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SGBCCommunity Showcase

The SGBCCommunity Showcase series highlights what sustainability means to SGBC Members and how they are helping to build a greener and healthier built environment.



Mr. Bram Adema
CEO and Founder



How is the company helping to build greener buildings?

CFP Green Buildings has developed a scalable online tool to make real estate sustainable with actual business cases that provides simple, large-scale and specific levels of insight. Entire portfolios, but also individual objects can be analysed.

The Green Buildings Tool recognises the type of property, retrieves the sustainability score, identifies the most relevant sustainability measures and calculates the business case. Completely automatic on the basis of our 30 years of experience in buildings, algorithms and APIs. The Green Buildings Tool enables everyone to make their own sustainable decisions.

What drove the founders to set up the company?

Scalability. CFP now provides the Green Buildings tool to the owners of 3.5 million buildings and homes. In the past, CFP made 3,000 buildings more sustainable per year through consultancy. But when we found out the scale of buildings that need to be improved worldwide, we realised that there are just not enough engineers, consultants, and project managers in the world to help these buildings.

Therefore, we decided that we have to empower every owner, every tenant, everyone who is in buildings, to make their own sustainable investment decisions. That's when we built the Green Buildings Tool, which is now available in 26 countries.

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What is the biggest challenge the company has faced? Are there any learning points for the rest of the industry?

In order to give accurate advice, we use actual sustainability business cases to validate the investments that are done from market to market. We evaluate every retrofit measure and provide conservative cost estimates. The industry and all building owners will need digital twins of their assets. Like us at CFP, everyone can contribute to these digital twins.

What do you think can be done to move the needle on built environment sustainability?

What we require is a collectively defined path, clearly articulated by a government authority. Planning and regulation are essential to facilitate global collaboration for a substantial impact.

The government should establish a direction; the necessary tools are already in place. Subsequently, the industry gains the incentive and opportunity to expedite the process. This is when scale and impact can truly be achieved.

How does the future of our built environment look like to you?

The greater Asia-Pacific region accounts for over 50% of global carbon emissions, with the built environment responsible for 40%. The expansion of homes and buildings is most significant in this region. However, buildings also represent the world's largest material bank, presenting a substantial opportunity for impact. The sooner we start influencing buildings and optimising energy efficiency, the faster we can contribute to reducing carbon emissions.

A regular building can save 50% energy with normal retrofit investments, and that's essentially what we need globally. Achieving a 50% reduction is feasible if you know what to do. This, of course, applies to the entire global stock of buildings and homes, which is substantial.

What's next for the company?

We are currently rolling out to 26 countries worldwide. Our goal is to at least have two banks in every country use the Green Buildings Tool and conduct 20,000,000 online energy scans annually. Ultimately, every building worldwide should have a digital twin, allowing every financial entity, owner, and anyone involved in buildings to make their buildings more sustainable.