

IDA

**HOW CAN THE BUILDING SECTOR CONTRIBUTE
TO A SIGNIFICANT DECREASE IN CARBON
EMISSIONS TO FIGHT CLIMATE CHANGE?**



BUILDING GREEN AND BRINGING GENERATIONS TOGETHER



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Former Member of Parliament. Former Minister of natural resources and environment in Iceland. Former CEO of the land contractor Járn. Former president of the Mental health Alliance Geðhjálp.

THE TWO MAIN WORLD CHALLENGES OF TODAY ARE CLIMATE CHANGE AND AN AGING POPULATION

The building and construction sectors are responsible for 30-40 % of all carbon emissions in the world.

Buyers now want and choose greener construction, climate friendly materials and a circular economy.

In order to reduce homeowners carbon footprint, urban planning is essential, good infrastructure and easy access to various ways of transportation.

The green way in construction requires new ways of doing. A constant development because we can and always should strive to do better.



Social isolation and loneliness are the greatest health challenges of our time according to WHO.

The world population is aging. Globally the population aged 65 and over is growing faster than all other age groups. Retirement and physical impairments increases welfare expenditures and increases the risk of social isolation.

We need to think of housing when we look for solutions for these challenges.

Green apartment buildings that motivate the home owners to tackle environmental, and social challenges of their capability together- is an untapped solution.

Social cost decreases whereas safety and knowledge sharing increases between generations when we make it easy for people the help each other out.

IDA BUILDS GREEN APARTMENT BUILDINGS WITH SOCIALLY EMBEDDED FEATURES.



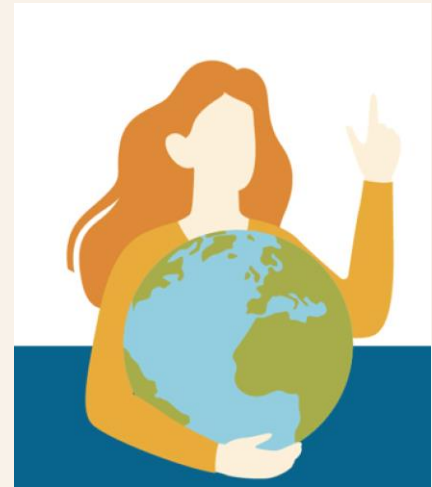
We develop, build and manage green apartment buildings where the main focus is to leave as little impact on nature and climate as possible, and to facilitate a green and rich live for the homeowners.



Climate change is happening. World population is ageing. The social isolation is growing, and welfare cost is rising. New and focused way in housing can be a big part of the solution of all these challenges.



Our key mantras: Sustainability and Carbon neutrality, Circular- and Sharing economy. Social incentives and green way of living.



NEED FOR HOUSING THAT MEETS THE CHALLENGES, REQUIREMENTS AND THE DEMAND OF TODAY'S BUYERS

Environmental awareness is growing and the buyers demand follows ¹



The majority of the Icelandic population are concerned about climate change and want change. More and more people want to do all that they can as an individuals, to make the change happen.



Studies show that **greener purchasing behavior is increasing and is incremental, leading to more various fields of consumption.** Firstly, mostly evident in the food basket. In later years Icelanders are increasing their climate conscious purchasing behavior on a broader spectrum. **Increasing in bigger purchasing like building material and fossil free cars**



67% of Icelanders say that they made changes in their ways of purchasing for the last 12 months **in order to have less impact on the climate and the environment.**



This group of conscious buyers is growing fast and people strive to do better today than they did yesterday.



¹ Gallup umhverfiskannanir frá 2017- 2021



WHAT DOES THE INDUSTRY HAVE TO DO TO CHANGE COURSE?

Green city and neighbourhoods planning is number one.

HOW DO WE DEVELOP GREEN?

Factories in the center of Reykjavík



Future homes for 20.000 people



WHAT ARE THE CHALLENGES IN FINANCING, PLANNING, BUILDING, MARKETING AND SELLING LOWER CARBON EMISSION APARTMENT HOUSING?

1. What do you need to build a house?

- Knowledge and know-how
- Funding
- Loans from financial institutes

2. What do we need to change course and build **greener houses**?

- **New** knowledge and know-how
- Funding- **private equity needs assurance**
- Loans from financial institutes that have lower interest rates. The bank in turn uses the projects for its own ESG ratings.

HOW CAN THE GOVERNMENT AND OTHER IMPORTANT DECISION MAKERS PAVE THE WAY?

- How do changes in legislation address and encourage private equity to invest greener?
- How can the cities and municipalities encourage change? What are they not doing?
- How are the financial institutes helping/not helping in the change for a greener financing of projects?
 - Green loans for homeowners
 - Lower interest rates for green projects?
 - A clear and evidence-based framework for public funds to rate and invest in green projects is essential

Change will happen fast in the building sector if these leaders

Make the green deal the best deal



Thank you

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IDA

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generations together**

