

# Drivers of environmental and climate work in the Swedish construction and building industry

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# Two important mindshifts

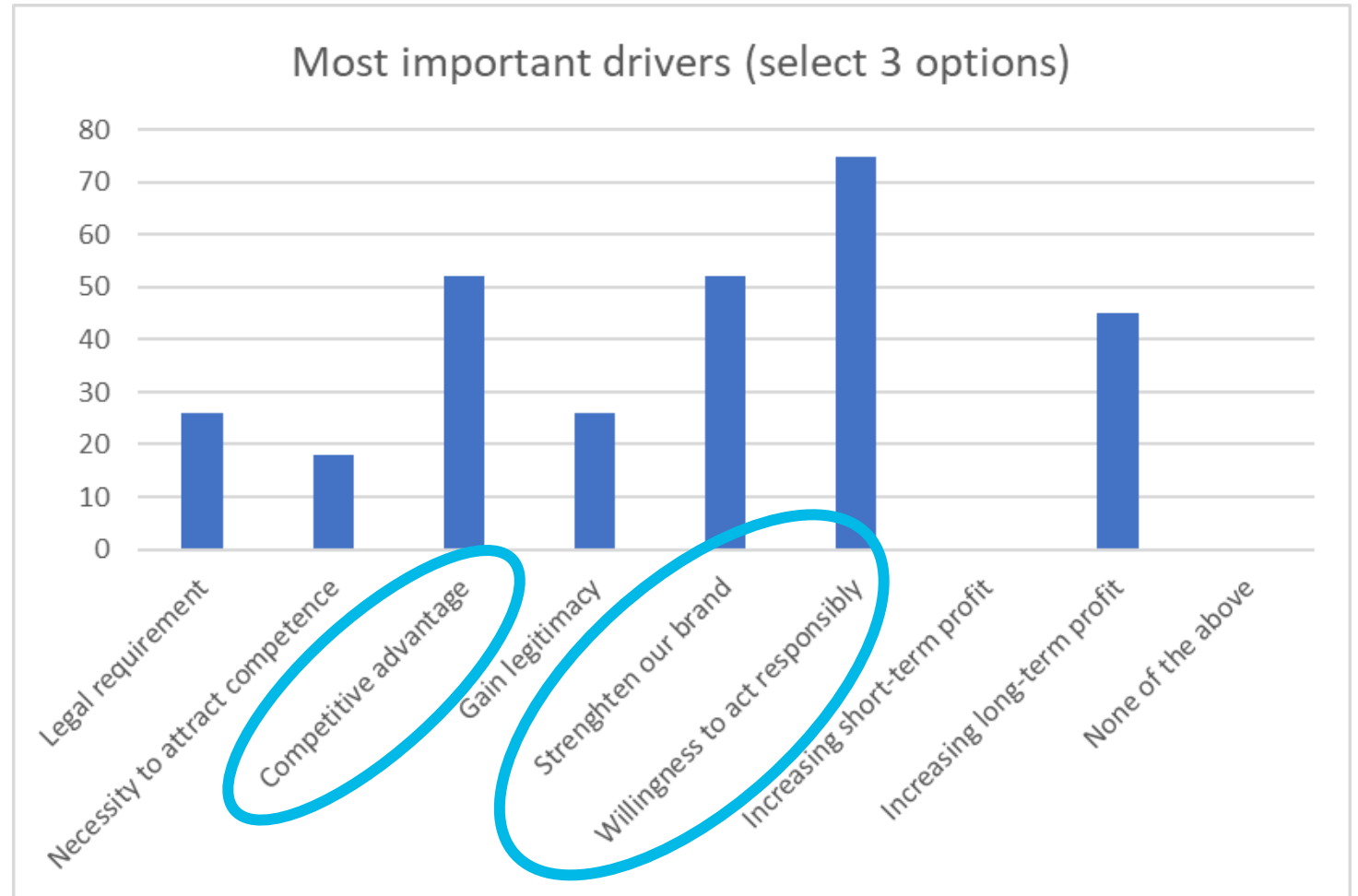
From top-down governance to **bottom-up leadership**:

*”The green agenda used to be set by government and authorities, politicians, but now, it has become more market-driven. Firms step forward.”*

From idealism to **a way of doing business**:

*”Let us say five years ago, it was more some kind of idealism, but today, it is a competitive advantage that we cannot do without.”*

# Market-related drivers and intrinsic motivation



# Actors pushing for environmental and climate work

**Customers** who would like to take on a leading role themselves:

*“The requirements of our customers have increased. Are they enough? No, I don’t think so. [...] Customers should not only set requirements but also open up for a dialogue because if we collaborate, we will become more successful.”*

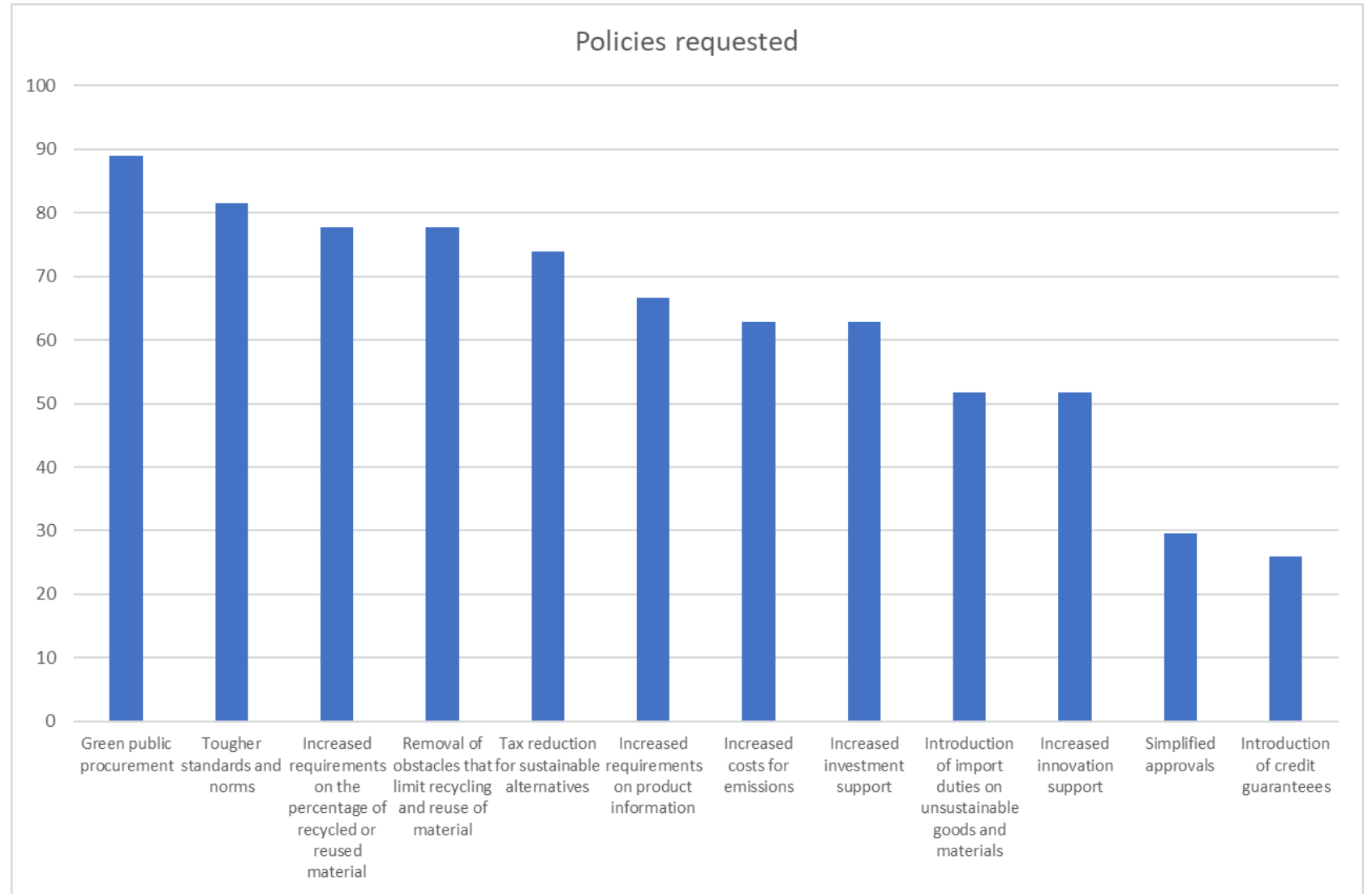
The **financial market**:

- No longer prepared to provide financing for brown, i.e., risky, investments

**Employees**:

*“...our employees also exert a strong pressure on us”*

# Policies requested to increase the speed of environmental and climate work



Thank you for listening