

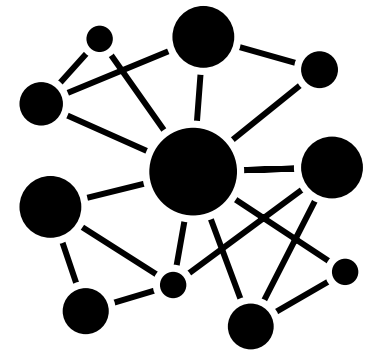


Race to Zero
Built Environment System Map
Case Study

Race to Zero Built Environment System Map

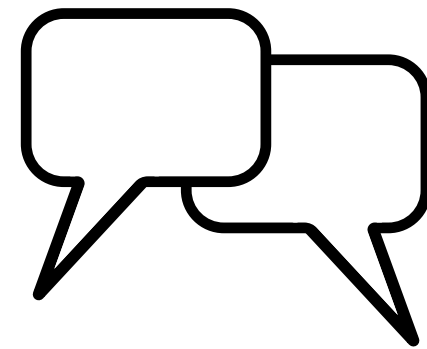
Objectives

The built environment (BE) is well known as a complex and distributed sector that requires a systemic approach to drive change. The project aimed to:



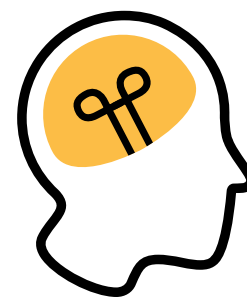
1

Collaboratively map the BE system to **create shared understanding around the value chain**. Instead of creating a perfect view of the system (there is no such thing), the intention was to **bring a broader and deeper perspective to all stakeholders**.



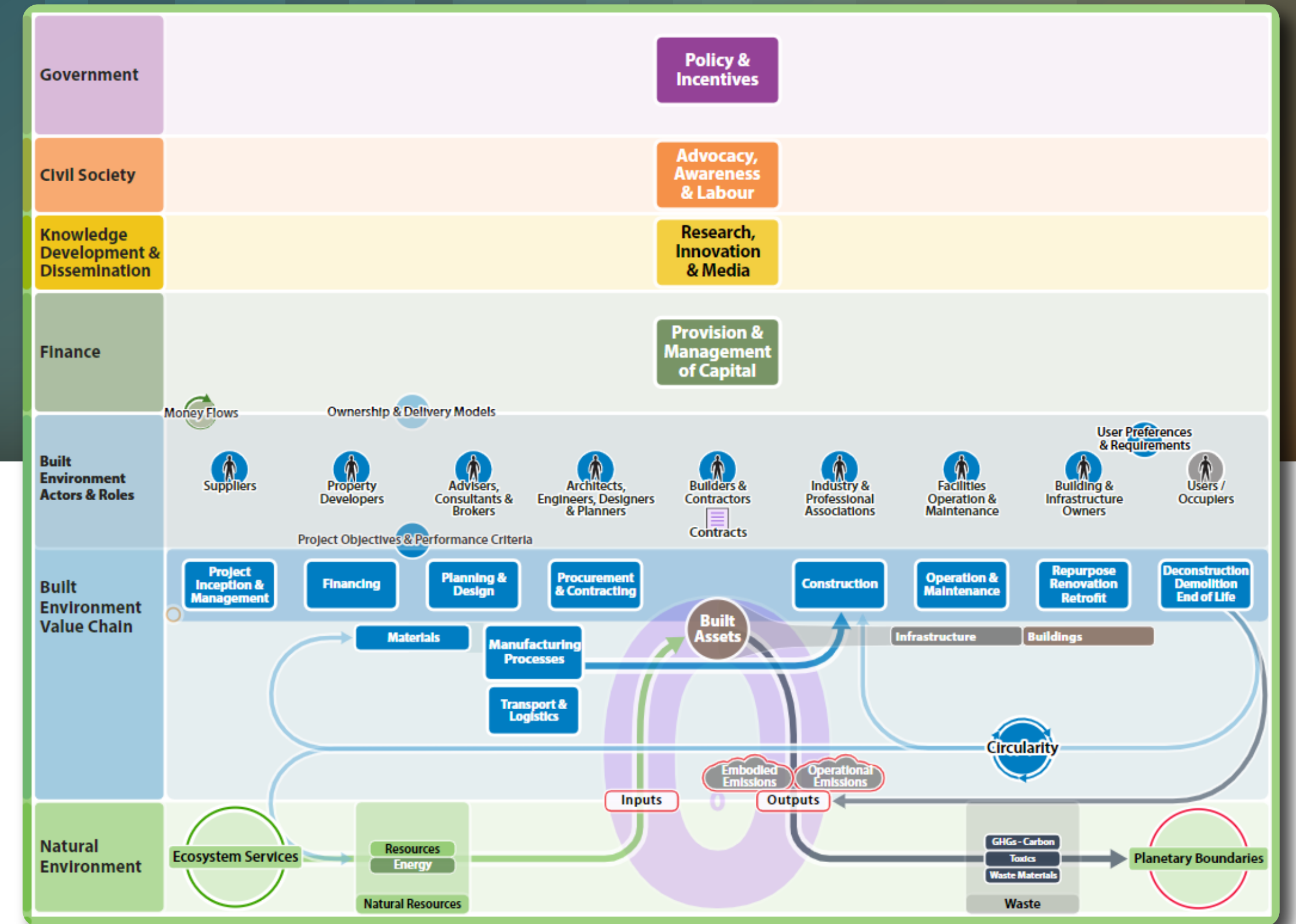
2

Stimulate conversations that drive the system towards a net zero economy. The approach provided a tool and gameboard to support these conversations, helping stakeholders recognise **the role they play** in creating change and their influence in the system.



3

Inspire learning and doing by creating alignment and collective action across different workstreams, helping move the BE sector towards achieving the UN Climate Champions' goals.



Sponsor & Funder

This work was sponsored by the United Nations Framework Convention on Climate Change (UNFCCC) and funded by Laudes Foundation.

These organisations have a mutual interest in moving the built environment system towards decarbonisation and saw, in this map, an opportunity to support system change.

Laudes ———
— Foundation

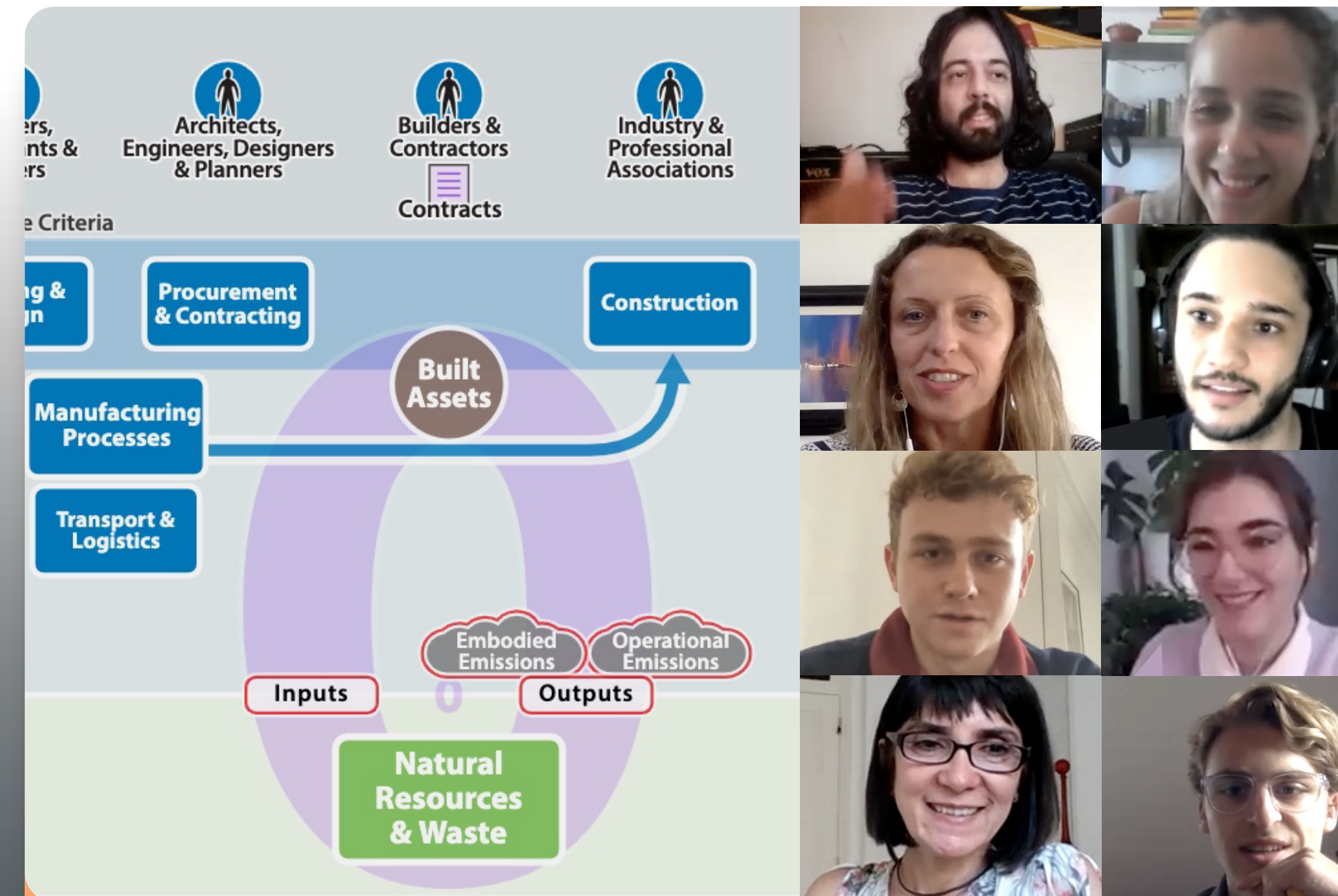
Process & Approach



Research & Analysis

The process of mapping the built environment system started from research and analysis, looking for other system maps, diagrams and reports relevant in the sector. These materials and references helped the team get a better understanding of the relevant elements that are part of the system – including all actors, activities, processes, rules, etc.

Although research and analysis activities were the first in the process, they were a continuous activity throughout the project, accompanying the map creation process.

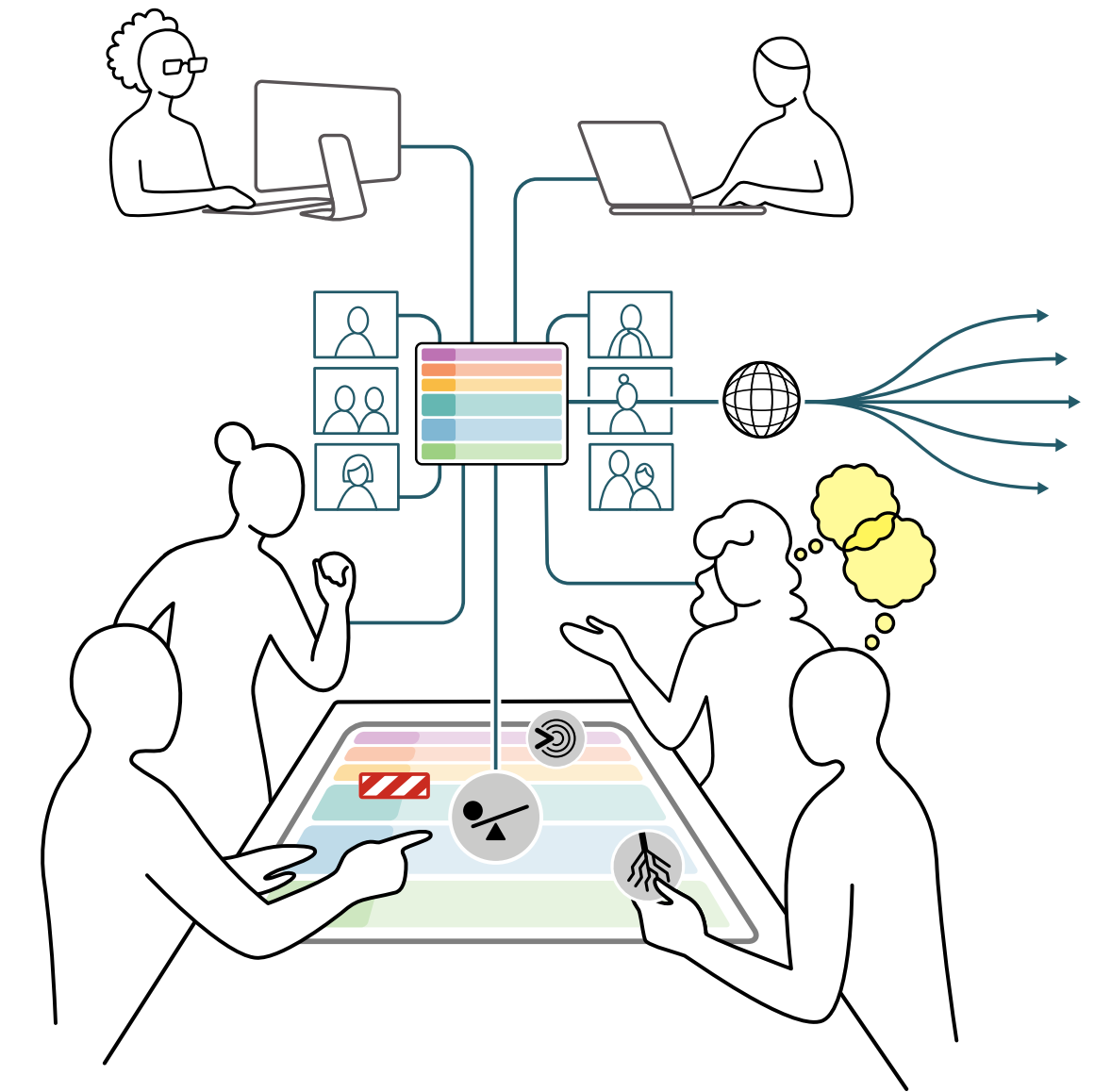


Collaborative Mapping & Storytelling

Over the course of four months and three sets of workshops, stakeholders from across the system and around the world co-created the map through online engagements designed and facilitated by Nexial.

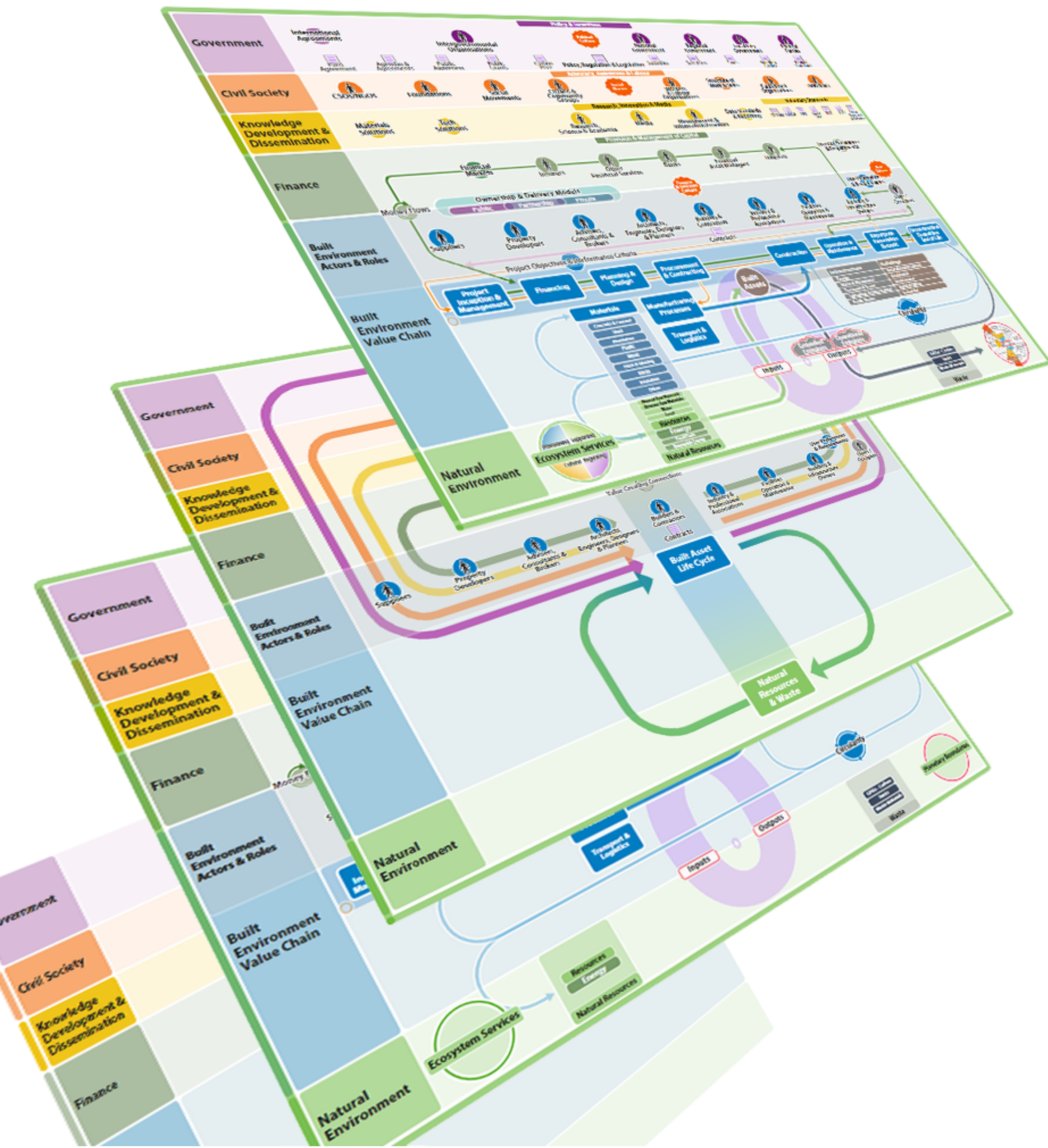
These engagements were an opportunity for participants to contribute to the built environment system map and to interact, connect and share knowledge with each other.

Volunteer 'story champions' collaborated in the development of the two key narratives for the pilot phase - one about government and policy roles and levers and the second about the power and influence of finance and investors.



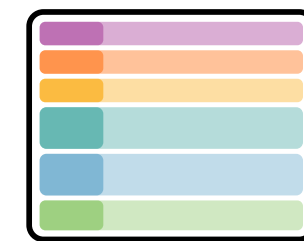
Continuous Engagement & Collaboration

The second phase of the project focused on using the map to support radical collaboration, helping to design systemic solutions in complex conversations and share new relevant stories about the built environment sector and its stakeholders.



Deliverables

1



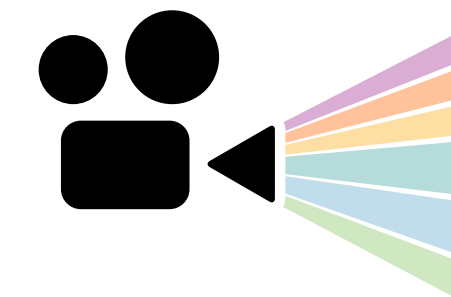
A comprehensive system map to better-enable diverse groups of stakeholders to navigate through the fragmented BE system. The map is now a tool that allows users to explore the complexity in layers, as they develop their strategies and interventions.

2



Two specific stories on **Government & Policy** and **Finance & Investors** show the relevance of these actors and levers and help organisations to understand and explore these themes in their work.

3



Three map animations: (1) Built environment Map intro, introduces the system map and the opportunities that lie within; (2) Government & Policy and (3) Finance & Ownership, to drive change in the system.

After the launch, both map collaborators and broader audience members were able to use the map and the stories to support their work, stimulating and sparking collaboration across the system.



Key Insights

Facilitated engagement sessions gave stakeholders an opportunity to better understand each others' challenges and points of view. These guided discussions inspired informed conversations that resulted in a better idea of each other and what areas each were influenced by.

Participants noted that they could use the map to improve and communicate their theories of change and interventions. The map provided a common gameboard that showed how and where the interventions affect the system.

Top:
Government Levers & Co-benefits
from Government & Policy Story

Bottom:
Barriers for Finance & Investors action
from Finance & Investors Story

Stakeholders were able to identify important levers, such as the power of investors and government to drive change and move the system towards a net zero economy. With the support of the map, they could locate what areas of the system the levers impact and where barriers to implementation might exist.

For more information:
<http://nexial.co/maps/rtzbe>
 Contact us at: info@nexial.co

