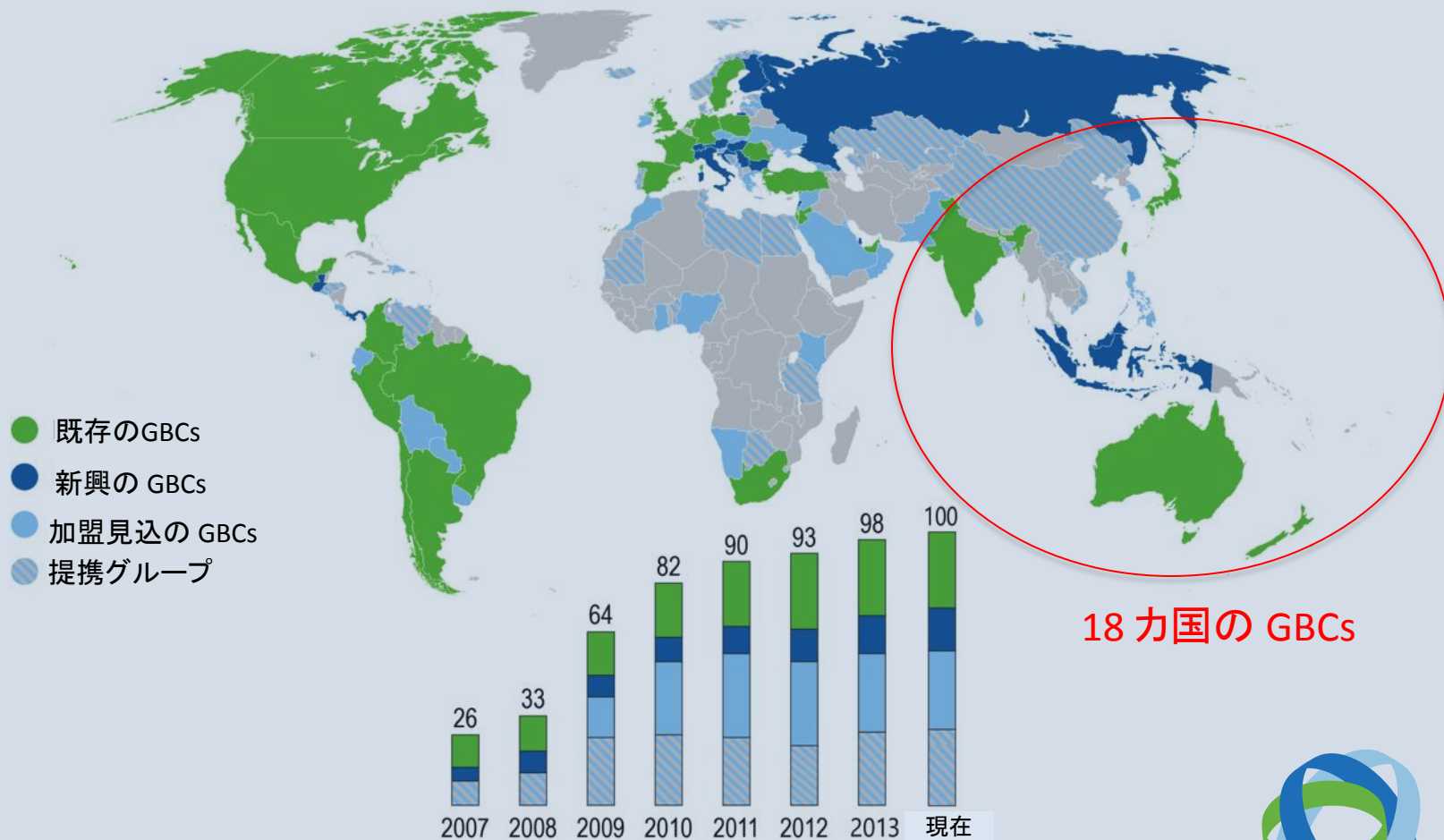




世界グリーンビルディング協会

# 100 のグリーンビルディング協議会 (GBCs)

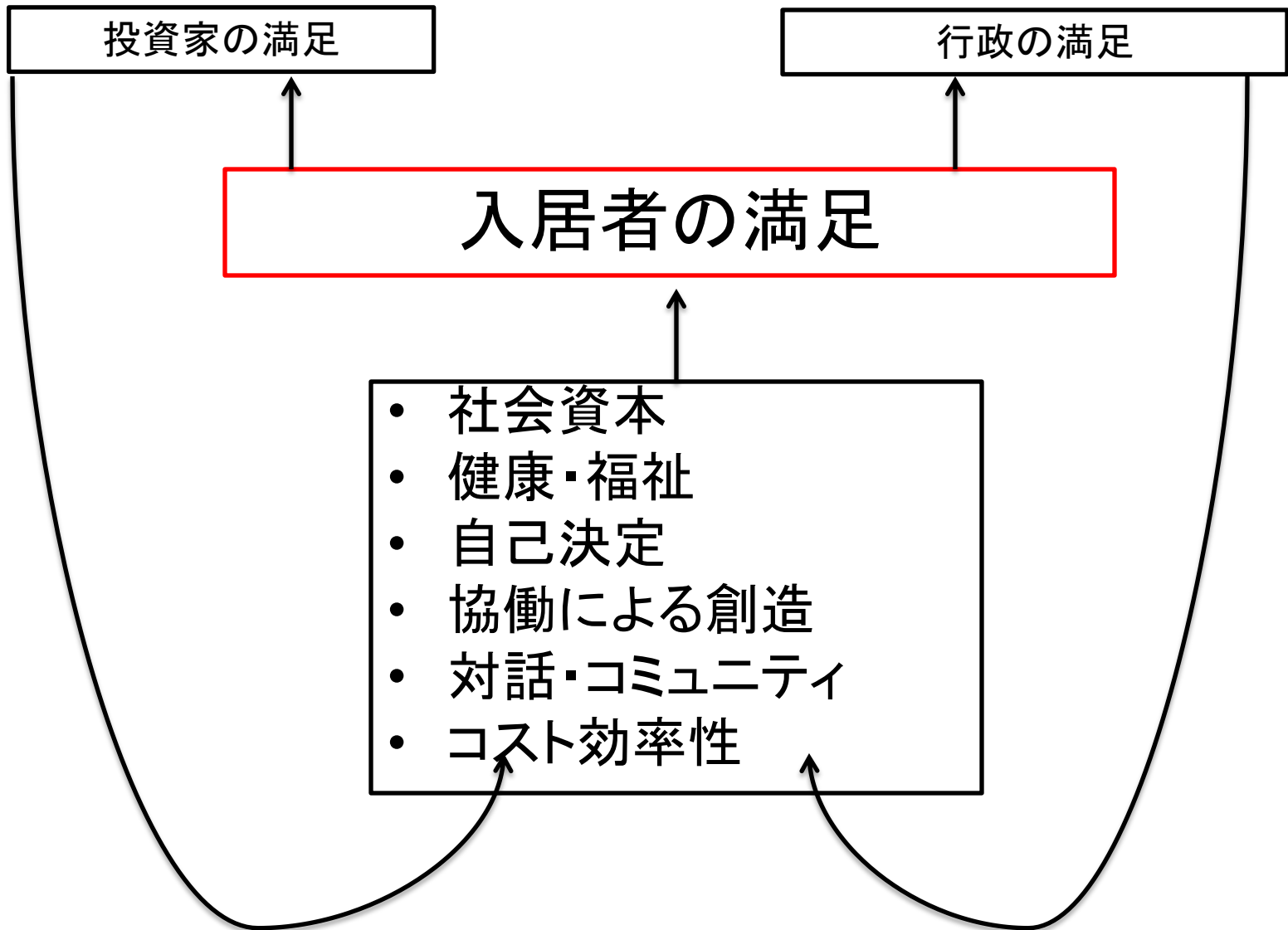




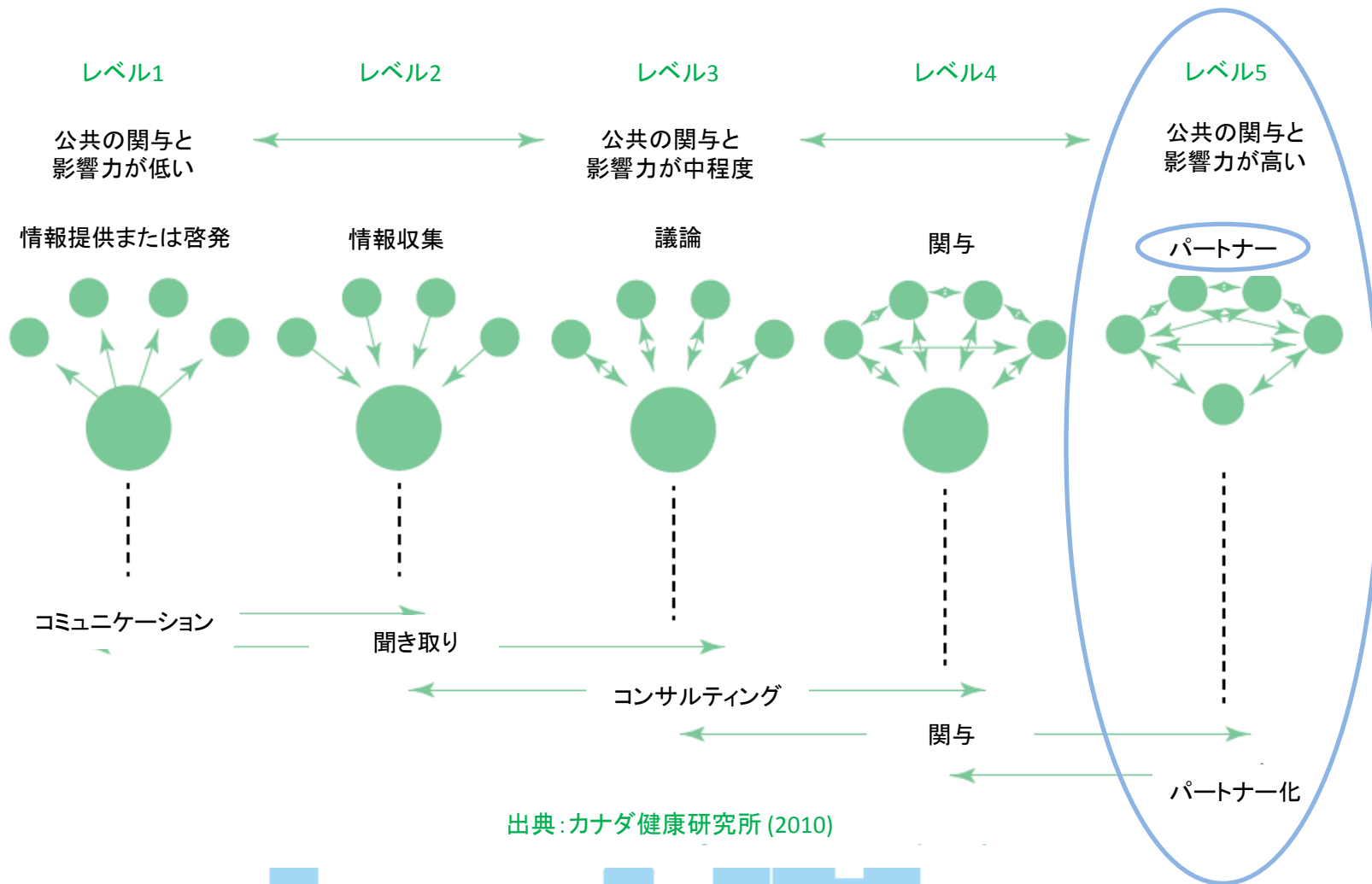
アジア太平洋ネットワーク、ジャカルタ、2014年5月

「持続可能性は、長年にわたる協力関係から生まれるものです。」



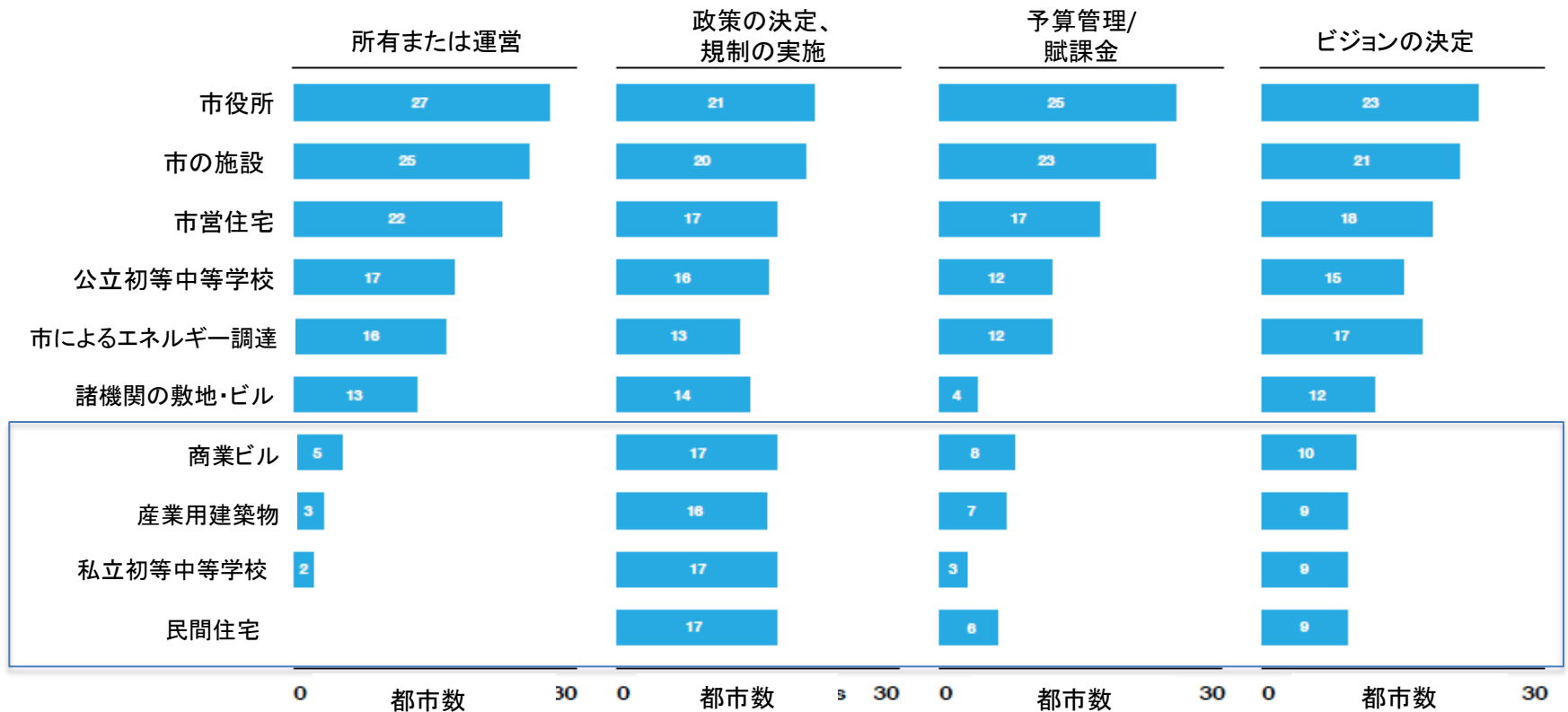


# ステークホルダーへのアプローチ

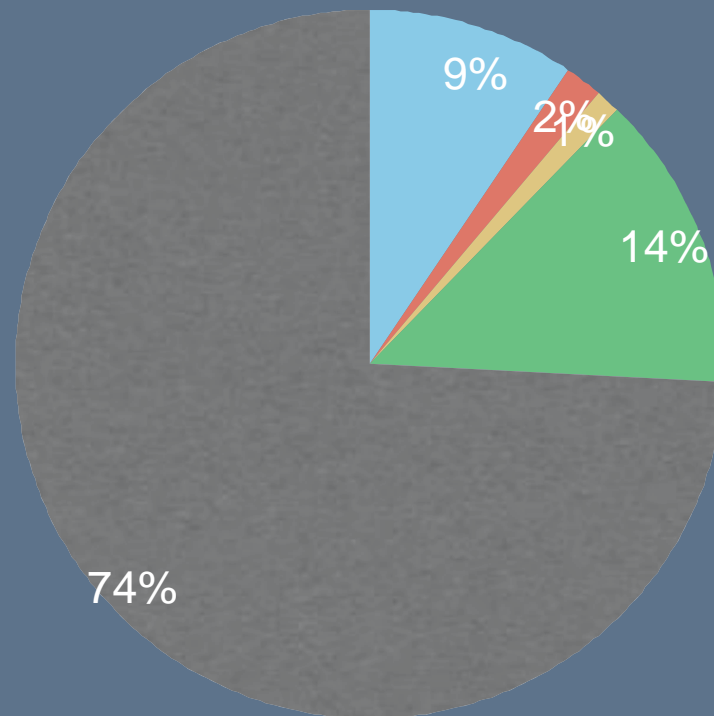


# 市長の権限: 既存のビル

図 2.4 C40 市長の権限: 既存のビル



# エネルギーのみに留まらない大きな機会



■ エネルギー ■ 排出量 ■ 水/廃棄物 ■ 維持管理 ■ 生産性/健康



# 協同行動



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WORLD GREEN BUILDING COUNCIL



## THIRD SECTOR / CIVIL SOCIETY

- Involve other NGOs and set up clear channels of communication with other stakeholders
- Set up transparent aims with potential competitor organizations
- Engage with the demand side

## THE 'UNUSUAL SUSPECTS'

Identify and involve the unusual suspects



### CREATING A COMMON MISSION

- Have an organizational vision, but be flexible
- Keep it simple and focused - talk common objectives and broad principles, not details
- Allow time for participants to have their say
- Understand your audience and tailor communications
- Ensure good quality and objective research/data plays a central role
- Focus on communications - the look and feel of an initiative



### STRUCTURING THE PLATFORM

- Put in place enough structure to ensure effective governance, but not ineffective bureaucracy
- Consider the need for dedicated human resource
- Group participants appropriately, ensuring strengths are built on



### DELIVERING SOLUTIONS

- Keep timelines focused and create targets
- Embed monitoring

## Key Principles for Collaborative Policy-Making

Working with governments and other stakeholders on public policy for a more sustainable built environment is an integral part of what many GBCs do.

The steps and advice detailed below are taken from WorldGBC's report *A New Era in Building Partnerships*, and aim to provide a blueprint or 'checklist' for GBCs who are setting up collaborative partnerships to solve public policy issues with their governments and communities. Explore the clicking on each principle and see Case Studies on how other GBCs have applied these principles in practice.



### SCOPING THE ISSUE

- Avoid overlap with existing work
- Reach out to the global network of GBCs



### STAKEHOLDER MAPPING AND ENGAGEMENT

## INDUSTRY

- Balance breadth with practicalities
- Ensure you have the right people from the right organizations
- Create valuable networking opportunities for participants
- Consider the role of the financial community


## GOVERNMENT

- Involve government early on
- Make the link from national to local

### Collaborative Policy Making CASE STUDY: DENMARK

Network for Energy Retrofit

**MISSION:** Mobilizing a national energy renovation strategy  
**TIMELINE:** September 2012 - May 2013



How did around 200 stakeholders agree on a catalogue of policy recommendations that will help strategically improve energy reductions in Denmark's existing buildings?

The 2012 Danish Energy Agreement aims to ensure Denmark's entire energy supply - electricity, heating, industry and transport - is covered by renewable energy in 2050. Energy efficiency improvements are crucial if Denmark is to reach this vision. Recognizing the opportunities within the built environment, the Agreement requires a comprehensive strategy for reduction of energy consumption in existing Danish building stock to be put in place by the end of 2013.

To gain knowledge, ideas and experiences from those involved in the building industry, Denmark's Minister for Climate, Energy and Construction, Martin Lidegaard, established a 'Network for Energy Retrofit' in September 2012. This Network includes 43 key organizations, who have in turn invited further stakeholders, resulting in around 200 participating organizations, including Denmark's Green Building Council.

Participants are divided into four working groups dealing with different building typologies: single family houses; flats; public buildings; and commercial buildings. Two further working groups are examining cross-cutting issues: financing and economic security; and innovation and green businesses.

The Network has undertaken a series of meetings and conferences, during which participants created an 'Initiative Catalogue' of draft policy recommendations to promote and improve energy reductions in existing buildings. This catalogue was presented to the Minister at the end of May 2013 and will, as well as a number of analyses, form the basis for the strategy for reduction of energy consumption in existing buildings that the Ministry for Energy, Climate and Construction will present by the end of 2013.

#### INTERVIEW

BIRGITTE ØSTERTAG AND MARIE KRING  
Danish Energy Agency

WHERE DID THE IDEA FOR THE NETWORK COME FROM?

The idea came from the Minister himself. The inspiration for the Network model came from the Danish smart grid network, which was successfully created two years ago when key players were invited to develop recommendations for a national smart grid strategy. This strategy was launched recently and has been very successful, with support from both industry and government.

At first, we were a little concerned about the idea of a Network for Energy Retrofit, because there are so many stakeholders in this field. The smart grid stakeholders are fewer and more alike, unlike the field of energy efficiency which has so many

