

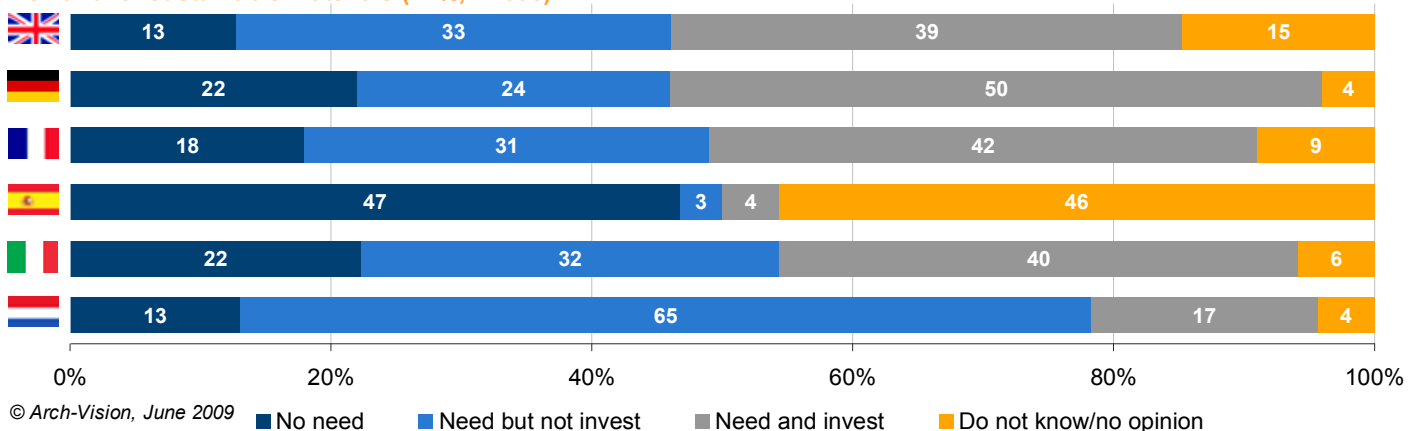
There is need for sustainable materials - but will we pay for it?

The use of sustainable materials in construction is a trend not to be ignored. As a survey among architects in six European countries shows, the demand for sustainable construction material and the will to invest in it differs from nation to nation: Whereas demand and future investments are expected from most of the German, French and Italian architects, the need for sustainable materials is seldom followed by investments in the Netherlands. In Spain, the concept of sustainable construction is least common. This results from the European Architectural Barometer, a research project commissioned by Arch-Vision.

Half of the German architects believes that there is both a need for sustainable materials and a willingness to invest in sustainability among their principals. Accordingly, a large part of the architects in France (42 per cent), Italy (40 per cent), and the UK (39 per cent) report of principals both asking for sustainable material and intending to invest as well.

The Netherlands is the only country where the majority of architects observe a need for sustainable products, but no willingness to invest in them (65 per cent). Apart from the economic situation, this may be due to many Dutch preferably looking for sustainable solutions without extra costs. Among the countries covered in the survey, the Spanish market seems least prepared for sustainable materials: Almost one half of the Spanish architects believes there is no demand for sustainable materials (47 per cent), the other half does not even know if such a need exists (46 per cent).

Demand for sustainable materials (in %, n=600)



About Arch-Vision

Arch-Vision (www.arch-vision.eu) is a sister company of USP Marketing Consultancy, BuildInfoConsult BV, BaulInfoConsult GmbH and BouwKennis B.V. At present, Arch-Vision is fully occupied with the development and production of the European Architectural Barometer. In the medium run, Arch-Vision will develop into a complete European Architectural Platform, bringing together building material suppliers, publishers, software developers and architects. All interviews are conducted by native speakers. Twelve hundred interviews were completed for the first two measurements. The third measurement was based on twelve hundred interviews per measurement, as will be future measurements.

For printable versions of the figures or more information about Arch-Vision please contact Ms. Marjet Rutten at rutten@arch-vision.eu or at +31-10-2066916.