Batibouw, Bruxelles, Belgium

This year VIBE joined forces with the Walloon partner Cluster Ecoconstruction and several professional partners on Batibouw (20/2-2/3).

With almost 300,000 visitors the 2014 edition of Batibouw was a great success. A large part of the visitors, amongst who the prince and prime minister of Belgium, found their way to the sustainable building hall where the pavilion of VIBE with CAP'EM promotion was situated.

On the stand visitors could see, smell and touch bio ecological building materials, discover their benefits themselves on do-it-yourself demo installations and learn more about specific products and techniques.



Thanks to the collaboration with the professional partners and Grow2Build visitors had a chance to talk with a building professional about their specific situation.

Huddersfield railway station, UK

Our partner Association of Community Rail Partnerships (ACoRP) formally opened their innovative offices in March in the historic water tower alongside Huddersfield railway station. In-kind Sponsorship for this event through the provision of VIP tickets by East Midlands Trains enabled us to bring guests from Europe and Southern England to this event. The Lord Faulkner of Worcester and The Lord Berkeley OBE were among the visiting VIPs.

In the building our project is shown. The building is part of our strategy to investigate and promote wider use of environmentally-sound building materials, the water tower being a demonstration of how to renovate a listed building whilst using modern, energy saving technology, methods and materials. Funding for the external renovation was provided by the Railway Heritage Trust, with ACoRP making up the balance.

The building has already won recognition for the conversion and renovation of the Grade 1 listed water tower from the National Railway Heritage Awards and Huddersfield Civic Society.

Video watertower:

www.kirkleeslocaltv.com/index.php/videos/acorp-water-tower-best-refurbishment-award-2/



Conference “Sustainable building, a matter of doing”, Arnhem, the Netherlands

End of March our Dutch partner Agrodome organized a conference about sustainable building, focusing on biobased building concepts. During this day there were lectures about innovative biobased building concepts, marketing of biobased materials and improving the regional market for biobased companies. Alongside the conference there was a business event for companies active in the field of biobased, ecological and sustainable concepts. And of course a presentation of the CAP’EM project. Because the event was held on the University of applied sciences there were a lot of students involved in this event.



Conference Ecobuild, Uk

Over 100 industry experts, ministers and VIPs took centre stage as the acclaimed Ecobuild conference programme returned to ExCeL in March 2014.

The full three day conference programme was hosted in two Ecobuild Arenas on the show floor. The conference focused on topics relevant to the whole industry including developers, architects, contractors and housebuilders. The conference covered a wide range of issues from energy policy and the future of our cities right down to the right way to deliver zero carbon homes and buildings that work as designed.

AvniR Conference, 5 and 6 November 2014

[avniR] Conference is an event that brings together over two days, experts, scientists, businesses and policy makers of a wide range of sectors: textiles, construction, food, transportation, etc..



The goal is to share and exchange information about the latest scientific advances and allow companies, regardless of size, to better understand the challenges of the Life Cycle Thinking and Life Cycle Analysis to act for a society more respectful of the environment.

It is through scientific articles, expertise, education or teaching methods including a problem with the LCA of a product, process, service or supply chain that these exchanges will take place.



Key themes for 2014

- Life Cycle Management: strengths, weakness, opportunities and threats
- Practical life cycle case studies: LCA contribution to economic development of companies and/or research bodies?
- Through Harmonization of life cycle approaches: European PEF (Product Environmental Footprint)
- Environmental Communication: environmental labeling, marketing of LCA approaches, etc.
- Life Cycle Sustainability Assessment: through integration of social and economic aspects
- LCA and new business models: circular economy, service economy, etc.
- The problem of change of scales, LCA and territories
- LCA database developments, increase the reliability (verification, traceability, etc.).
- New methodological development in LCA (consequential LCA, new indicators, uncertainty, etc.).

CAP'EM theme

During the conference CAP'EM will present the results from the project by lectures and workshops.

In the workshops there is the possibility to get instructions on working with our tool for comparison building materials on ecological impacts: CAP'EM COMPASS. There will be also a small presentation of companies who have been working with the CAP'EM Members.



This part will take place on Thursday the 6th. Programme and more detail will follow soon (see the website)

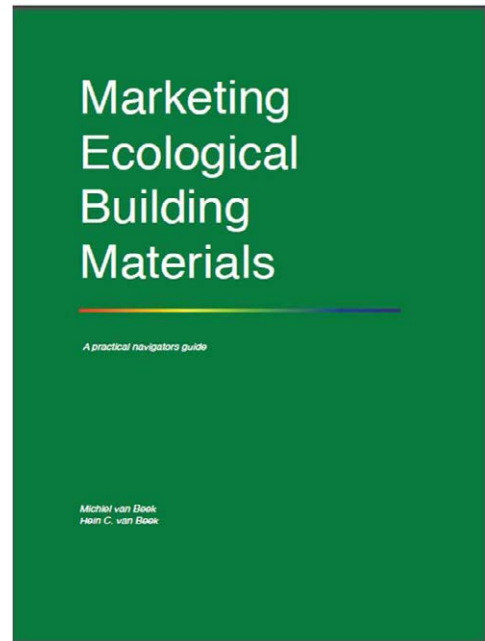
Navigators guide: Marketing of Ecological materials

Developing and promoting ecological building materials

Authors Michiel van Beek en Hein van Beek, Alpharainbow, NL

In april CAP'EM issued a book to help SME's and others to improve their marketing. The purpose of this book is to provide the fundamental knowledge and tools for developing successful marketing plans for ecological building materials.

This book will introduce the marketing concept in general and the need for having a great marketing plan. There are also some examples from SME's how they are using marketing instruments. This book is a working book, marketing should be done as an activity, helping your company to improve the position on the market.



This book will soon be available in pdf format on the website

Agenda

- 26 June 2014 Opening Haus Kump, exposition Münster
- 12 – 14th September 2014 Passive House Fair, Tour&taxis, Brussels, Belgium www.passivehouse.be/nl/de-beurs
- 23 September Re-opening ICDuBo, biobased/CAP'EM paviljon, Rotterdam (afternoon) www.icdubo.nl/agenda/feestelijke-opening-icdubo
- 23 – 25th September 2014 Ecobouw, Jaarbeurs Utrecht, Netherlands www.ecobouw.net/
- Oktober Opening Rehafutur, Loos-en-Gohelle (follow the website for the exact date)
- 5 – 6 November 2014 AvniR conference with CAP'EM, Lille

