



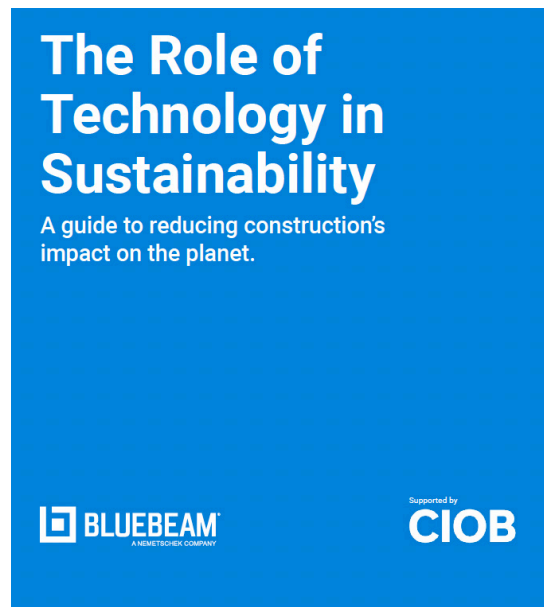
# The role of technology in sustainability.

A campaign designed to educate companies on how to adopt more sustainable technologies and practices, while showcasing Bluebeam as thought leaders in the construction industry.

CAMPAIGN RUN DATES: OCTOBER 2022 - MARCH 2023

## CAMPAIGN IMPACT HIGHLIGHTS

- **6,019** visits to our eBook landing page
- **1,014** eBook downloads
- eBook and webinar links sent to **58,867** CIOB members, with a **32%** open rate
- **2100** visitors to our webinar landing page
- **176** webinar attendees: **87** attended and **59** on-demand sessions
- **461** impressions and a **2.83%** engagement rate on organic social media




**Building better**

The UK government has set a target to **eliminate emissions in domestic and commercial buildings by 2050.**

Greater use of offsite manufacturing can deliver higher-value, more efficient projects, with sustainability embedded from the start. Take waste, for example:

- There is less wastage because components and systems are standardised, allowing for more accurate forecasting and ordering of materials
- This standardisation allows excess materials or product to be used elsewhere, including for other jobs
- Factory conditions mean that methods can be made efficient, with waste taken out of the manufacturing process; it also reduces onsite labour and potential quality issues that site-based working can create, removing costly re-work from the process
- Manufacturing lends itself to continuous improvement, with more effective processes or materials being switched in as and when appropriate



**Monitoring performance**

Tracking life-cycle information via operational dashboards and regular reporting, which compares the original brief, design approach and "in-use" performance, will provide building operators with a greater understanding of their assets. This should lead to better decisions about our built environment, reduce both the financial and carbon cost, and see more innovation in materials and processes.

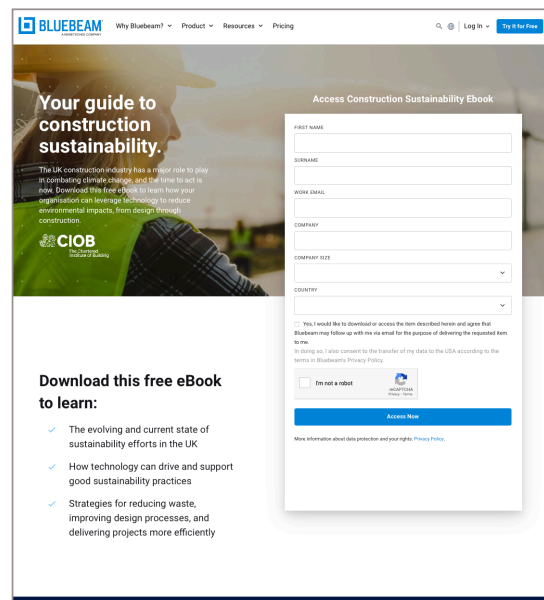

This data should be made centrally available and fed back into the design process so good performance and initiatives can be repeated elsewhere.

**Thinking in circular terms**

The Ellen MacArthur Foundation defines the **circular economy** as "based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems."

We need to start thinking about buildings from a whole-life perspective: what can be reused in the future, either in full or in part, and what can be kept and adapted, avoiding demolition.

This is at the core of the Construction Product Platform Rulebook, which looks to standardise the UK's approach to offsite solutions.

The image is a screenshot of the eBook landing page. At the top, there is a navigation bar with 'Why Bluebeam?', 'Product', 'Resources', and 'Pricing'. Below this is a hero section with the headline 'Your guide to construction sustainability.' and a sub-headline 'The UK construction industry has a major role to play in combating climate change, and the time to act is now. Download this free eBook to learn how your organisation can leverage technology to reduce environmental impacts, from design through construction.' There is a CIOB logo. Below the hero section is a form titled 'Access Construction Sustainability Ebook' with fields for 'FIRST NAME', 'SURNAME', 'WORK EMAIL', 'COMPANY', 'COMPANY SIZE', and 'COUNTRY'. There is a checkbox for 'I'm not a robot' and a 'Download Now' button. At the bottom, there is a section titled 'Download this free eBook to learn:' with three bullet points: 'The evolving and current state of sustainability efforts in the UK', 'How technology can drive and support good sustainability practices', and 'Strategies for reducing waste, improving design processes, and delivering projects more efficiently'.