

International Strategy

Why international is important:

- Facilitate building-LCA
- Demand for digital data from products for building level
- Harmonization of environmental product-data
- Especially digital data does not stop at the European Boarder but is global
- Avoid babel tower confusion (coordinate with initiatives in other regions to avoid different approaches by different initiatives)
- Only by alignment with international initiative, ECO Platform's achievements can be secured

What does this mean for ECO Platform?

Screen for initiatives with similar intention on a global level and invite international initiatives for an exchange and alignment of the solution.

Principles:

- Avoid babel-tower confusion (coordinate work with other initiatives – no conflicting parallel developments)
- Base solution on available standards (ISO, CEN)
- avoid additional costs, minimize effort for communication or organization while securing the achievement of alignment
- ECO Platform's focus remains on Europe, it is not intended to become an International Umbrella Organization

Action

1. Collect information
 - make use of existing contacts and knowledge of individual members of ECO Platform
2. Get in touch with international initiatives
 - invite international initiatives to participate in exchange via communication
 - use InData Group's network, especially for alignment of digital solution
 - offer membership to international players
3. Invite for alignment, especially on digital level
 - support international participation in InData Group activities (see attachment "Digital Strategy")
 - Invite international initiatives to joint working groups (where useful)