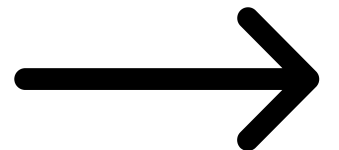




MYTHBUSTING



The Silver Bullet



Myth 1: A silver bullet solution will solve the climate challenge



There is no magical solution waiting around the corner to swoop in and solve the multiple complexities of tackling and responding to climate change for the built environment.

It is tempting to hope that a future solution will get us to net zero at a pace not seen before and will turn everything around. But this isn't feasible.

Reaching a net zero built environment is a multi-faceted challenge.

There is no single silver bullet, and we can't afford to wait on one either. The good news: there are many solutions already out there, and it's up to us to invest in, implement and scale them.



Myth 2: Future technology (that doesn't exist yet) is the answer



Technology has advanced so much over past decades and seems to keep accelerating faster than ever – the recent explosion of AI as an accessible tool across sectors is a testament to this.

Technology advances rapidly and AI technologies will likely play a role in the decarbonisation of the built environment.

But we can't rely on hypothetical future innovations.

There is no singular technology that can undo the damage that will be done while waiting, or one which acts as an easy fix to the complex challenges that have been born out of the built environment over hundreds of years.



Myth 3: There can only be one perfect solution



Subject areas in construction go through phases where they receive more or less attention than before – be that volumetric construction, heat pumps, or BIM. Areas of interest will continue to fluctuate, but one fact remains: the main agenda should be a Just Transition.

No one solution is a complete one in isolation.

Most, if not all, solutions come with limitations, intricacies or unintended implications that need to be fully considered in order to unlock their full potential and wide-reaching social, environmental and economic benefits.

A thoughtful and combined approach is required – one that considers all the elements, from cradle to grave.



Myth 4: New ideas are more attractive than older ones



While innovation is essential, we can't overlook the value of tried-and-true methods. It may be better to go back to the basics or look at what we might have forgotten to find what we should prioritise.

'Heat Pump' may seem like a new word that's entered the public lexicon, but the technology is 166 years old.

That's older than most of the buildings that we live in. Sometimes it is the thing in the past, the thing we're bored of or don't notice anymore, that will offer something new to us.

Results will come through consistent delivery of what we know works, and trusting the process and trusting that the impact will follow. We must take an approach which is both solution-oriented and delivery-oriented in order to reach net zero carbon targets.