IDC Government Insights: Worldwide Sustainable Buildings, Homes and Districts

The *IDC Government Insights: Worldwide Sustainable Buildings, Homes and Districts* service will enable executives to understand how data and technology are being leveraged to promote more sustainable buildings, homes, and districts linking it to the billions of stimulus funding being made available and how this is changing the way in which people use and interact with buildings and physical infrastructure. The service empowers executives across the built environment ecosystem to make evidence-based decisions about the future of infrastructure and will trigger innovative collaboration between new ecosystem partners in this space.

Approach

The built environment ecosystem is a confederation of interests: national and local governments engage architectural, engineering, and construction (AEC) and Commercial Real Estate (CRE) companies that are in turn supported by technology, utilities, energy, and telco companies. Between these actors, there is increasing alignment on the need to develop a more people-centric, sustainable environment through advanced infrastructure digital transformation. This has been spurred by municipal and national priorities and regulations, the advocacy and investment of international financial institutions such as the European Commission and the World Bank coalescing around the SDGs and post covid economic stimulus investment, and mounting evidence on the potential return on green investment. The vision is ambitious, but the proof points of best practice will be implemented at a smaller scale through developments with defined parameters such as buildings, homes, and districts. Our definition of districts includes contained areas that have a recognizable periphery and customer such as university campuses, hospital complexes, airports, ports, railway stations, islands and designated zones within cities. We have built a team within IDC Government Insights with broad and deep field experience in this area. Leveraging our expertise and contacts, we will provide in-depth and actionable insights based on survey data, use cases, and best practices while maintaining ongoing communication with industry experts, governments, and the broader urban ecosystem.

Throughout the year, this service will address the following topics:

- Sustainable built environment digital transformation projects are becoming more mature and include the creation of data through IoT platforms that can be synthesized into information through advanced analytics and visualized using digital twins. This allows both the public and private sector to convert data into actionable insights that informs impact. We will look at what this means for buildings, homes, and districts, including smart campuses, ports, etc.
- The legal, regulatory, and funding environment for developing and retrofitting buildings, homes, and districts is shifting with increasing requirements for sustainability. The service will provide an overview of the key trends in this space, including the ways in which stimulus funds such as the 780B Euro EU Recovery Fund are being leveraged.

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. How will technological innovation help us adapt to how the built environment will be used in the future, including the future of hybrid working, ageing populations, and climate change adaptation?
2. How will the ecosystem of regulators, operators, and suppliers of built environment digital transformation create innovative business models for sustainable green infrastructure?
3. What are the technological capabilities that the partner ecosystem needs to put in place in the next three to five years to meet the sustainability needs of clients?
4. How can technology suppliers reimagine their portfolio and go to market to be best positioned to deliver successful solutions for the future of the built environment?
5. What are the organizational changes (security, technical, legal, and project management) that need to be addressed to realize the benefits of technology innovation for the future of a sustainable built environment?
6. What are the priorities of government executives when selecting development and technology partners?
7. Where will the funding come from and what will it be spent on?
8. How will success be measured?

Who Should Subscribe?

The service will benefit multiple stakeholders across the urban ecosystem:

- **Global IT vendors** such as Accenture, AWS, GE, Google, IBM, Microsoft, Schneider Electric, and Siemens that target both government and architectural, engineering, and construction
- **Specialist vendors** providing digital twin, edge, PropTech, VR, AR, and video analytic solutions, such as NVIDIA, Dassault, Johnson Controls, Autodesk, Bentley Systems, Samsung, Cityzenith, and Bosch

- **AEC companies** such as AECOM, Arup, Atkins, Bouygues, Gales, Jacobs, and TMG
- **CRE companies** such as JLL, CBRE**,** Cushman and Wakefield, Newmark Knight Frank**,** Colliers International, Savills, Marcus and Millichap**,**
- **National and local government** policymakers and practitioners and housing associations and providers