CUBE 2020
Opportunity for Market Transformation: Addressing the Energy Transition for the Non-Residential Building Stock
The Origins of CUBE 2020: Need for sector-specific regulation

- In general, energy policy for the building sector is focused on regulating the residential sector...

- But in France alone, non-residential buildings make up ¼ of the existing building stock and represent ⅓ of national energy consumption

- This means: 1 billion m² of non-residential, existing building stock that is subject to inefficient, non-operative technical regulations (*RT global, RT éléments*) focused on *means* with no *end* in sight

= Need for specific regulation for the existing building stock that sets *binding targets*
More than an energy saving competition:
An opportunity to establish sector-specific legislation

2013 -- CUBE 2020
Set the policy-stage: transpose the proof-of-concept, CUBE 2020, & achieve necessary energy reductions (Results stage)

2013 -- Voluntary market commitment: begin gathering private & public stakeholders to draft a Regional or Local Charter addressing current building stock energy consumption & and setting result-based targets (Building Policy upon Practice stage)

2019 -- Establish the regulation that will ensure the tertiary building sector meets energy & environmental requirements (Regional/National Law stage)
MAKE 5 - 25% OF SAVINGS *

CUBE 2020: The Principle

Work on use, the 3rd pillar of energy efficiency

Raise awareness and mobilise while having fun competing in a contest

Monitor progress and track your ranking

Users of non-residential buildings compete throughout 1 year to achieve the most energy savings, adopting user best practices and fine tuning their installations.

Players include: large companies, SME’s, French national government, local government, & more.

*11.5% average savings for other similar European experiences. Average energy savings up to 12% for CUBE 2020.
The Proof of Concept:

Sociological studies, or SOCIOCUBE, confirmed the “transformation effect” in companies.
12% average energy savings, 670 candidates, with the best reaching 38.5%.

85 000 000 kWh saved
5 300 000 m²
320 000 Employees participated
To develop CUBE 2020 abroad, must have:

➔ A connection to building industry and companies as building users

➔ Country-wide organization, in touch with national players and policy makers

➔ Ability to coordinate a dynamic program that influences the tertiary sector to move towards energy savings and reducing CO2 emissions

➔ Capacity to dedicate time to develop the contest (economically a self-standing activity), find partners/sponsors, and capacity to recruit candidates

TODAY 1000+ public schools participate in CUBE.S

Think about how CUBE could impact your building sector!
Interested in bringing about this market transformation?
Get in touch to learn more about launching CUBE near you!

Contact information:

Cédric Borel
Director
cedric.borel@cube2020.org
+33 6 42 80 02 32

Amanda Garcia
Program Manager, International Partnerships
amanda.garcia@cube2020.org
+33 6 64 82 76 15