

European Masonry Alliance

Who we are



EUROPEAN MASONRY ALLIANCE



EMO | EUROPEAN
MORTAR INDUSTRY
ORGANISATION



Better Homes for Europe

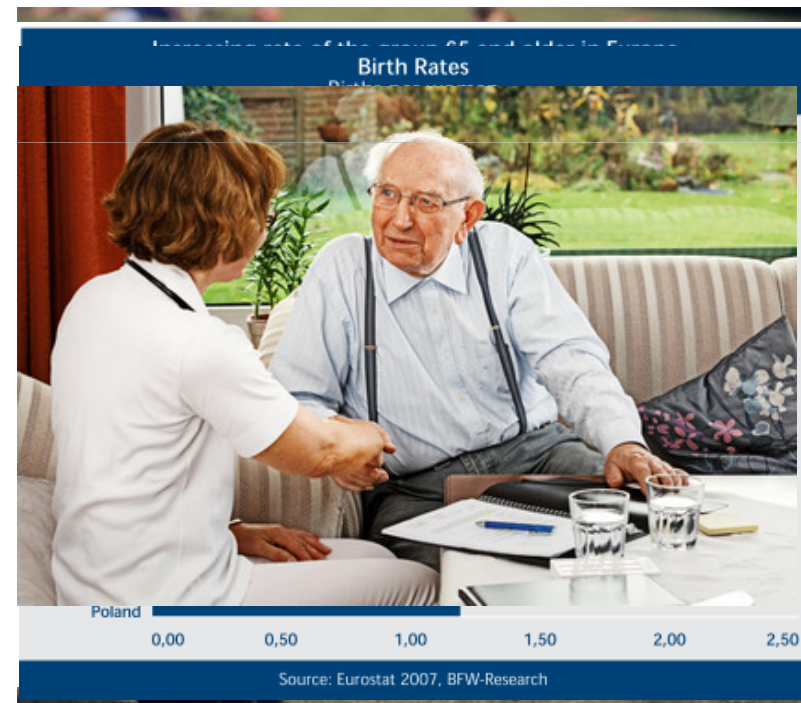
Buildings are predominantly used to provide shelter and safety to its occupants.
Modern buildings need to be

- * **resistant** to fire, rain, theft
- * **adaptable** to climate change and provide protection against severe climate conditions
- * **secure** with a solid structure.
- * **future proofed** and **adjustable**, meeting the needs of an ageing population.
- * **durable** with a life expectancy of more than 150 years, to be inherited to next generations.
- * **Affordable** with little or no maintenance
- * Have **good thermal performance** and high thermal mass.

Our industry has an important role to play in the provision of comfort and security to the users of buildings.

Homes are About People & Needs

- * Needs and expectations have changed
- * Demographic challenge ahead
 - * 800 000 elderly adequate homes needed by 2020¹⁾
 - * 5,2 bn €/a potential savings in total (2012)²⁾,
3 bn €/a in social security,
 - * 7,3 bn €/a potential savings in total (2020)



¹⁾ BFW Study 2007 (German Private Developers and House Builders Association)

²⁾ Prognos Study 2014 on behalf of BBSR (Federal Institute for Research on Building, Urban Affairs and Spatial Development)

Meeting the Needs in a Sustainable Way

- * Improving the **energy efficiency** of the existing building stock **is not all** it takes
- * Sustainable decisions require a **holistic approach** taking into account local market perspectives and customer demands/needs
- * **replacement of buildings** needs to be considered as a **sustainable alternative**
- * **replacement better alternative for > 10 % of the existing building stock¹⁾**

¹⁾ Arbeitsgemeinschaft für zeitgemäßes Bauen e.V., Study 2011

