



European Builders Confederation

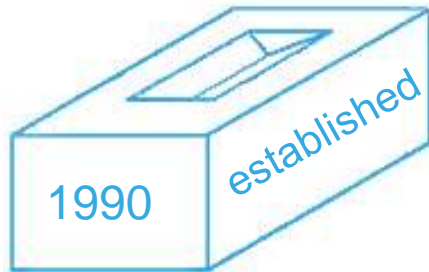
Key priorities and challenges for construction SMEs

2 March 2017

World Sustainable Energy Days, Wels, Austria

Riccardo Viaggi
Secretary General

The Voice of Construction SMEs in Europe



Exclusively representing micro companies & SMEs
All the different trades of the construction sector

Economic importance of the construction sector



9%
of the GDP of the
European Union



3 MILLION
enterprises in the
sector



18 MILLION
workers in the
sector

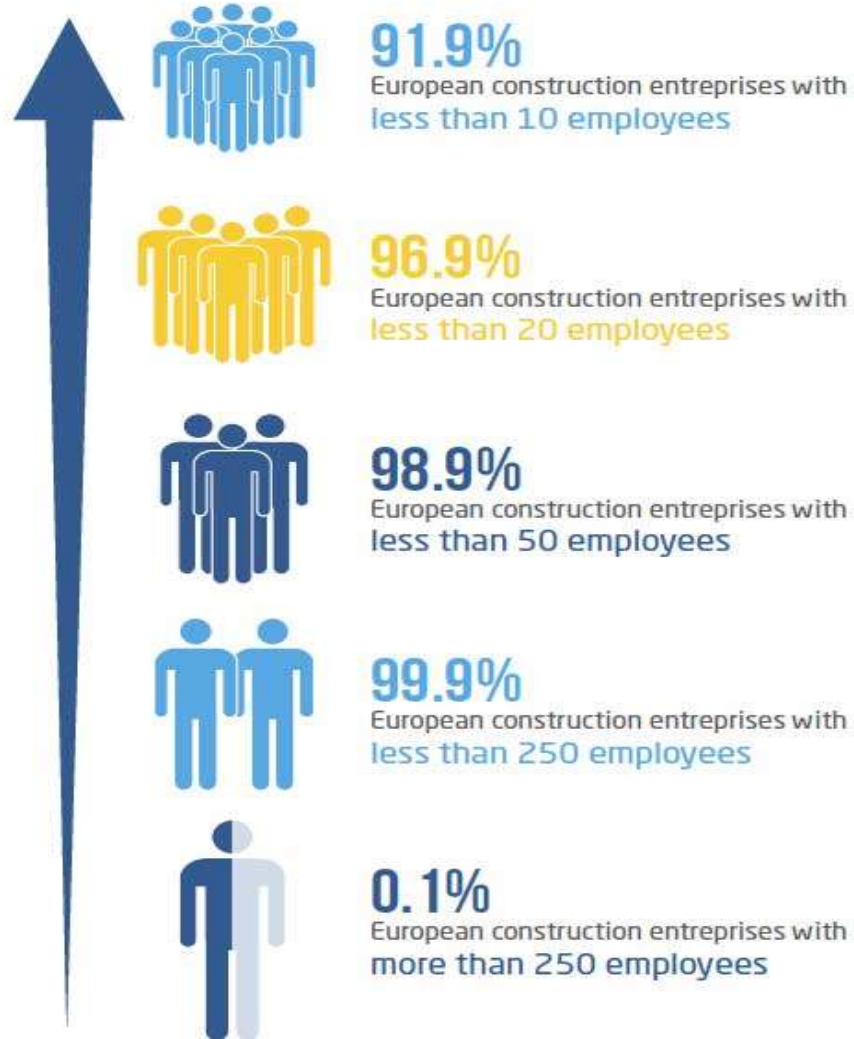
YOUNG PEOPLE & WOMEN IN CONSTRUCTION

90% MALE

10% FEMALE

**8% YOUNGER
THAN 25**

Structure of the sector



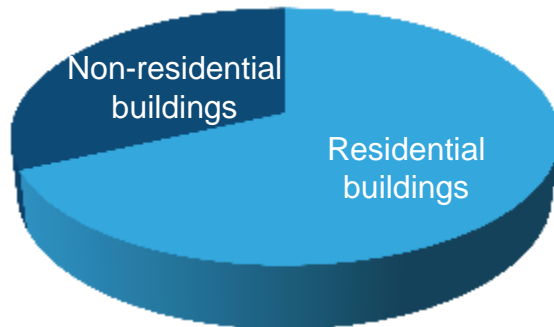
Energy efficiency renovations – key priority for construction SMEs

57% of construction turnover is made in the renovation of existing buildings (up from 47% in 2005)

75% of EU built stock is residential

70% of small business' turnover is in residential market

Energy consumption



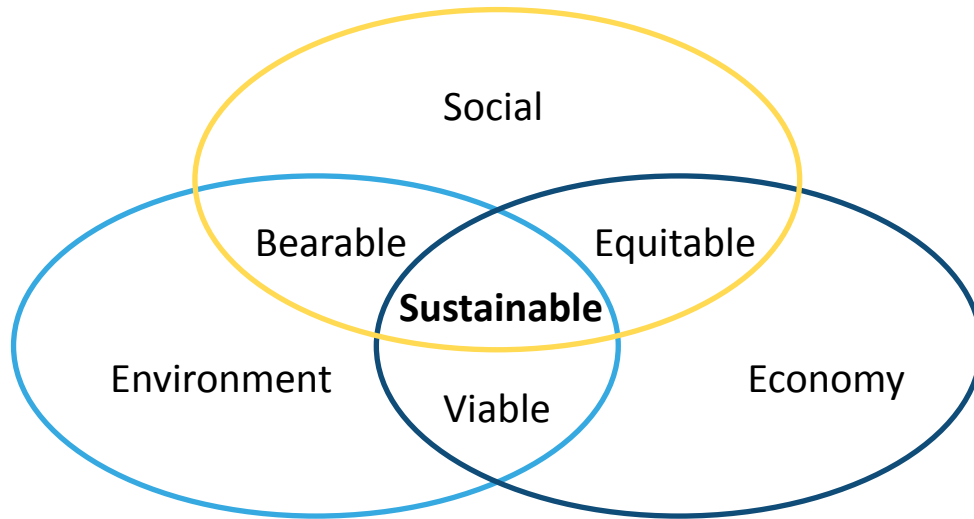
Energy renovation sector

- Turnover **€ 109 billion** in 2015
- 15% of total turnover of EU construction businesses (65% of this in the residential market)
- Creation of **882,900 jobs** in 2015

In a strong energy renovation market, a study by Ehrhardt-Martinez and Laitner (2008) suggests that up to

19 jobs may be created in construction per € 1 million invested

How to boost renovations – paradigm shift



Change from object to product

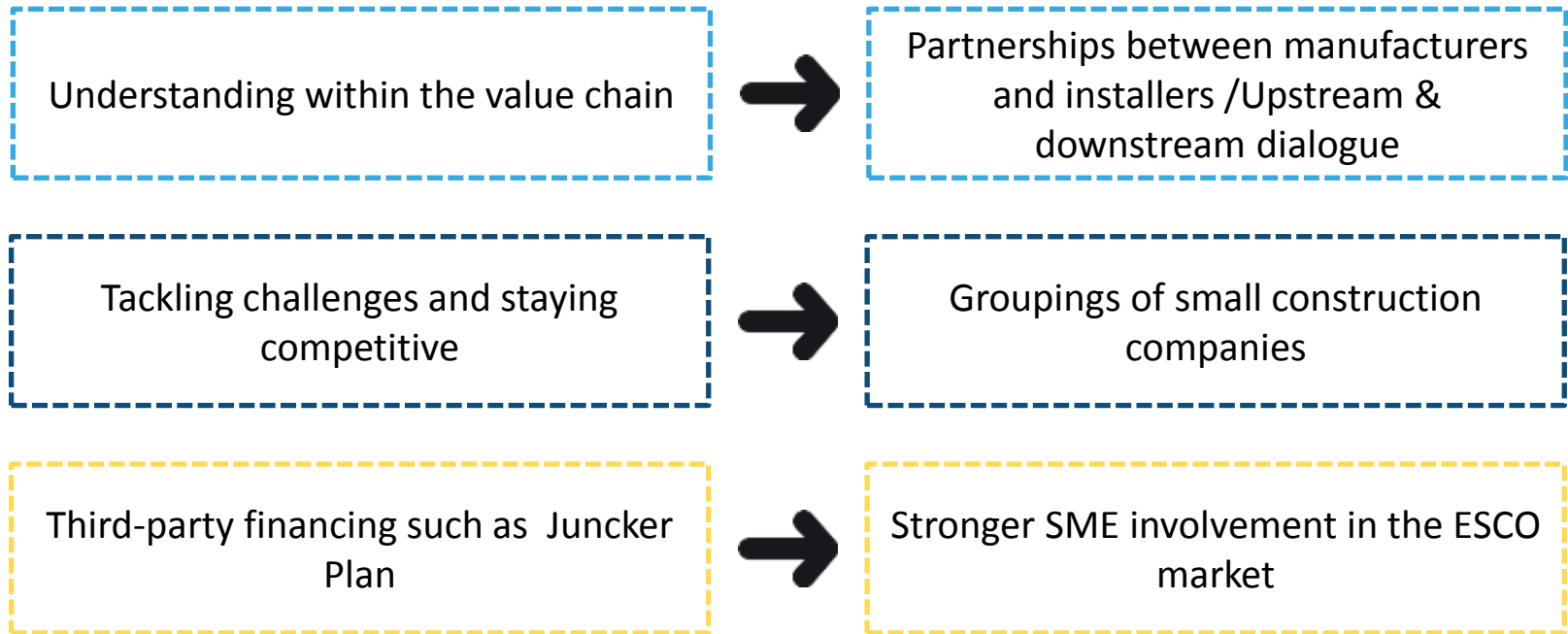


SMEs as service providers for the consumer (cost-benefit analysis)

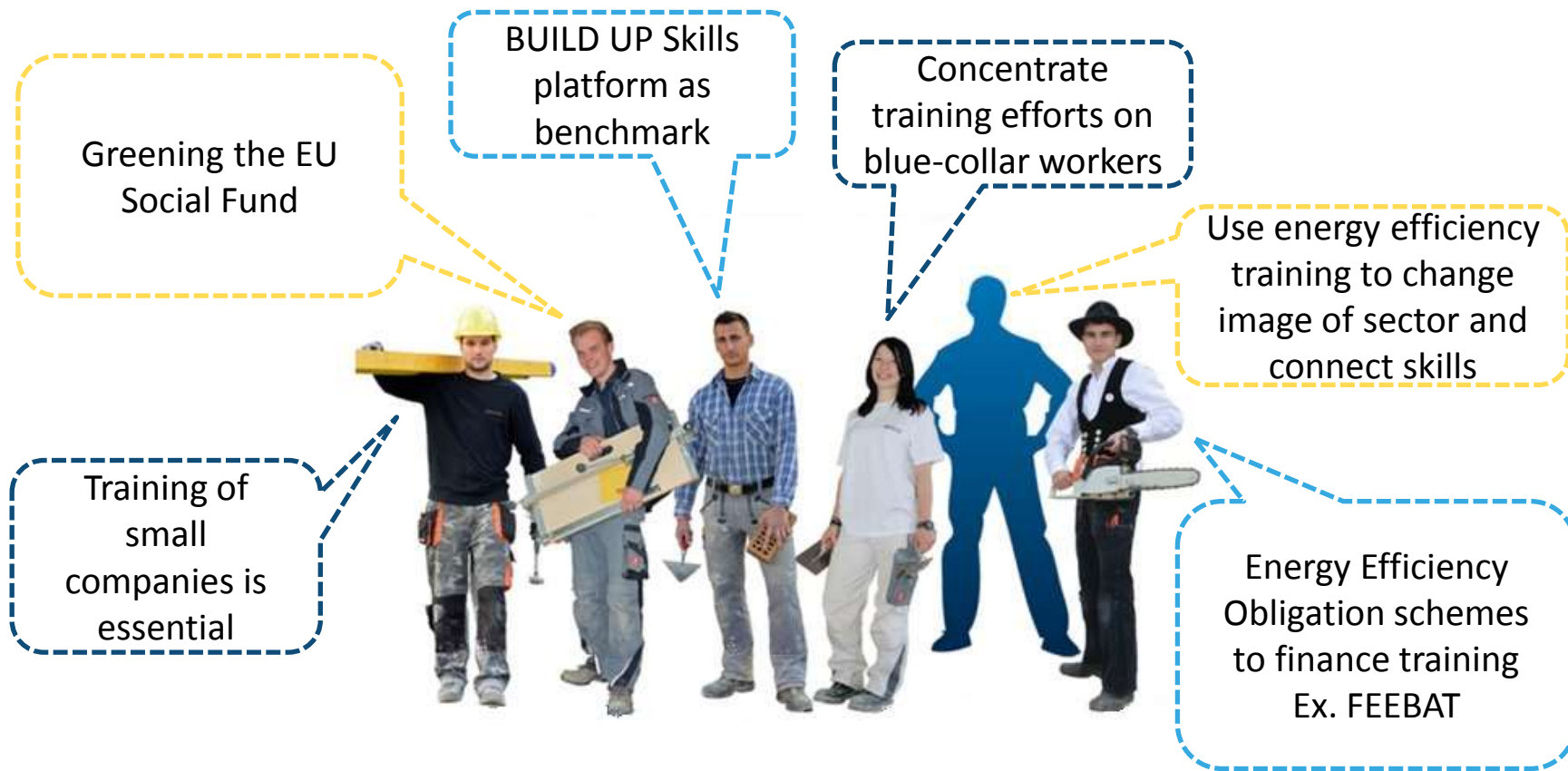
SMEs need ownership of the sustainability agenda

(long-term saving vs higher up-front cost)

How to boost energy efficiency – innovative business models



How to boost energy efficiency – training and skills



We can build a new generation of construction SMEs!



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Thank you for your attention!

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