



**BUREAU
VERITAS**

GLOBAL WHITEPAPER

**BUILDINGS & CLIMATE:
DECARBONIZATION AND RESILIENCE**

WHITE PAPER REVAMPED

The cover image for the white paper, showing a night cityscape with tall buildings and light trails. The Bureau Veritas logo is overlaid in the bottom center.

BUILDINGS & CLIMATE: DECARBONIZATION AND RESILIENCE

This white paper explores the critical intersection of **buildings and climate change**, highlighting the significant environmental impact of the building sector and the urgent need for sustainable transformation. With buildings accounting for a substantial share of **global energy use, CO₂ emissions, and material waste**, the construction industry stands at the forefront of the sustainability challenge. At the same time, **buildings are increasingly vulnerable to climate-related hazards**—posing regulatory, financial, and operational risks.

Through this paper, Bureau Veritas shares insights gained from our work with clients, outlines our vision for a more resilient built environment, and defines the role of our **B&I Sustainability services** in supporting the industry's transition toward climate adaptation and environmental responsibility.

1. Environmental Impact of Buildings:

- *Buildings contribute to over one-third of global energy demand and CO₂ emissions.*
- *Construction materials demand is rising due to urbanization.*
- *The sector generates billions of tons of waste, much of which ends up in landfills.*

2. Climate Risks to Buildings

- *Buildings face growing exposure to climate-related hazards such as heatwaves, heavy rains, and sea level rise.*
- *These risks affect regulatory compliance, financing, operational costs, value, and insurance.*

3. Industry Responsibility and Transition

- *Emphasizes the need for sustainable practices in construction and building management.*
- *Highlights the importance of trust and collaboration in achieving climate goals.*

4. Bureau Veritas' Role

- *Shares lessons learned from client work.*
- *Presents Bureau Veritas' vision for supporting the building sector's climate adaptation.*
- *Outlines how B&I Sustainability services contribute to a more resilient and sustainable built environment.*

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OBJECTIVES

Primary communication/marketing goal:

- **Position BV as a Sustainability Leader in the Building Sector:**

Showcase BV's expertise and thought leadership in sustainable building practices, climate risk management, and regulatory readiness.

- **Promote B&I Sustainability Services:**

Clearly communicate the value, relevance, and impact of BV's sustainability solutions for the built environment—especially in helping clients meet environmental targets, mitigate risks, and achieve compliance.

- **Support the LEAP 28 Strategic Narrative:**

Reinforce Bureau Veritas' commitment to sustainability as the core driver of innovation, client service, and long-term business transformation.

- **Generate Qualified Leads and Client Engagement:**

Use the white paper as a conversation starter with decision-makers in construction, real estate, and facility management sectors interested in sustainability consulting, certifications, and resilience strategies.



GLOBAL WHITEPAPER

OBJECTIVES

Secondary objectives:

- **Educate Stakeholders on Climate Risks and Regulations:**

Raise awareness among developers, investors, and operators about the growing climate-related vulnerabilities of buildings and the need for proactive adaptation.

- **Build Trust Through Transparency and Collaboration:**

Highlight BV's client partnerships and real-world insights to demonstrate credibility and reinforce the message of mutual trust in tackling sustainability challenges.

- **Differentiate BV from Competitors:**

Emphasize Bureau Veritas' integrated approach—combining technical know-how, regulatory insight, and field experience—to stand out in a crowded sustainability consulting space.

- **Drive Internal Alignment and Pride:**

Equip BV employees with a clear, inspiring document that aligns with corporate values and motivates them to act as ambassadors for the LEAP 28 strategy.



GLOBAL PAGE

STRATEGY

To support global visibility while enabling local lead generation, **we will create a central global webpage that introduces the white paper**, outlines its key themes, and highlights Bureau Veritas' commitment to sustainability through the LEAP 28 strategy.

This page will feature **a list of country flags**, each linking to the localized version of the document hosted on the respective country's website. By doing so, **we ensure the content is accessible in local languages** and tailored to regional audiences.

This approach **allows each country to capture and manage leads directly**, enabling them to engage with prospects, nurture relationships, and convert interest into business opportunities at a local level—while reinforcing a unified **global message around sustainability leadership in the building sector**.



NEWS

BUILDINGS & CLIMATE: DECARBONIZATION AND RESILIENCE

BV'S WHITE PAPER IS AVAILABLE

Sep. 18 2024

in x f | 

Bureau Veritas's white paper, entitled "Buildings & Climate: Decarbonization and Resilience" is available for download.

In March 2024, representatives of 70 countries gathered in Paris to sign the "Chailot" Declaration (named after the stately building where the signature took place). The aim was to spur fresh progress toward the decarbonization and climate resilience of buildings, promoting a fast, fair and efficient transition. The global declaration calls for action in the fields of urban planning, construction, and retrofitting. It invites all stakeholders to cooperate, exchange best practices and share data.

Buildings have a huge impact on the environment. Multiple sources charge the **building sector** with accounting for over one third of global energy demand and related CO2 emissions. Moreover, demand for construction materials is expected to balloon as urbanization reaches new heights - more than half the global population already lives in urban areas and the figure is rising. Construction, demolition, and renovation projects generate billions of tons of waste annually, a significant proportion of which ends up in landfill.


Climate change has an important impact on buildings. Buildings are exposed to climate related hazards (heatwaves, rising sea level, stronger winds, heavy rains, etc.) to a greater extent than any other asset class. And these hazards are set to become more intense as a result of climate change. A building's sustainability therefore increasingly affects its regulatory compliance, financing, cost of construction and operations, value and insurance premiums.

↑
TOP

AT BUREAU VERITAS,

we believe that mutual trust within the industry will be a key ingredient in successful climate change transition and adaptation. This paper presents what we have learned with our clients, our vision of the way forward and the role we intend to play within the industry.

DOWNLOAD THE WHITE PAPER →

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|--|---|--|---|
|  AUSTRALIA |  BELGIUM |  BRAZIL |  CANADA |
|  CHILE |  SLOVENIA |  DUBAI - UAE |  SAUDI ARABIA |
|  GERMANY |  INDIA |  ITALY |  NETHERLANDS |
|  NEW ZEALAND |  USA |  UK |  SPAIN |
|  SLOVAKIA |  CZECH |  KENYA | |

STRATEGY

1. CONTENT TRANSLATION

Objective:

- Ensure the white paper resonates with local audiences while maintaining consistency with the global message.

Action:

- Translate the full white paper and any accompanying webpage content (e.g., intro text, call-to-actions, form labels) into the local language. You can find the content and source files available [here](#).
- Adapt terminology and tone to align with cultural norms and market-specific language preferences, without deviating from the core sustainability messaging aligned with LEAP 28.
- Engage local subject matter experts or sustainability leads to validate translated content for technical accuracy and relevance.



STRATEGY

2. WEBSITE UPLOAD + FORM

Objective:

- Deliver localized, seamless user experiences to drive engagement and lead capture.

Action:

- Create a dedicated landing page on your local Bureau Veritas website. This page should include:
 - A brief introduction to the white paper (localized summary) – you can follow the global webpage description [here](#).
 - A clear and visually prominent lead capture form
 - A mechanism to automatically deliver the PDF (or gated download) upon form submission
- Ensure the page is responsive (mobile-friendly), search-optimized (SEO), and follows the design standards provided by the global communications team.
- **Once you create the webpage, please share the URL [in this excel list](#), so we can include your page in our global website to generate traffic to your website.**



STRATEGY

3. PARDOT FORM HANDLER & SALESFORCE LEAD ASSIGNMENT

Objective:

- Enable localized marketing automation and direct sales engagement.

Action:

- Use Pardot Form Handlers to connect the local form to your country's Pardot instance, ensuring leads are captured into your local database.
- Implement lead tagging or campaign identifiers to allow for tracking performance across markets.
- Configure Salesforce to route each lead to the appropriate sales team based on region, service interest, or predefined rules—ensuring prompt follow-up and lead nurturing.
- **Find the step by step to create FORM HANDLER [here.](#)**



STRATEGY

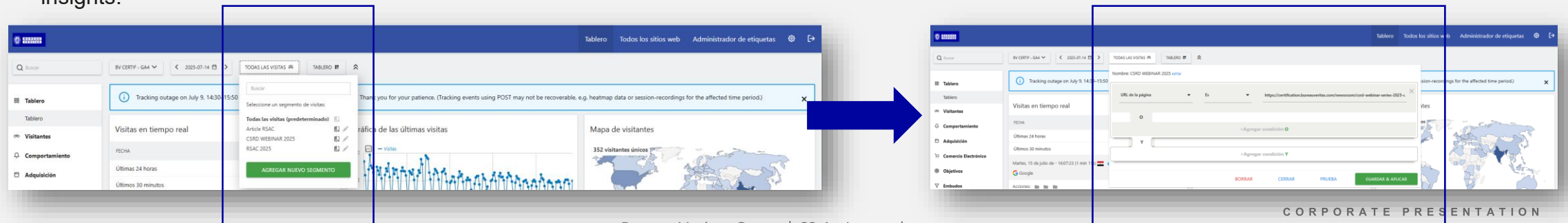
4. MATOMO ANALYTICS

Objective:

- Measure campaign performance and optimize outreach based on data.

Action:

- Ensure the local webpage is tagged properly in Matomo for real-time analytics tracking.
- Track key metrics such as:
 - Number of visits
 - Average time on page
 - Bounce rate
- Use the data to evaluate campaign effectiveness, identify high-performing regions or channels, and refine messaging or UX based on user behavior insights.



PLAN

	GLOBAL		LOCAL																	
	June	July	August	September	October															
WEEK	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
Building block / Milestone	<i>16.06 > 20.06 23.06 > 27.06 30.06 > 04.07 07.07 > 11.07 14.07 > 18.07 21.07 > 25.07 28.07 > 01.08 04.08 > 08.08 11.08 > 15.08 18.08 > 22.08 25.08 > 29.08 01.09 > 05.09 08.09 > 12.09 15.09 > 19.09 22.09 > 26.09 29.09 > 03.10 06.10 > 10.10 13.10 > 17.10 20.10 > 24.10 27.10 > 31.10</i>																			
Brainstorm, research, and outline																				
Timeline and kick-off																				
Content Review B&I SUS Global																				
Modifications and validation																				
Local Update																				
Content Translation																				
Website upload + Form																				
Pardot & Salesforce Set Up																				
Matomo Analytics																				
Global Update																				
Global Page Update																				
List of Flags + URLs																				
Launch & Campaign																				



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VERITAS**

Shaping a World of Trust

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