

# JCGC - Joint Committee of the GLOBE Consensus

## *Strategy and Action Plan - 2021*

### **1) Introduction**

The present note aims to identify a list of activities and actions together with an approximate timeline, to be agreed and initiated by the members of the JCGC on sustainability in the built environment.

It is fully appreciated that all participants of the special task force already have strong commitments on their time, which is why the following suggested plan for activities and actions in many respects has been minimized. Moreover, further redirections, focusing and reductions in scope may be necessary – however this will be assessed and adjusted adaptively over the course of time.

### **2) Objectives, background and organization of actions**

Content generation is a major focus of the JCGC. In order to underpin the ambition of the GLOBE Consensus to reach relevant stakeholder groups, actions for content creation and dissemination have to be taken.

Possible activities were collected and discussed within a sub-group of the GLOBE Consensus Special Task Force, consisting of Kolawole Adisa Olonade, Edgar Mauricio Sanchez Silva, Jianbing Chen, Jochen Köhler, Vanderley John, Alan O'Connor, Pedro Castro Borges, Wolfram Schmidt, and Michael Faber. The proposed activities are not intended to become an action plan, but should rather be considered as envisaged action packages to be taken, provided the framework, human capacity and funding allows.

Four working parties (WPs) will be established, which are shown in Fig. 1 and will be described in more detail in the overall work plan.

Much of the relevant knowledge has been already provided within the associations supporting GLOBE, therefore this knowledge has to be collected, adopted and where required adapted to be brought in context with relevant documents provided by NGO and supra-national organizations. This review of fundamental documents, policies and recommendations will be conducted in WP1 and support the work of the persons involved in WP2 and WP3 who create new content on the topics of Materials and Technologies, and Policies, respectively. These two WPs aim at identifying missing data, tools and interpretations, as well as providing these for the future. Existing knowledge along with ongoing evaluation will be converted into output documents under the umbrella of the JCGC.

WP 4 relates to dissemination and is focused on identifying the relevant parties, players and stakeholders, converting the JCGC activities output into tangible formats, and providing the information in the right format, timing, and framework, as proposed in the envisaged activity packages described in the following section.

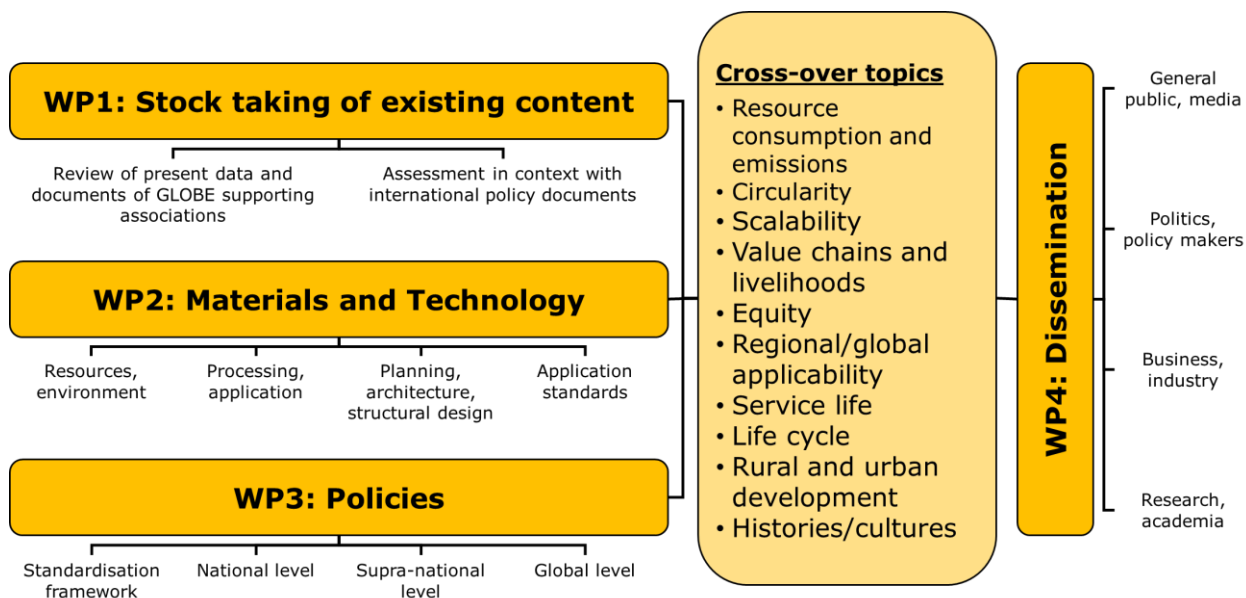


Fig. 1: organization of activities, cross-linking topics, and dissemination.

### 3) Overall work plan – proposal

The content for multiple output documents will be created by four work parties operating in parallel that look at the following different aspects, which are detailed in Fig. 1:

- 1.) Stock taking of existing technologies focuses on a review of existing content from the associations involved in the JCGC, e.g. recommendations, strategies, conferences, STARS of relevance for the work in the JCGC, as well as further relevant documents published by international bodies.
- 2.) Materials and Technology will look at sustainability from various relevant technical, environmental and socio-economic parameters. These can be subdivided in:
  - a. Resources and environmental aspects
  - b. Processing of materials and application and construction technology
  - c. Planning, architectural and structural design, as well as assessment
  - d. Application standards
- 3.) Policies will look at the overall framework that goes beyond the technical aspects but rather comprise the framework of actions on decision maker level. Policies include:
  - a. Standardization and standardization framework
  - b. The national policy levels
  - c. Supra-national policy levels, e.g. regionally established networks of states
  - d. The global level
- 4.) Dissemination is a cross sectional activity that ensures that the outcome of the work parties reaches the specified target groups, which are:
  - a. The general public and media
  - b. Politicians and policy makers
  - c. Business and industry
  - d. The research and educational area

Some cross-over topics were identified, which could not be linked clearly to any of the work of the WPs 1-3 specifically, as they are of relevance in all WPs. They should be used to link the WPs and, thus, ensure

synchronicity between the progresses in the WPs as well as consistency and homogeneity within the activities that are prepared for dissemination in WP4.

Cross-over, connecting items that require regular communication between the work parties are related to aspects of:

- Resource consumption and emissions
- Circularity
- Scalability
- Value chains and livelihoods
- Equity
- Regional/global applicability
- Service life
- Life cycle
- Rural and urban development
- Histories/cultures

Some tasks that need to be considered within the work parties are:

- Mapping of the major causes for loss of sustainability and resilience in the built environment – understanding how and why it is happening?
- Identifying strategies, targets and technologies which have sufficient potentials to ensure sustainability and resilience of the built environment – understanding how to manage it.
- Devising implementation of strategies and applied technology for sustainable and resilient developments – getting it under control in practice.
- Case studies (positive as well as negative) – learning from past mistakes and being inspired by flagship projects

It is suggested that the writing work to be undertaken by the GLOBE Consensus special task force is conducted by smaller WPs with volunteering participants. However, it is also suggested that all documents will be co-authored by all participants of the special task force. The lead author will be the person volunteering to take the lead of the WP.

#### **4) Timeline**

Since the JCGC activities highly depend on availability of funding, the individual commitment of individuals and institutions, as well as the availability of specific knowledge within the work parties and the possible sub-groups that form, a clear timeline cannot be predicted.

However, the following timeline for the organizational framework can be scheduled after taking first actions:

- Direct actions (see Section 2/3): immediately
- First output documents for social media, and handouts: within 2-3 months
- Identification of major work party members: within 3 months
- Operational webpage without complex content: within 6 months
- Structure of sub-groups and allocation of first tasks: within 6 months
- Identification of missing information, and competences: within 3-6 months
- First synchronized output documents: within 9-12 months
- First conferences or webinars: within 9-12 months
- Collection of fundamental documents, policies and recommendations of the GLOBE supporting associations linked to global policies by WP1: after 1 year
- Webpage with wider functionality: after 1 years
- GLOBE Stamp including the eligibility criteria and procedure: after 1 year
- Position papers, white papers, background documents, including their updates based on the work of WPs 2 and 3: 1-3 years

#### **5) Direct actions for general support of JCGC activities**

In order to enable consistent continuity within the network direct activities should be taken that facilitate easy data access of members of the GLOBE Consensus special task force for members. Direct actions that can be taken without much effort should be:

- Modular power point slides (e.g. 1p, 3p, 10p), that can be used by everyone within the group for possible presentations and keynotes
- A pool of photos, relevant links, relevant reports and policies, as well as statistics to be used
- A collection of outcomes or preliminary outcomes of running technical committees within the GLOBE network
- Teaching aids

#### **6) Envisaged activity packages for dissemination**

The major ambition of the JCGC is to reach and inform a broad public. Therefore, the majority of activities aims at collecting, editing and preparing knowledge for dissemination and making it available in a specific format that is helpful for specific target groups and stakeholders. An overview is given in Fig. 2 and described in further detail in the following part.

##### Online platform:

A GLOBE Online Platform can be created consisting of three modules:

- A public entry point for everyone including the relevant contacts, a search engine, wikie, etc.
- An information and document resource webpage, that can contain background documents, relevant links, and multimedia elements such as a blog, videos, statements, interviews and podcasts to address different target audiences more specifically
- An internal web-platform for members and associated partners of the GLOBE Consensus to share data, projects and develop third-party funding opportunities.

All modules shall be connected to support fund raising from public or industry and partnerships with associations, other networks, and associated partners and groups. The development, implementation, and

level of professionalism depends upon available funding and investment of time of the associations and their individual members.

#### Publications:

Knowledge, synthesis of knowledge, educational material and more general information about GLOBE Consensus activities in different forms depending on target audiences collected in publications comprise the most relevant content that can be built up over the course of time. The following types of publications are considered (listed in the order of expected time and efforts required for completion):

- Regular short communication for the webpage and social media
- Fragments or articles for media
- Conference and scientific journal papers
- A series of background documents for experts and laymen
- Recommendations for politicians, public authorities, and regulatory bodies.
- GLOBE Consensus position papers for the engineering associations of the construction sector
- GLOBE Consensus Guideline
- GLOBE Consensus White Paper

None of the publication types are given priority, rather their creation shall be based on the availability of competences and expert networks in specific areas as well as possible support in terms of time and funding.

Regular short text passages can be produced and extracted from documents which already exist or are under preparation. They can be used for social media and media releases, articles or interviews.

Conference papers and journal articles are part of the work of most members of the GLOBE Consensus special task force. The members can create synergies by referring to GLOBE in the introduction or possibly making GLOBE part of the header.

Apart from scientific papers, which will be published in the science community, publications also have to address stakeholders from the broader public. This includes politicians, engineers, regulators, the media, students, educators and even children, who can be reached by GLOBE Consensus background documents, addressing individual topics embraced by the overall GLOBE framework. These documents can be created along with GLOBE events (in preparation or even as post-conference documentation), upon other occasions or specifically for the webpage. They should be written in the form that is most adequate for the respective audience.

An output format that is more specific to politicians and policy makers are GLOBE Consensus Recommendations. They shall target politicians and contain a summary of recommendations for immediate consideration, together with a very short outline of the background. This type of paper should be less than two pages long. The GLOBE Consensus Recommendations will also become part of GLOBE Consensus press-releases and will also be made available through the homepages of the GLOBE Consensus and to other stakeholders such as relevant and interested engineering associations.

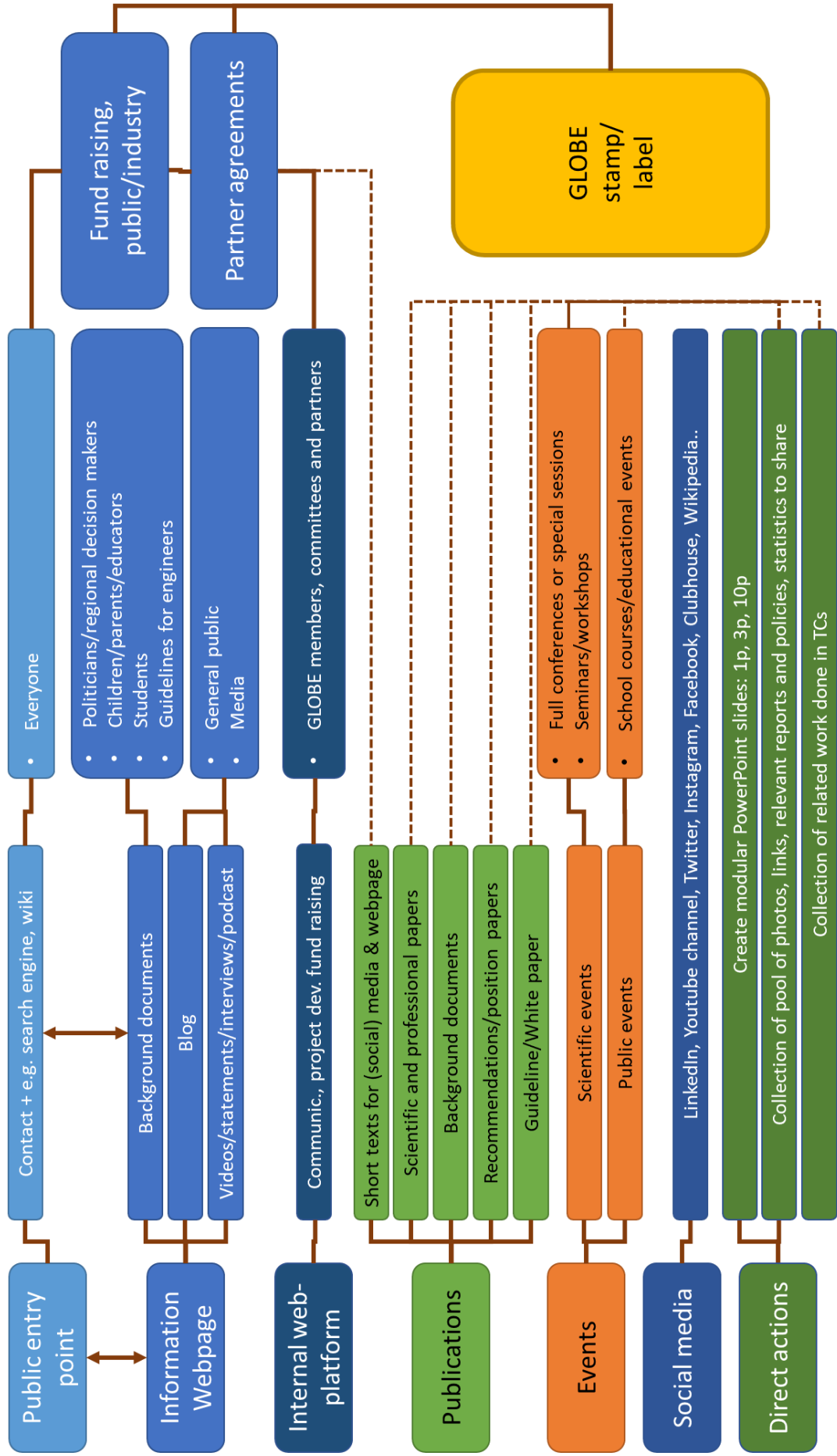


Fig. 2: overview of envisaged activities by GLOBE

A more time-intensive publication output format are GLOBE Consensus Position Papers. They shall target the engineering associations and provide a more thorough - yet adequately short - assessment of implications for the engineering profession, highlighting how the profession can take an active role in improving sustainability and resilience within the built environment. The GLOBE Consensus Position Papers will be sent in letters to relevant engineering associations and will also be published on the GLOBE Consensus homepage.

At a later stage, when consolidated content will have been established, a GLOBE Consensus guideline on the assessment and management of sustainability of the built environment can be compiled.

A GLOBE Consensus White Paper which provides an assessment of how and to what extent sustainability should enter codes for the design and assessment of structures will be another output format that can be compiled, once sufficient and sufficiently consolidated data is available. Such a white paper could also be written in collaboration with further partners.

The GLOBE Consensus guideline document and the GLOBE Consensus White Paper will both be published on the GLOBE Consensus homepage. The GLOBE Consensus White Paper will in addition be distributed to relevant NGOs, national and international regulatory authorities as well as pre-normative and normative committees.

### Events

Events are important dissemination actions that provide the opportunity to communicate GLOBE content in a less formal framework. Major events possible include:

- Scientific events,
  - e.g. full GLOBE conferences or special GLOBE sessions
  - e.g. seminars, workshops, lecture series
  - e.g. mini-conferences, virtual or in person
- Public events such as open-house-days, school lectures, exhibitions, etc.

At these events it is suggested that participants will include all major stakeholders of the built environment, i.e.; material producers, design offices, regulatory bodies/authorities, building owners, relevant politicians and relevant experts from academia.

The physically attended events shall be planned in more detail and organized by an organizing committee comprised by “local” members of the special task force and additional special task force members – on a voluntary basis. The organizing committee will prepare their proposed event plan to the special task force for information and approval approximately one year ahead of the events. After agreement the announcement and invitations will follow.

Furthermore, smaller online conferences and webinars can be organized with support or under the umbrella of GLOBE. They should be adjusted with the special task force.

### Social media actions:

Social media and online content is considered as inevitable component to reach different target groups. It was assumed that Wikipedia, LinkedIn, YouTube and Twitter should be given priority. Other channels, such as Instagram, Facebook, Clubhouse should not be excluded, but, since social media competences are largely lacking in the GLOBE Consensus special task force group, they could become more interesting when Third party funding for a service provider can be made available.

### GLOBE stamp or label:

A GLOBE stamp, sticker, or label shall be created as a symbol for commitment of the persons and institution that have supported the GLOBE consensus. Such a label could become also source of financing, if different “support versions” will be implemented, e.g. there could be a free membership with limited or no access to data, while a paid membership would provide more privileged access. However, measures have to be taken to avoid that supporters abuse the GLOBE label for “green-washing”, as well as to avoid that GLOBE becomes a too exclusive circle. Reasonable criteria need to be established at first.

An overview of all possible actions can be found in Figure 2.

### **7) Preliminary assignment of roles and responsibilities**

To be agreed.