

UNIC Vienna 2020 Green Infrastructure Future Summit

25.09.2020 09:00-12:00

Conference schedule

## GREEN MARKET REPORT

### How can sustainable growth be achieved with green infrastructures?

#### 09:00 Start

1. Introduction of the speakers and participants
2. Introduction GRÜNSTATTGRAU Forschungs- und Innovationslabor (15 min)
3. Introduction to the topic of greening buildings (30 min)
  - a. Roof, facade and interior greening technologies
  - b. Services and effects of greening of buildings

#### 10:00 Break (10 min)

4. Presentation of the results of the industry and city survey in the Austrian Green Market Report Kompakt (50 min)
  - a. Value chain and market figures
  - b. Industry barometer
  - c. Market stimulating instruments
  - d. Policies and practices (incentives through grants)
  - e. Barriers and opportunities in the green building industry in Austria

#### 11:00 Break (10 min)

#### 5. Questions to the audience and discussion (50 min)

The survey showed that public interest in urban greening buildings is growing rapidly, while there is little interest among property developers, real estate developers and the construction industry.

- a. **Is the construction and real estate sector currently sleeping off a market trend or how do you see the interest in green building within your sector? What is your company's position on green building technologies?**
- b. **Which political framework conditions must be developed to accelerate the diffusion of greening technologies for buildings? What are your wishes for politics and legislation?**
- c. **Where do you see the biggest hurdles as a representative of your industry that stand in the way of a more widespread use of green roofs and walls?**
- d. With the Green Deal, the European Commission has defined an action plan for a sustainable EU economy in order to create a "modern, resource-efficient and competitive economy" in the long term.  
**How can we create a link to the European Green Deal?**

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