

ZERO





A CONVERSATION BETWEEN FRIENDS

helping to build a global community for carbon change, from right here in Australia



LORETTA BAYLISS

Founder & CEO
Prescience Group
Mum of twins & a teenager

ZERO is the intersect of the natural world that I and my family love; and the built environment that is an intrinsic part of my career, our group of companies and our collective future as humans living on a planet whose climate change requires intervention now.

VAL MATTHEWS

Executive Partner
blueVisions
Father of 2 future podcasters

ZERO is at the forefront of ingenuity and the built environment. Developing awareness and commitment to building a legacy that shapes the future of construction and to a planet our children will appreciate.

NEIL GANJU

National Digital Engineering
Director, WSP
Former QS & future MCC member

ZERO is tackling the construction industry's contribution to the climate crisis by measuring, tracking and reducing GHG emissions throughout the project lifecycle. Collaboration and the use of technology are integral in doing so.

PIETER RAUTENBACH

Founder, Newstead Connect
Deswik Infrastructure Manager
Dad of 3

ZERO is a powerful & growing community of like-minded people doing something about how construction & infrastructure shapes our world for future generations. Zero enables you to positively impact the future through your existing professional skills.



But first, a welcome from ZERO Global

James Bowles // Tasha Greenfield



Construction activity emits
4 billion tonnes of CO₂e per year



= 12 % of all human emissions

CARBON FOOTPRINT
In Tonnes co2e

GROUNDWORKS	+1,200
SUB-STRUCTURE	+2,500
SUPERSTRUCTURE	+18,000
FAÇADE	+1,800
MEP	+6,000
FIT-OUT	+2,000

TRANSPORT	+2,500
LABOUR	+1,200
END OF LIFE	+6,000

TOTAL **+41,200**



ZERO

VISION



A zero carbon construction industry.

MISSION



Raise awareness



Share knowledge



Empower members



Will Squires • 1st
 Director - Digital at Atkins
 4yr •



This. This is super important.

If you work in engineering, construction, or anything in the built environment sector, you have a responsibility to [#sustainability](#) far greater than the average person. Buying a reusable plastic cup isn't enough if you have the ability to influence what we build, and how it affects our world.

It's part of our responsibility to challenge design, and look outside of our specific area of a project. Should we be having [#carbon](#) moments as opposed to (or in addition to safety) moments? Do you do enough in your day to day job to challenge wasteful, energy-rich design, or push back when you're told whole life cost isn't a priority?

This isn't a burden, it's a genuine opportunity. I came into engineering because I wanted to positively affect the world around me - each little piece of work I do in that space should be a step towards a healthier planet, a planet that doesn't burn up in a 4 degree scenario, and infrastructure that enables people to live healthy, happy lives.

Your day job might be a structural engineer, a financial manager, a BIM consultant, a smart city analyst or god knows what, but we all work in one of the few professions where you can make a tangible difference to the world around us.

Don't waste that gift.

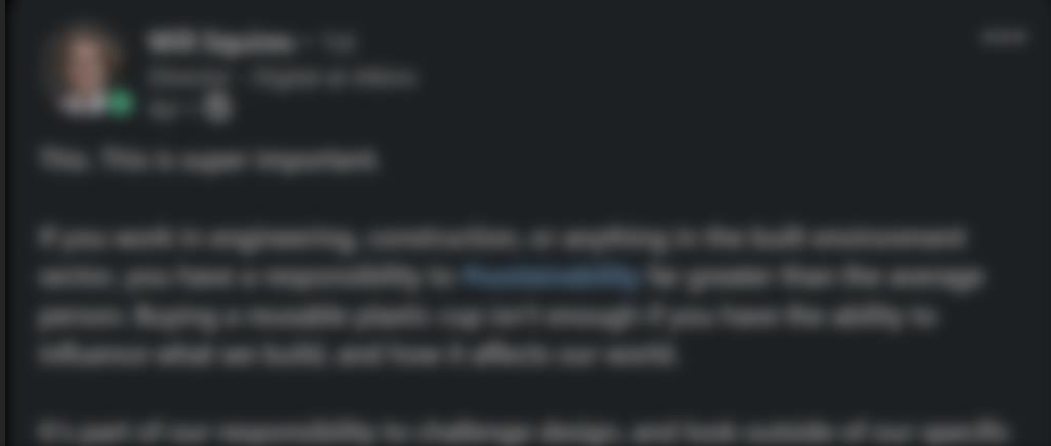


Atkins
 688,676 followers
 4yr • Edited •

We've produced our most comprehensive whitepaper to date, focusing on climate change, managing our planet sustainably, and future energy systems: 'The Road to Decarbonisation'. [...see more](#)

ELECTRICITY
 450 TWh generated





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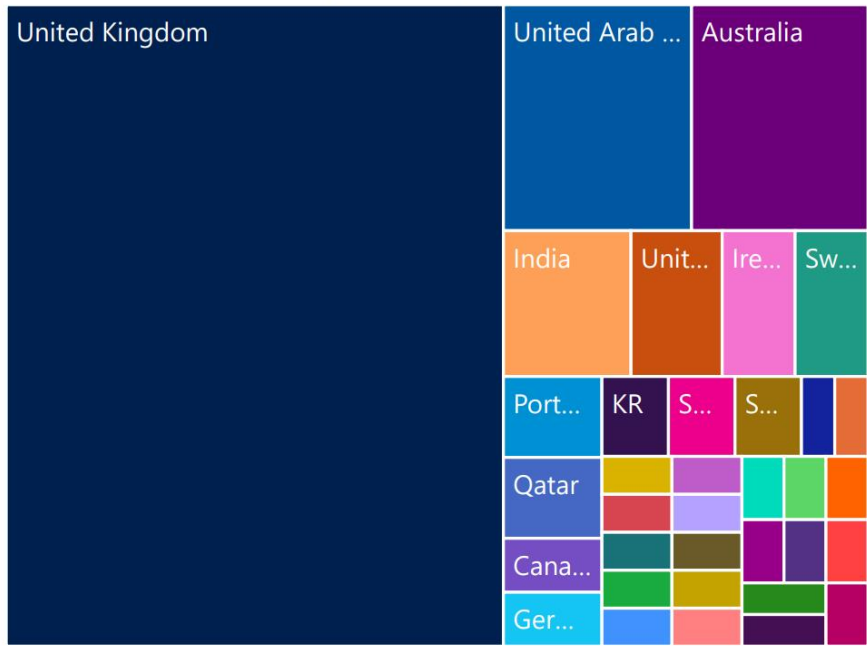


The cement industry contributes 8% of global anthropogenic CO₂e emissions

Two-thirds of glacier ice in the Himalayas will be lost by 2100 if climate targets aren't met

ZERO

Count of First Name by Country

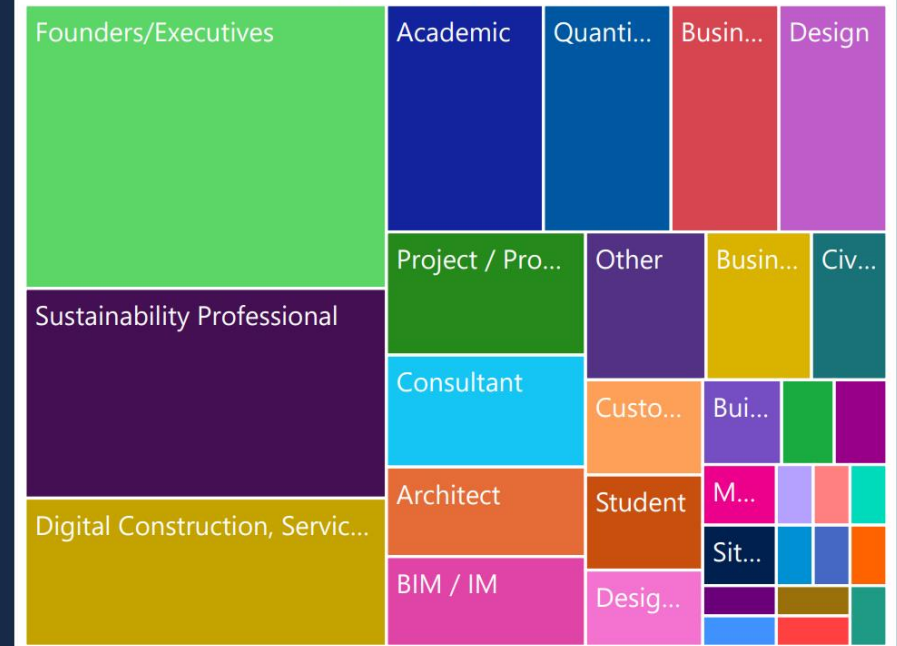


No. of Members

682

Count of Email

Count of First Name by Role/Speciality



zeroconstruct.com/zero-next

For young professionals: join ZERO Next, a fast-growing global group of next generation radicals, demanding immediate change for long-term results for the decarbonisation of the construction industry.

Extreme environmental action is needed in the pursuit of innovations and discoveries in ways previously not thought possible.

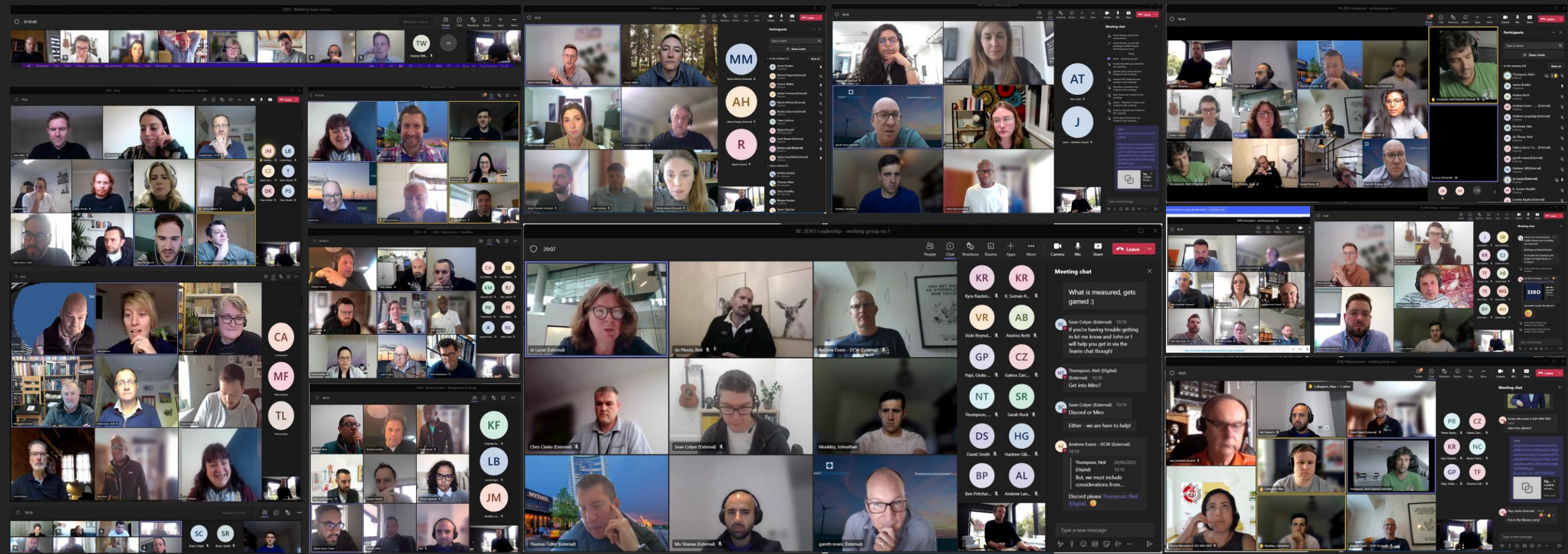


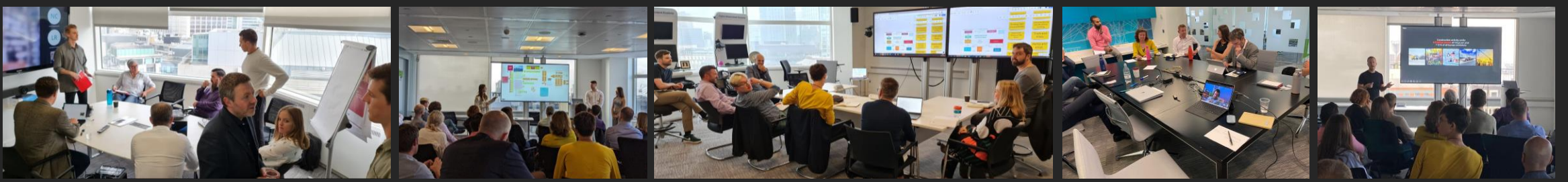
Regional Chapters

Our 800+ members span 50+ countries and we're setting up regional chapters, with more to follow soon!

You're likely to have a local group and if not, we'll support you to build one.







ZERO PLAYBOOK
6 working groups, each focused on one topic

ACTION ITEMS
10 key items for each working group to list as priorities

DETAILS
Why (it lowers embodied carbon) 50 words
What (it is) 50 words
How (to do it) 200 words

Use smart/electric plant

Why
Intelligent systems can optimize energy use and reduce carbon emissions.

What
Smart/electric plant includes intelligent systems, sensors, and actuators that can optimize energy use and reduce carbon emissions.

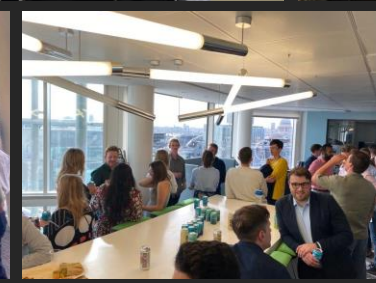
How
Smart/electric plant can be implemented through a variety of methods, including retrofitting existing buildings and installing new smart/electric plant systems.

Key Takeaways

- Estimate, measure, report carbon
- Use low-carbon materials
- Build diverse teams
- Consider Offsets/credits
- Apply technology
- Use smart/electric plant
- Practice lean
- Improve construction planning
- Set targets
- Promote innovation

Stakeholders

- Fundamental gain
- Marginal gain
- Owner/operator
- Designer
- Digital
- Cost
- Planner
- Sustainability
- Manufacturer
- Contractor





"ZERO Next are a brilliant and essential cohort within the ZERO group. They're the positive, influential, and high energy future of our industry needs. I highly recommend businesses to support their growth and development by giving them regular blocks of time towards being ZERO Next members.

They're doing great work and their vision and brand are fresh and exciting, and ultimately, by investing in their leadership with ZERO you are ensuring the future leadership of your organization are skilled and empowered to create positive climate impact."

Stacy Smedley, Senior Director Skanska USA, Exec Director, Building Transparency

"ZERO next is energising and giving a voice to a generation of construction professionals to work together, with passion and vigour, to address critical issues like decarbonising the built environment"

Simon Richards, Sustainability Director, Sir Robert McAlpine

"I am impressed and admiring of ZERO Next's focus and steps to improve sustainability and help the industry achieve net zero carbon. It is only with groups like this that we can achieve our net zero goals"

May Winfield, Global Director of Commercial, Legal and Digital Risks, Buro Happold

"ZERO Next is the future generation for the construction industry with a 'Climate Emergency' imprint. They interact with the senior members of the ZERO group and distill bright ideas."

Mirko Farnetani, Embodied Carbon Leader, SOM

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Sarah Rock, Jo Lucas, Jonathan Holyoak, James Bowles

ZERO Next is a high-impact fast-growing initiative working with industry leaders to decarbonise construction.

"The construction industry isn't good enough. It's impact is colossal but it doesn't take ownership and doesn't change. ZERO Next is here to shake it up. Next will set the path, show the vision, and be the difference - from the ground up. This is why I'm involved."

Alex Benstead, Regional Product Manager, Hilti GB

"ZERO Next is a community of likeminded young people who care about the planet and care about our industry and are actually trying to do something about it by coming together in a collaborative approach."

Roland Richer, Degree Apprentice, Faithful + Gould

"ZERO Next are an early career group full of energy and focus towards decarbonising our industry, and the reason I got involved. Next offers an inclusive environment to learn from and challenge one another, supporting and involving these voices in the conversation is already proving beneficial and we've only just got started."

Sam Burdett, Graduate Engineer, Sandberg

PURPOSE (Why does ZERO Next exist?)

- To bring fresh thinking to the carbon challenge
- To be the new leadership for our industry
- To accelerate industrial decarbonisation

OBJECTIVES

- Provide vision leadership to the ZERO community
- Work as a team to understand the carbon challenge and the solution landscape
- Greatly increase awareness of our carbon challenge, globally and to a diverse audience

PROGRAM

- Grow to a 100,000 ZERO Next Membership in 3 years
- Run events, create multi-channel content, build a detailed manifesto
- Work with industry leaders to drive change at all levels

WHAT WE NEED

- Time** – for members to work in ZERO Next. Regular blocks of time for events (workshops + networking), and ad hoc for Teams calls. Recommended minimum at 25 hours/month.
- Expenses** – members' travel + accommodation
- Sponsors** – sponsorship support from partners for ZERO Next podcast production, copywriting support, administration support, and event management.

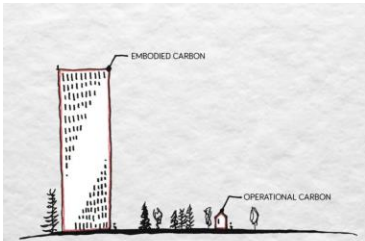
WHAT EMPLOYERS + SPONSORS GET

- Logos on presentations, and regular recognition at events, on content, and events.
- Access to diverse global leaders.
- Increasing ZERO Next's impact.
- Business exposure and alignment with ZERO Next's fresh and exciting brand.
- Employee skills, knowledge, and connections.
- High reputational value.
- Staff retention, attraction, and social value.

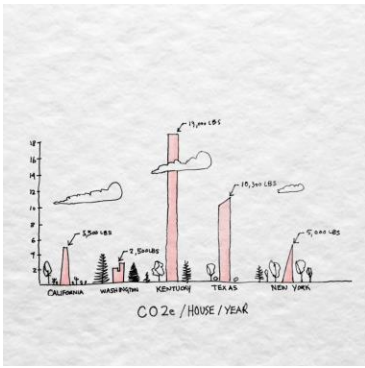
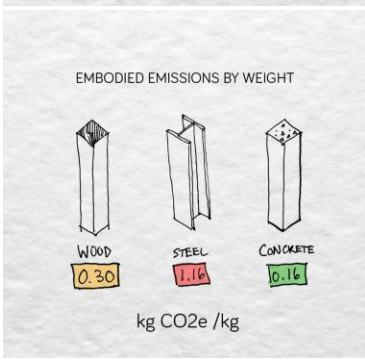
WHAT WE DO

- 400,000 views annually on social media
- 200 guests at 6 workshops
- Podcasts, articles, events
- Work with educational institutes
- Influence change in organisations and government
- Build a diverse, global network
- Provide vision leadership to the wider ZERO community, through content sharing and regular knowledge sharing workshops with a wide range of industry leaders
- ZERO Next have created and are continuing to develop a detailed low carbon manifesto for the industry to follow
- Involved in all 7 pillars of the ZERO playbook
- Members invited to join ZERO mentor program
- ZERO Next members are regularly on stage at a range of global events and conferences, including at UK Construction Week, Digital Construction Week, London Build, Future Build
- Members are part of private and public sustainability initiatives including City Skylines Taskforce





YEAR 1



Graphics by Steven Biersteker

BRIEF

1. What is it

2. How it Saves Carbon

3. How to do

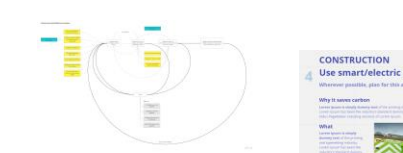
Addressing embodied materials, it's addressed from the design phase, through to construction, operation, and manufacturing processes.

Why does embodied carbon matter? (EMBEDDED CARBON REPRESENTATION)

1. Embodied carbon is a significant portion of a building's total carbon footprint.
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DESIGN UPDATES

Key updates and considerations for design teams to reduce embodied carbon.



Educate and Raise Awareness

Key strategies for educating stakeholders and raising awareness about embodied carbon.

- Education in the industry isn't structured, it happens through projects.
- Important to engage people at different levels of learning.
- Materiality: Project delivery, Social media.
- Talk to your design team about carbon, encourage people to ask questions.
- Does this product have an EPD?
- Is there an alternative material I could use that would be lower carbon?
- Share project successes and failures on public platforms.
- Social Media, newsletters, journals, books.
- Simplify complex concepts for easy understanding.

40/60 progressing

Inspire Client Ambitions

Why it saves carbon:

- High carbon decisions made at brief stage are typically very significant.
- Encourages the use of low carbon briefs on future projects.
- Clients ultimately decide the direction of a project and can most easily affect carbon reduction by requiring lower targets.

What is it:

- Including carbon into decision making process.
- Elevating carbon to KPI's alongside cost and schedule.
- Investigating alternative construction methods & materials.
- Reviewing high-carbon materials embedded in briefs.

How to do it:

- Demonstrate past successful projects that meet low targets.
- Inspire them to be part of the future not the past.
- Help them develop low carbon briefs that are cost effective and make buildings better - for them.

Forward efficient use of NRM

How improving heavy equipment efficiency lowers carbon with immediate effect

In the month of Feb, across 1,800 heavy equipment operating on big infra construction, we saw an average utilisation of 5 hours and of those operating hours, 49% of them were idling. These machines collectively consumed 1.2 million litres of fuel and emitted 3.2k tonnes of CO2 in that period. The crazy part is if you eliminated the idling, you would be able to significantly cut the emissions and fuel costs at virtually no cost.

Conclusion: PLANT IS INEFFICIENT. Everyone is talking about alternative fuels, electric machines, retrofit emission tech, hydrogen and fuel cells and automation as being the solution BUT all these things are long term and generally capital intensive.

What is it: Solution is to use existing data in the right way to massively improve things now and it doesn't take a big investment. Using a handful of data points one can track where the machines are, what they are doing, highlight if they are working in the optimal way, if they aren't then are the inefficiencies due to the operator or the site design and when changes are made, how that directly lowers carbon output.

How you can do it: We can work together to agree on data standards that facilitate carbon tracking on NRM so that every single machine can be tracked and reported on in a single platform to establish the baseline, set carbon goals and track against them.

Design - Promote Early Manufacture / Contractor Involvement

Importance of involving manufacturers and contractors early in the design process to optimize for carbon efficiency.

CONSTRUCTION Use smart/electric plant

Whenever possible, plan for this as early as possible.

Why it saves carbon:

- Smart/electric plant reduces fuel consumption and emissions.
- Optimizes equipment usage and reduces idling.

Increase in adoption of Digital Technology

Why it saves carbon:

- Digital technology optimizes resource allocation and reduces waste.
- Improves project management and communication.
- Enables remote monitoring and control of equipment.

Join ZERO Innovation zone / network

Why it saves Carbon:

- Access to a network of industry experts and resources.
- Collaborative learning and knowledge sharing.
- Increased visibility and credibility.

How to do it

Identify the right people whose approach, internal skills of innovation, we can learn from. We can't just go to the internal hierarchy but we need to look outside. These who are needed to understand and address the brief itself but also from the capacity to make the decision. They will have the best capacity to lead through.

Be careful with standards and frameworks why it saves carbon:

- Ensure standards and frameworks are aligned with project goals.
- Regularly update and review standards.

Be careful with standards and frameworks why it saves carbon

Ensure standards and frameworks are aligned with project goals.

Avoid re-work

Why it saves carbon:

- Preventing re-work reduces material waste and energy consumption.
- Streamlines the design and construction process.

Design Consider MMC & p-DMA

Why it saves carbon:

- Mass Timber Construction (MMC) and prefabrication (p-DMA) reduce on-site construction time and waste.
- Improve material efficiency and reduce transportation emissions.

How to do it

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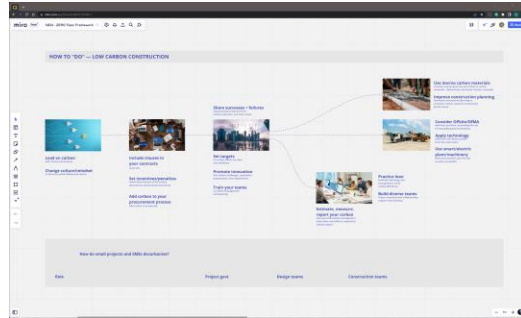
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- Streamlines the design and construction process.

Modules on Morta

The screenshot shows the Morta software interface with various project modules and data visualizations.

ZERO Playbook VI

Jo Lucas, Sean Colyer, James Bowles



- **Practical** guidance for low carbon projects
- **Immediate** - changes can be made short term
- **General** - applies to nearly all projects
- **Chatham House Rule** will be used. No audio from workshops will be recorded or shared. Quotes or content will be not attributed to an individual, organisation, or business.
- **Don't reinvent the wheel** – the playbook will link to external sources, to speed up creation of the playbook, LETI, ICE, GBC etc. Also connect to existing frameworks that the playbook module can influence. eg. What does ZERO think is needed in IPA Routemap, check which gateway processes contracts are currently pointing toward and see what needs adjusting, etc

- 1 Leadership** – *Gareth Evans, Jo Lucas*
 - Cultural + organisational change
 - Targets, incentives, + penalties
 - Contracts, requirements, + procurement

- 2 Design** – *Ben Nott, Thomas Lindner*
 - Design with embodied carbon in mind
 - Low carbon solutions
 - Low carbon materials

- 3 Measurement** – *Mo Shana'a, Jade Cohen*
 - Tools for embodied carbon measurement
 - Data libraries + trusted sources
 - Estimating + reporting

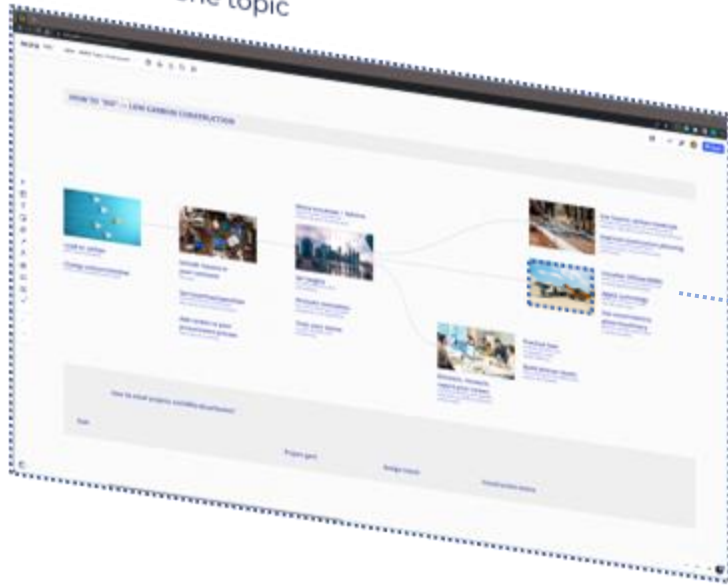
- 4 People** – *Rebecca Lashley, Mohammad Saki*
 - Awareness, upskilling, + training
 - Teamwork + supply chain
 - Capturing lessons + sharing

- 5 Innovation** – *Johnathan Munkley, George Smithies*
 - Technology, solutions, new thinking
 - BIM, digital, lean solutions
 - Material and construction monitoring

- 6 Construction** – *Tasha Greenfield, Jack Dearlove*
 - Low carbon methods of construction
 - DfMA/ Offsite/ Pre-assembly
 - Adopting lean construction

ZERO PLAYBOOK

6 working groups, each focused on one topic



ACTION ITEMS

10 key items for each working group to list as priorities



- 1. Estimate, measure, report carbon
Use your sustainability management team, firm, and tools to measure to carbon targets
- 2. Use low/no carbon materials
Consider and promote the use of recycled and low-carbon materials - concrete, bio-based, bamboo materials
- 3. Build diverse teams
Focus on diverse and collaborative, report your findings
- 4. Consider Offsite/DfMA
Wherever practical, promoting the use of necessary precast facilities
- 5. Apply technology
Advocate and make carbon from the value chain
- 6. Use smart/electric plant
Wherever possible, plan for this as early as possible
- 7. Practice lean
Methods planning and management, drive carbon efficiency
- 8. Improve construction planning
Use early construction planning to reduce rework, improve construction performance
- 9. Set targets
Set carbon which are clear and ambitious
- 10. Promote innovation
Run carbon challenges, innovation programmes, and competitions

- 1. Fundamental gain
Use your sustainability management team, firm, and tools to measure to carbon targets
- 2. Marginal gain
Use your sustainability management team, firm, and tools to measure to carbon targets
- 3. Owner/operator
Use your sustainability management team, firm, and tools to measure to carbon targets
- 4. Designer
Use your sustainability management team, firm, and tools to measure to carbon targets
- 5. Digital
Use your sustainability management team, firm, and tools to measure to carbon targets
- 6. Cost
Use your sustainability management team, firm, and tools to measure to carbon targets
- 7. Planner
Use your sustainability management team, firm, and tools to measure to carbon targets
- 8. Sustainability
Use your sustainability management team, firm, and tools to measure to carbon targets
- 9. Manufacturer
Use your sustainability management team, firm, and tools to measure to carbon targets
- 10. Contractor
Use your sustainability management team, firm, and tools to measure to carbon targets

DETAILS

Why (it lowers embodied carbon) 50 words
What (it is) 50 words
How (to do it) 200 words

Use smart/electric plant

Wherever possible, plan for this as early as possible

Why
Carbon spend is simply blowing hot air in the printing and engineering industry. Carbon spend has been the industry's standard starting point since the 1980s, when an uncertain project had a gobby of gas and overhead. It is now a 100% question mark. A car can be made in a factory, but when the heat is on, the machine is spinning, emitting greenhouse gas.

What
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How
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- Practical guidance for low carbon projects
- Immediate changes can be made short term
- General applies to nearly all projects
- Significant actions that have impact

200 Word Statement / Guidance
Present / Future Tense
Third person
Positive & action oriented - how can we implement XXXX on projects?
Accessible - real life solutions - how can we make a change today?
Keep it simple - there will be plenty of opportunity to go into more detail later
Include pictures / supporting graphics
Not a sales pitch - but, do add links to relevant resources and case studies
Consider - Why it saves carbon? What? How?



ZERO

Bentley
Advancing Infrastructure

PlanRadar

Are you creating data to reach Net Zero?

grin

Why I joined ZERO?


- 2019: Books & Bushfires.
- ZERO Carbon playbook: *You can't manage what you can't measure.*
- Measuring embodied carbon early in the design phase of a project allows carbon footprint to drive design decisions.
- ZERO allows me to collaborate with experts in construction globally to share our ideas and wins from projects to deliver lower carbon projects.



The
Uninhabitable
Earth

David
Wallace-Wells





Why you should join ZERO?

- We are all able to make a difference in how our projects are built and delivered.
- Share innovations and ideas globally with like minded individuals.
- We need collaboration across industry for how we can reduce our industries impact on the environment.



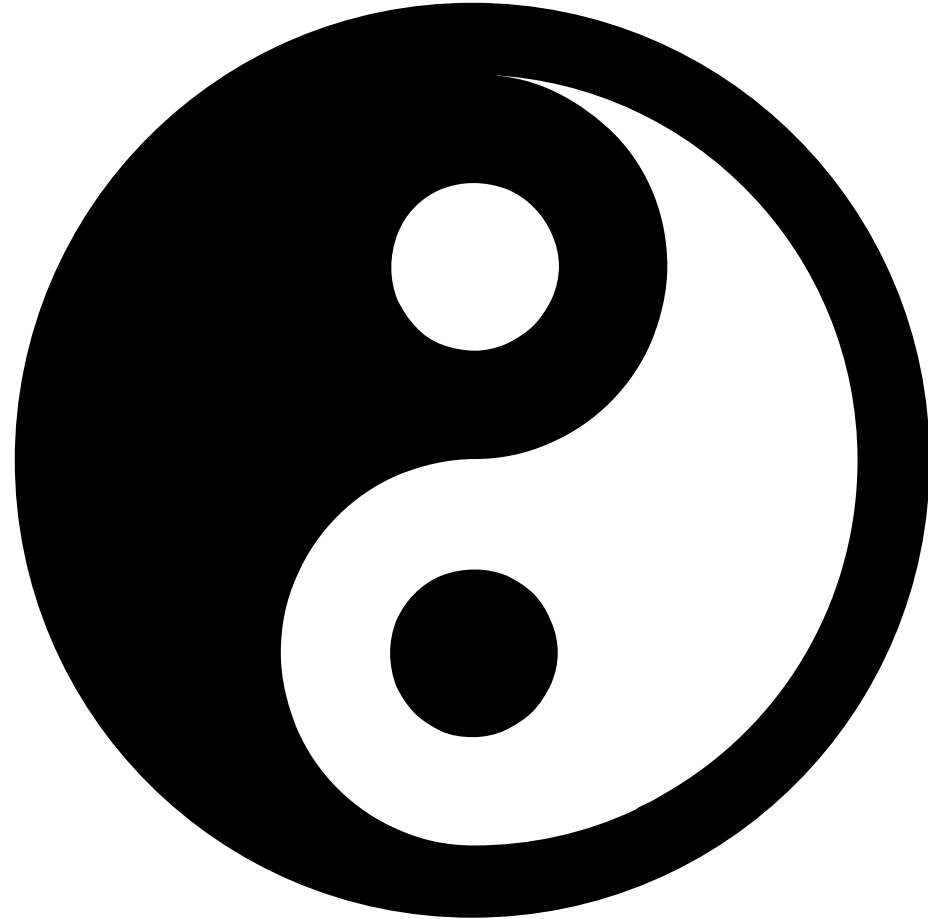
I am ready...

**IT'S TIME TO
CONTRIBUTE**

**TO
SOMETHING
MEANINGFUL..**

**LET'S BUILD A
LEGACY**







Someone needs to plan and measure our Green House Gas emissions if we are going to get better at it



GHG is difficult to plan & measure – not like time or money, and we already struggle to plan and measure time and costs as is



We (Project Controls Professionals) are skilled in planning and measuring cost and time. In the future we will have a GHG risk assessment – Imagine the range!



It is an opportunity for us to not only do our bit to make the world better and our future grandchildren proud, but also our opportunity to shape our industry



Zero is the community and organization that enables you to share, learn and shape – I can not imagine doing it alone

BREWDOG

CRAFT BEER FOR THE PEOPLE

BREWDOG In Partnership With **Gregory** Delivering winners.

PLANET POSITIVE BEER

BREWDOG PUNK IPA

ELECTRIC POWERED TRUCK

Solomon

DHOLLANDIA

AUSTRALIA'S TOP RENEWABLE BREWS



STOMPING GROUND

Melbourne, Victoria
stompingground.beer

STONE & WOOD

Byron Bay, New South Wales
stoneandwood.com.au



HELIOS BREWING

Brisbane, Queensland
heliosbrewing.com.au

CARLTON & UNITED

Melbourne, Victoria
cub.com.au



YOUNG HENRY'S

Sydney, New South Wales
younghenrys.com

GRAND RIDGE BREWERY

Mirboo North, Victoria
grand-ridge.com

BRIGHT BREWERY

Bright, Victoria
brightbrewery.com.au

4 PINES BEER

Sydney, New South Wales
4pinesbeer.com.au



Brisbane 2032

Olympic and Paralympic
Games Host

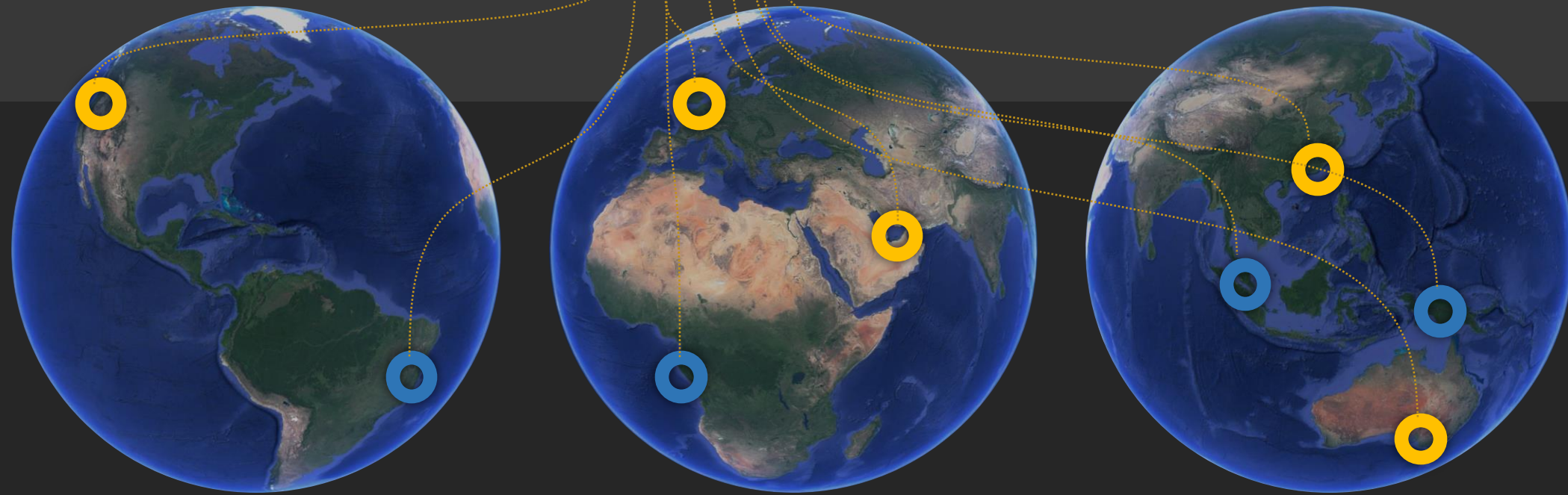
Queensland







Social network (feedback)



Seattle March 8th

Venue **xxx**
Format **xxx**
Topics **xxx**

In locations xxx, yyy, zzz with remote dial in options available via Teams. Please use Eventbrite link. Promote on LinkedIn, via membership newsletter, WhatsApp, and Discord.

Speakers **xxx, yyy, zzz**
Workshop on playbook modules **xxx, yyy, zzz**

London Jan 25th

Venue **xxx**
Format **xxx**
Topics **xxx**

In locations xxx, yyy, zzz with remote dial in options available via Teams. Please use Eventbrite link. Promote on LinkedIn, via membership newsletter, WhatsApp, and Discord.

Speakers **xxx, yyy, zzz**
Workshop on playbook modules **xxx, yyy, zzz**

Dubai Feb 15th

Venue **Accuracy hosting + Hewiott Watt Uni**
Format **Open workshops**
Topics **Playbook**

Playbook roll-out. Regional partner Accuracy hosted and promoted.

Panel discussions.
Workshops on pillars.
Keynotes.
Overseas access.
Mix of members and non-members.

Speakers **xxx, yyy, zzz**
Workshop on playbook modules **xxx, yyy, zzz**

Hong Kong Sept 14th

Venue **xxx**
Format **xxx**
Topics **xxx**

3-day global event

In locations xxx, yyy, zzz with remote dial in options available via Teams. Please use Eventbrite link. Promote on LinkedIn, via membership newsletter, WhatsApp, and Discord.

Speakers **xxx, yyy, zzz**
Workshop on playbook modules **xxx, yyy, zzz**

Adelaide + others Jan 17th

Venue **TBC**
Format **Online & In-person**
Topics **xxx**

In locations Adelaide, Brisbane, Melbourne (Perth and Sydney TBC)with remote dial in options available via Teams. Please use Eventbrite link. Promote on LinkedIn, via membership newsletter, WhatsApp, and Discord.

Speakers **xxx, yyy, zzz**
Workshop on playbook modules **xxx, yyy, zzz**



Decarbonising Construction: Bringing the focus to embodied emissions, and activating the solutions

WHEN: September 2023
WHERE: EY wavespace Hong Kong
PARTNERS: ULI, EY, ZERO

Event purpose:

- **Identify and share** low carbon solutions, and pathways
- **Connect** with regional and global experts
- **Collaborate** on low carbon solutions.

This 2-day event will include:

- Keynote presentations.
- Breakout room workshops.
- Opportunity to connect and work with globally recognised embodied carbon experts, *and lived experience delivery teams*
- Learn from successful project case studies.

The construction industry is responsible for 40% of all human emissions. This is split between operational carbon (at 28%) and embodied carbon (at 12%).

Decarbonising our industry requires focus on both. Embodied carbon includes the emissions from all front end activities: material extraction, manufacturing, processing, transport, and construction. It's a topic that receives less attention, and will require global co-ordination to resolve.

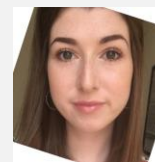
The ULI Asia Pacific, with EY, and ZERO* are excited to announce a 2-day event in September 2023 focussed on embodied carbon, and the solutions needed to decarbonise.

Regional Project Case Studies	Market Opportunities / Blockers	Digital Twins and BIM
Material Solutions	Supply Chain Capability	Green Financing
Leadership Guidance	Technology	Construction Methods



Stacy Smedley
Sen Director of Sustainability
Skanska USA

Exec Dir/Building Transparency, Musician /Magnolia Steel Band, Living Building Hero, Grist Top 50 Fixer, ENR Top 25 Newsmaker, Builtworlds Maverick Amplitude Product 50 Finalist



Tasha Greenfield
Founder of ZERO Next

Design co-Ordinator at Natural Building Systems.

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Chungcha Cha
Co-Founder & CTO Reimagining Cities Foundation

20+ years in finance and 13+ years in sustainability.

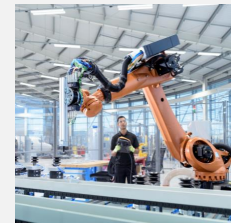
At the intersection of building ecosystems for a life sciences innovation district and sustainable communities with aspirations for "carbon neutral by 2040".



James Bowles
Founder & CEO of ZERO, Founder of Freeform

25 years in construction and engineering. Major projects experience in both buildings and infrastructure.

Created simulations for over 600 projects in 30 countries totalling \$400 billion.





We need you!

To help us to build a global community reducing carbon in construction, from right here in Australia



Grab a friend + colleague + get involved

Join **ZERO**

www.zeroconstruct.com/membership



ZERO – ANZ
ZERO NEXT

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17th January ANZ Launch
STAY TUNED!



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