

## **Shift in Company Success Criteria**

### **Energy source scenario**

The key drivers of the consumption of energy together with increased energy scarcity leads to a reduced availability of oil and other traditional energy sources and a huge increase in energy and fuel prices. This leads to both a drive to find alternative energy sources and other fuels, and to a general lack of availability (and consequent increase in price) of petrochemical-based materials. This lack of availability, together with ongoing social pressures, leads to the development of new materials to replace the existing petrochemical-based materials.

The scarcity of fuel and energy also means more and stricter regulations on energy use and supply, as well as 'real' carbon taxing and trading, so that companies can no longer 'buy' their way out of their energy or carbon emission problems, therefore giving 'real' accountability for whole-life costing. From this will come the eventual emergence of an energy economy which in turn leads to the end goal of full accountability for sustainability in construction by 2026. This lack of energy however, may consequently cause the 'death' of globalisation, where people and markets become much more local, as we have no fuel to move ourselves, materials or consumables.

### **Technology scenario**

Massive increase in technology (such as ICT) drives a dramatic change in production techniques (e.g. computer-driven, robotics etc). These changes, together with social pressures, new materials, and changes in our environment due to climate change produce a fundamental shift in how construction is delivered. The dynamics of the construction market changes into those that embrace and take advantage of these new technologies, and those that either do not, or can not. These changes in production and the market increase the take up of both demountable buildings and MMC in construction, which is further aided by increased use of WLC and accounting pollution metrics.

### **Social pressure scenario**

A large range of drivers are causing a significant demographic shift in the construction labour market, such as an aging and increasing population, an influx of foreign labour and increased foreign competition. This consequently leads to a shortage of skills and resource and an increase in the use of multi-language supply chains. Due to this smaller pool of available labour, safety issues become much more important. Zero deaths will consequently come sooner than we think due to social and moral pressure from within the industry and society which will further contribute to the end goal of full accountability for sustainability in construction by 2026.

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