

CHINA

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# Sustainable Building Interior Renovation and Decoration Initiative (SUS BIRD)

- Sustainable Interior Decoration Initiative (SUS BIRD) -

The project aims to improve the health and quality of life for inhabitants of new buildings, for decorators, and for the environment in general



## Lead Partner

China Standard  
Certification Center  
(CSC),  
China

## Partners

China Building  
Decoration Association  
(CBDA),  
China

Science and Technology  
Promotion Center on  
MoHURD (CSTC),  
China

IVAM UvA BV,  
Netherlands

United Nations  
Environment Programme  
Division of Technology  
Industry and Economics  
(UNEP-DTIE),  
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UNEP/Wuppertal  
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## Project Background

The building and construction market, and related building interior renovation and decoration (BIRD) activities are booming in China. These have severe health consequences and serious environmental impacts. First, the workers of renovation and decoration companies are being exposed to dust and solvents, and the inhabitants to the resulting indoor air pollution. Second, substantial material use, generation and inadequate disposal of waste, as well as hazardous emissions are creating a negative impact on the environment. There is energy saving potential in buildings that is often missed during BIRD activities.

## Project Objectives

To increase the sustainability of interior decoration and renovation practices. To encourage consumers to choose safe, healthy and environmentally friendly decoration products and appliances – SMEs need to be stimulated to use healthy and environmentally friendly working materials and procedures.

## Project Activities

- Establishment and maintenance of product information systems for decoration products and production of handbooks, information packages for product suppliers in China and Europe to help market access;
- Set up of the <sup>TM</sup>Sustainable BIRD Initiative, recruitment of member SMEs and member activities, monitoring of member SMEs;
- Design of training courses, train-the-trainers, training of SMEs and ongoing support;
- Support and verification of sustainable BIRD projects, high visibility sustainable BIRD demo project, and awarding programme for top runner sustainable projects;
- Developing and implementing a marketing campaign;
- Policy recommendation report and input into political processes;
- Dissemination for replication of the concept.

## Facts and Figures

Total budget: € 2,122,828 (EU contribution: 80%)

Duration of the project: 48 months (starting January 2010)

### *China Standard Certification Center (CSC)*

CSC is committed to sustainable development by promoting energy efficient and environmentally friendly products while providing relevant Chinese stakeholders with technical assistance in the areas of energy efficiency and environmental protection.

CSC is the lead partner of the project consortium.



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### *China Building Decoration Association (CBDA)*

CBDA is the industry association for Building Interior Renovation and Decoration (BIRD) SMEs in China and will represent the SMEs and allow a realistic view on their needs.

CBDA provides the decoration specific knowledge, supports the recruitment of SMEs, and integrates the capacity building in the ongoing training.

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### *Science and Technology Promotion Center of MoHURD (CSTC)*

CSTC acts as the knowledge centre for topics related to sustainable buildings in China.

It will mainly provide technical expertise, guarantee the high quality of the training, SMEs' support and policy recommendations. The close links to the Ministry will help to make the policy dialogue. and uptake more effective.



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### *IVAM UvA BV*

IVAM has international experience in sustainability research and application, in, amongst others in the building and decoration sector.

IVAM will provide technical expertise and implement the supply chain activities. IVAM will support various activities (e.g. PIS, training, case studies).



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*UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)*

CSCP is the Think-and-Do-Tank explicitly working on SCP. It has excellent experience in SCP related research, monitoring and dissemination of SCP and capacity building, both internationally and in China.

CSCP will mainly support the design and implementation of the capacity building and to develop the marketing campaign.



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*United Nations Environment Programme Division of Technology Industry and Economics (UNEP-DTIE)*

UNEP hosting the Marrakech Process on SCP and the Sustainable Building and Construction Initiative (SBCI).

It's one of the most important international stakeholders and will provide expertise, foster policy uptake through their excellent networks and support the wider dissemination of project results.



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