



SUSTAINABILITY AT YOUR FINGERTIPS...

With half of the greenhouse gas emissions responsible for global climate change directly linked to the built environment, the industry has come under increasing pressure to improve the environmental performance and cost-effectiveness of their processes and buildings. Over the past few decades the sustainability movement has developed into an uprising which is mutually driven by society, consumers and statutory legislation.

The Welsh Assembly is one of just three bodies in the whole spectrum of world government with a legal duty to promote sustainable development. Wales based Constructive Earth is at the very heart of this movement, assembling product, technical, regulatory information, news and research archives and other data into a single, powerful resource for the global construction sector. They are also broadening this remit and applying their holistic approach to the very products and materials from which the built environment is made.

The shift in social consciousness and the ever changing legislative position is a problem for both operators and authorities, forcing organisations to change their strategies to remain compliant. Professionals, manufactures and suppliers across the industry are demanding ever more detailed information and data on what is increasingly becoming known as sustainable development. Buyers of residential and commercial property are now asking searching and well informed questions about energy efficiency and environmental impact.

This new resource is bringing together a growing mountain of information and will act as a conduit to sustainability covering every aspect of the built environment. A highly welcomed tool, Constructive Earth is attracting interest from professionals within the construction industry as well as from the growing self build and small developer movement.

Taking a long term strategic view, Constructive Earth believes that by engaging the industry to explore their immediate surroundings they can address the issues of sustainability and, as such, are developing resources, strategies and tools to assist industry participants.

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Current UK trends are reflected directly in Wales where a recent survey by the WWF Cymru revealed that 85% of people want the government to set stricter environmental standards of new housing. This general movement towards greater environmental awareness is already translating into discernible buying patterns at both consumer and commercial levels.

The survey, *Building a Future for Wales: A Strategy for Sustainable Housing*, produced by the Welsh School of Architecture, delved into aspects of sustainability such as the impact house builders and occupiers have on the environment and society.

Under the EU's Emissions Trading Scheme the UK Government is already meeting its Kyoto reduction targets. However, ambitious Government plans to reduce gas emissions under its Energy White Paper over the next 50 years are still significantly short of their 60% target. Time is of the essence in light of the rapidly changing demands to achieve a true state of sustainability. Constructive Earth's unique new resource has arrived at the right hour to provide a range of services which places sustainability at the heart of construction and right at the tip of your fingers.



David Williams of Constructive Earth introduces a resource which, according to industry observers, will revolutionise services to the global construction business as we know it.....



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