

90% of AEC professionals prefer products with EPDs

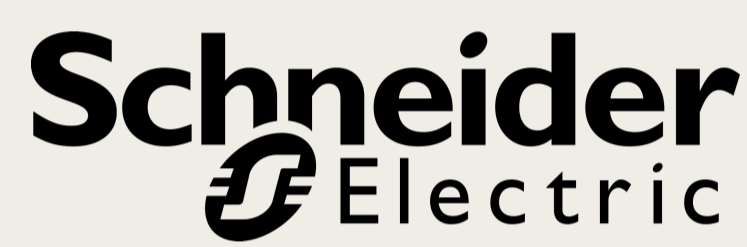


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CASE STUDIES AND LEADING CUSTOMERS



92%

manufacturers recognize EPDs as reliable and relevant

88%

believe embodied carbon can be reduced up to 30%

65%

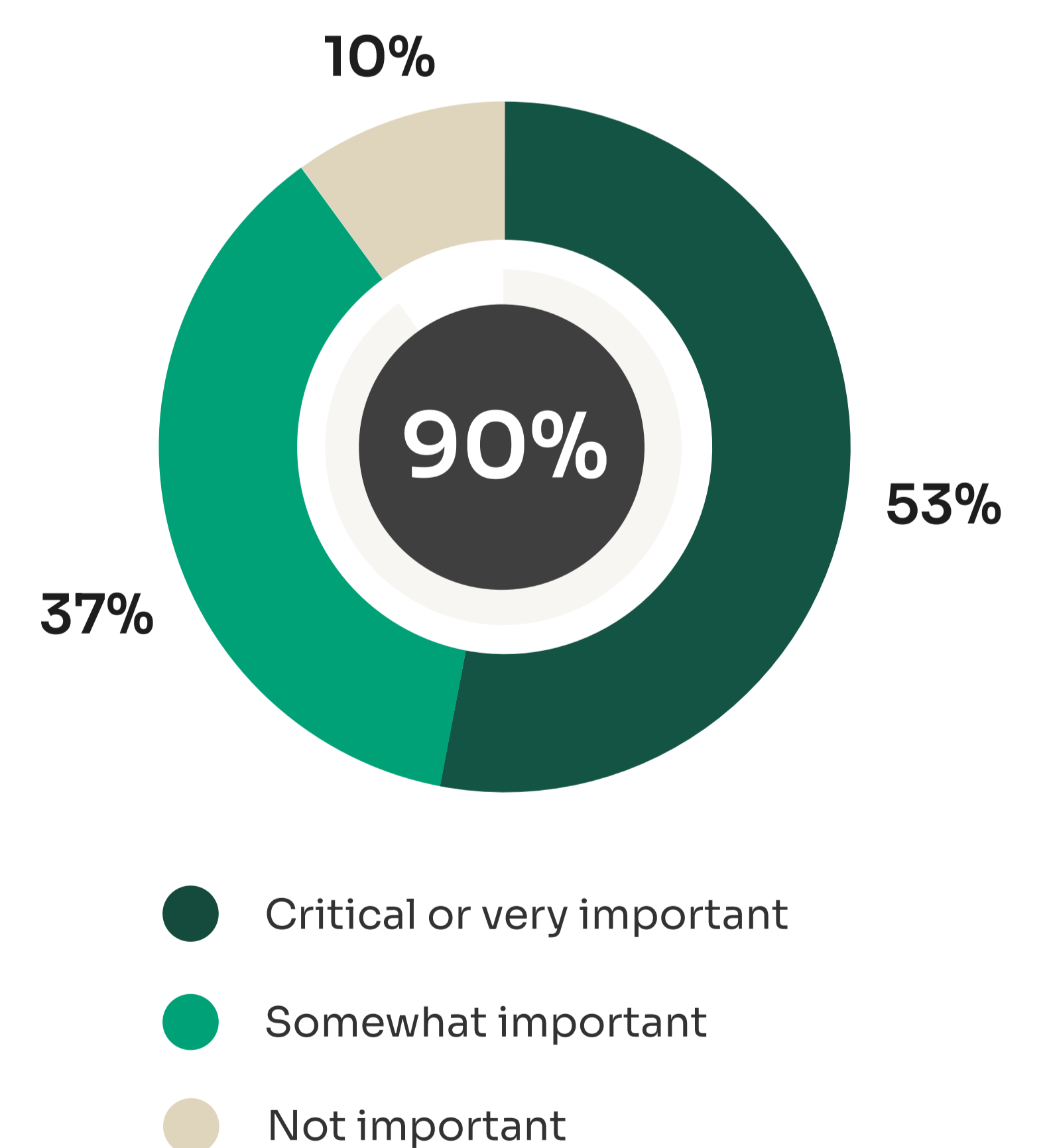
of AEC professionals require EPDs for all or most projects

EPDs are central to decarbonize construction

- **97% of all construction professionals expect EPD demand to grow**
Reflecting the need for product-specific data to reduce carbon early.
- **EPDs are already a procurement gate**
75% AEC clients demand them always or for most projects in Europe and UK&I.
- **EPDs are a market asset**
60% of manufacturers consider them important for competitiveness.
- **Reducing carbon depends on product-specific data**
AEC demand for low-carbon design depends on early availability of reliable product data.

Implement LCA early →

Importance of EPDs in AEC purchasing decisions



Customer service
4,9
★★★★★

Ease of use
4,5
★★★★★

G2 rating
4,5
★★★★★



"If we want to decarbonize the building and construction sector, we need to start working systematically on materials, renovation, and circularity."

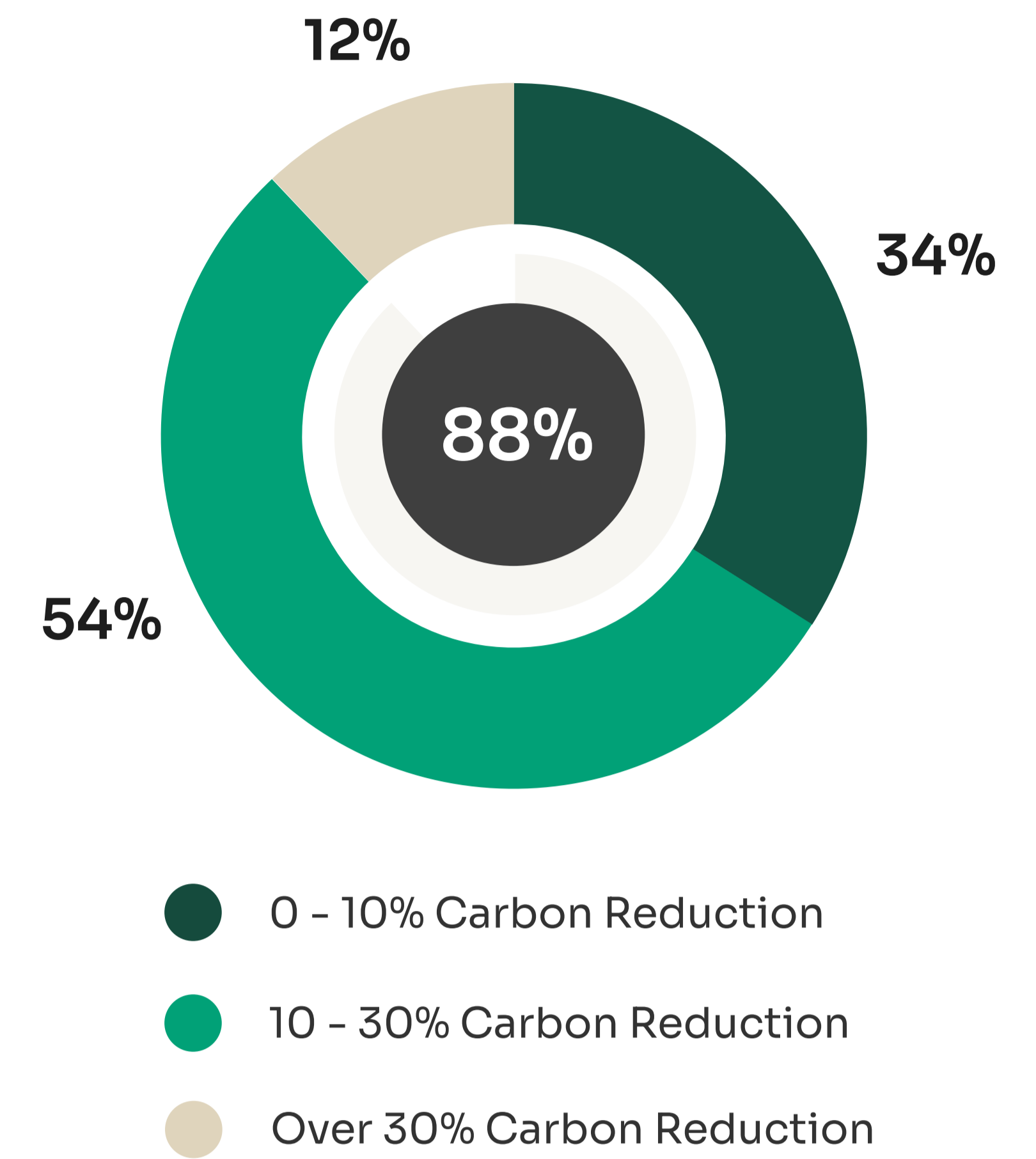
Lucile Souyri, Sustainability Manager



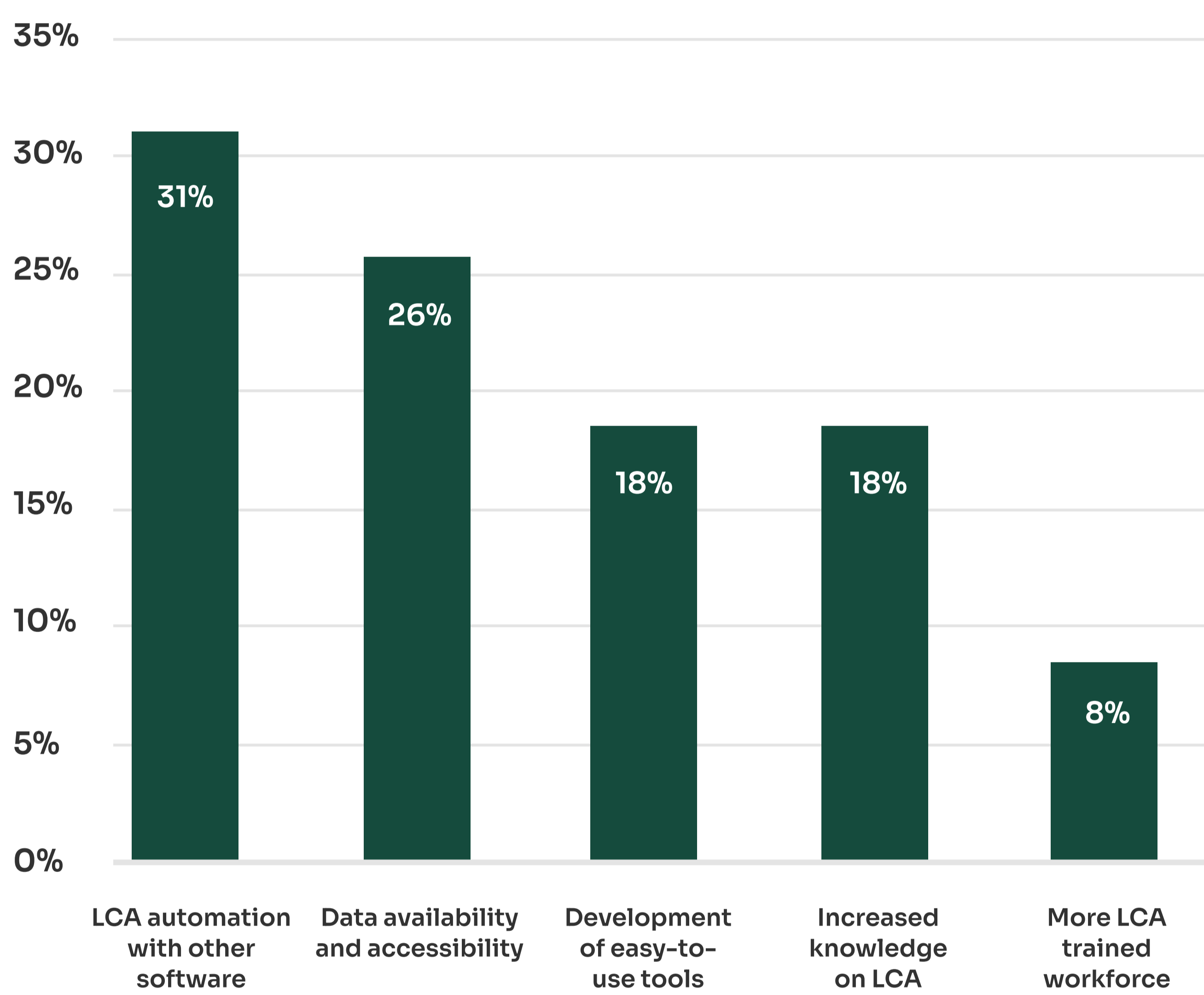
Early implementation matters

- Architects, engineering, and consulting teams rely on manufacturer-specific data to translate carbon targets into procurement and design decisions.
- **88% professionals believe they can reduce embodied carbon up to 30%** with reliable product data.
- The greatest potential is located at the first stages, pre-specification.
- **Carbon reductions over 30% have already been achieved.** BPI Real Estate reduced carbon by 31% — Europe’s first LCBI Excellence certification — and BranchPattern enabled an estimated 40% reduction.

Estimated carbon reduction with LCA data - Global



Factors to reduce cost & time of LCAs in the future - AEC views



Automation, AI-assistance, data readiness and new tools accelerate decarbonization

- AEC professionals point to LCA automation, as well as data accessibility and availability to reduce time and costs of LCAs in the future.
- Currently, teams are improving workflows through automation, API integrations, and higher-quality upstream product data.
- AEC and manufacturer experts all agree on three key areas where AI will impact:
 1. Faster analysis, reduced time and cost
 2. Automation and less manual work
 3. Industrial scale implementation

LCAs and EPDs impact procurement, tenders, and bids

Projects using life cycle assessments and product-specific EPD data are better positioned to meet evolving procurement requirements, regulations, and tender criteria.

- 90% of the AEC professionals prefer products with EPDs
- EPDs are critical or very important for most respondents
- 97% of all construction professionals expects EPD demand to grow in the next 3 years

AEC demand for EPDs in specification

