



NEW FORESIGHT

SUSTAINABLE BUSINESS OPPORTUNITIES

How to accelerate the transition to green buildings?

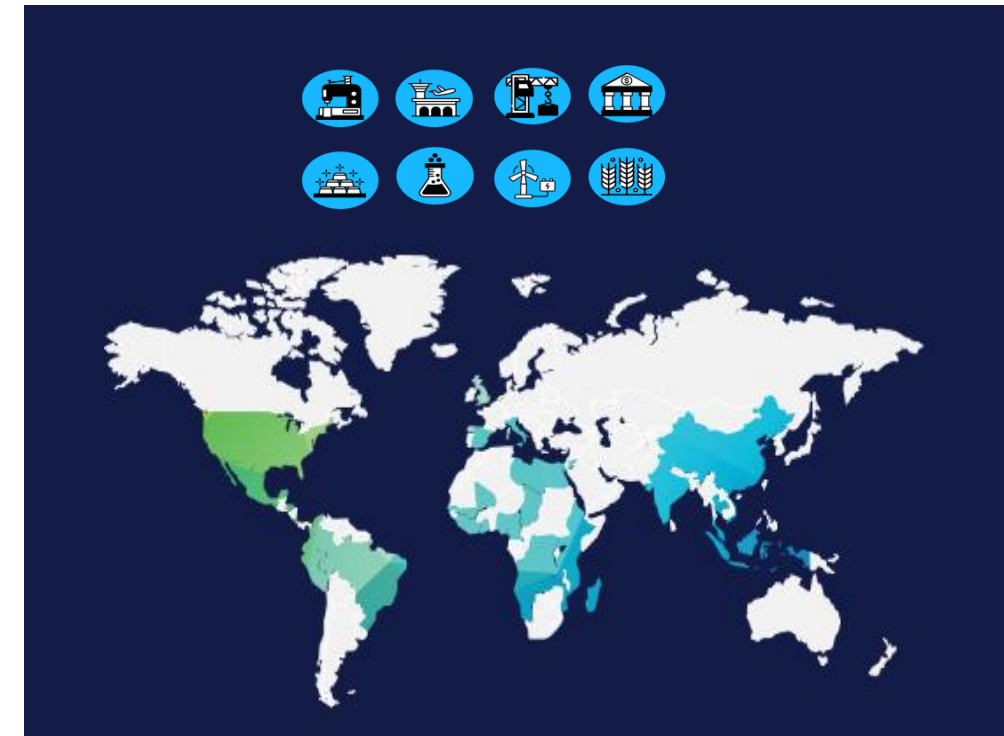
Octobre 2026



Our mission is to accelerate the transition to a sustainable economy

NewForesight (2008)

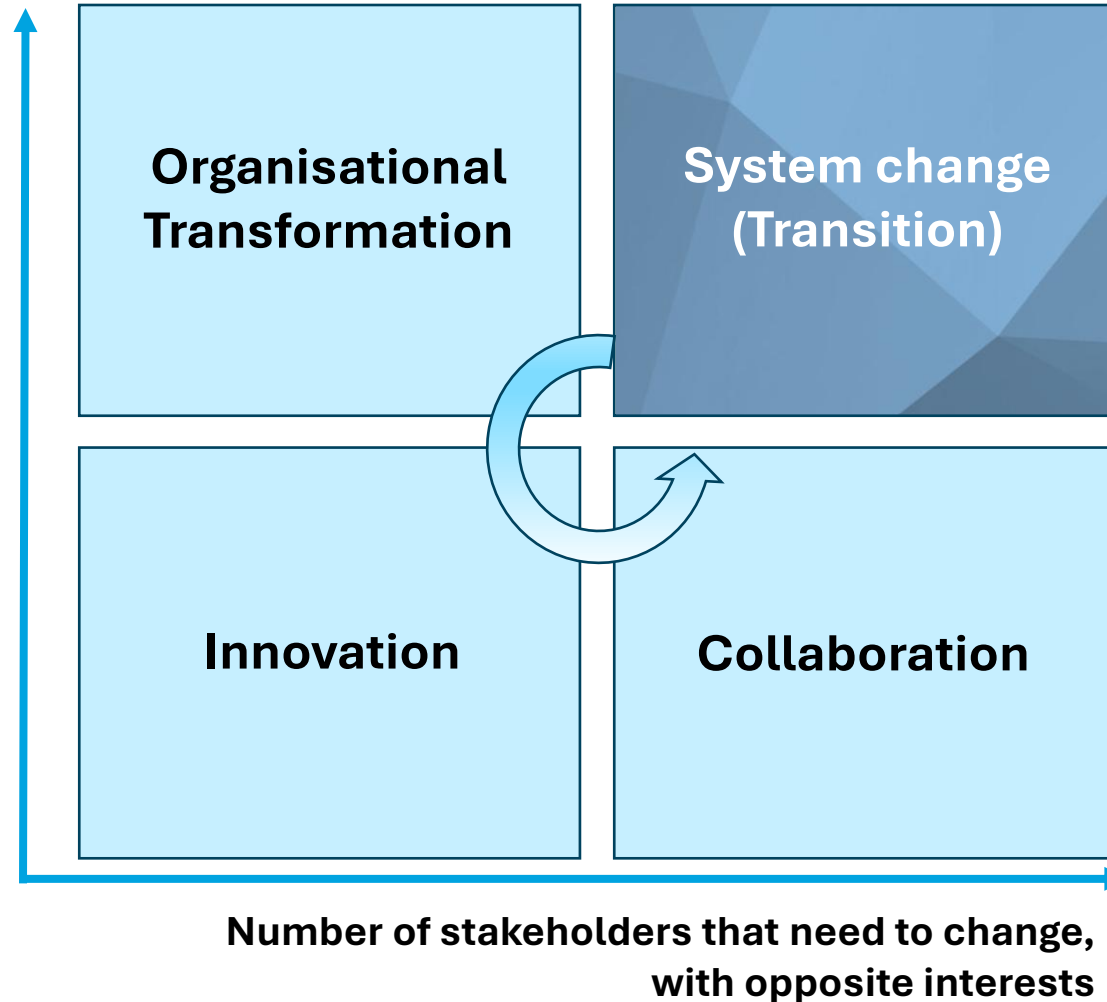
- ✓ TransMission strategies and roadmaps
 - ✓ Sector transformation (implementation)
 - ✓ Sustainable Value chains and sourcing
 - ✓ Transformative financing
 - ✓ Organisational transformation
- Office in the Netherlands and South Africa
 - Based op **>17 years of International experience** in **30+ sectors en regions globally**
 - Based on scientic models and research
 - **Always market driven and action oriented**



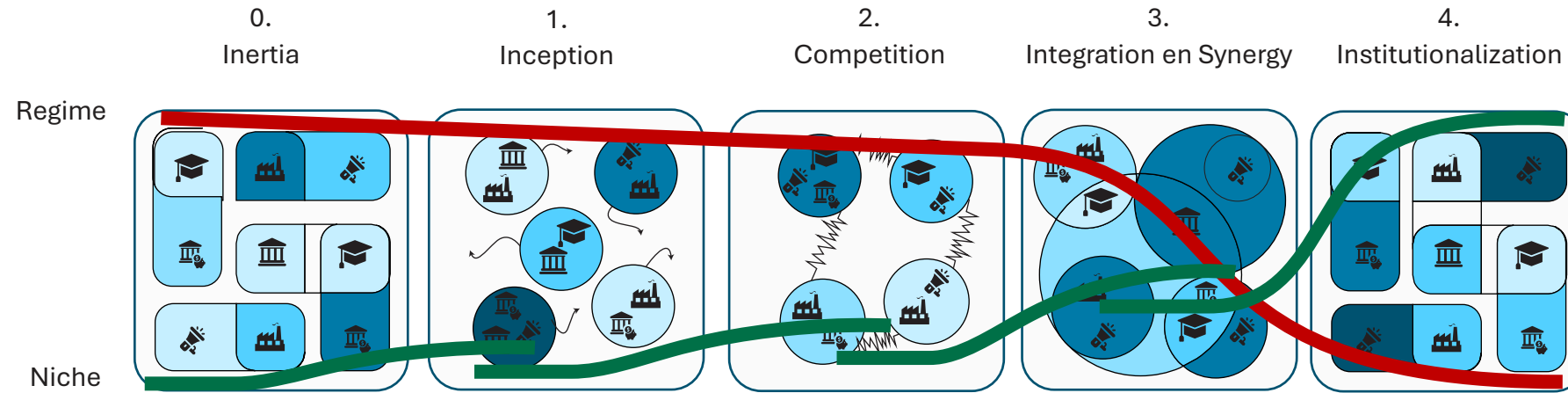
What makes a problem complex?

Degree of radical change:

- Multiple Radical solution
- Unmature solutions
- Causality and predictability
- Behavioural change
- Business model change



A transition is: working towards an intended future by scaling up what is desired and phasing out what is undesired



Problem urgency and solution directionality (Mission)

Knowledge development, experimenting and dissemination

Market development and entrepreneurship

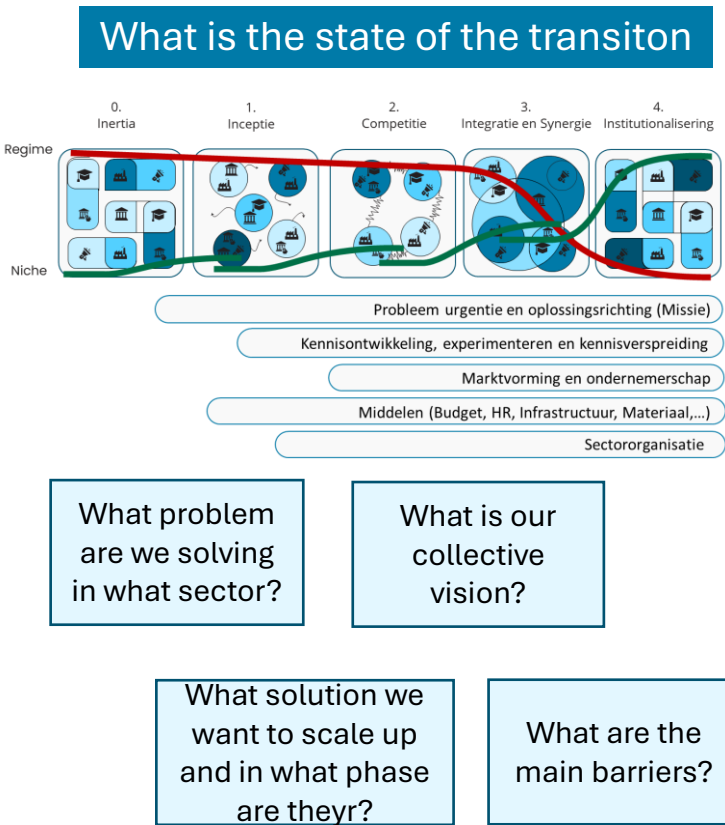
Means (Budget, HR, Infrastructure, Material,...)

Sector organisation

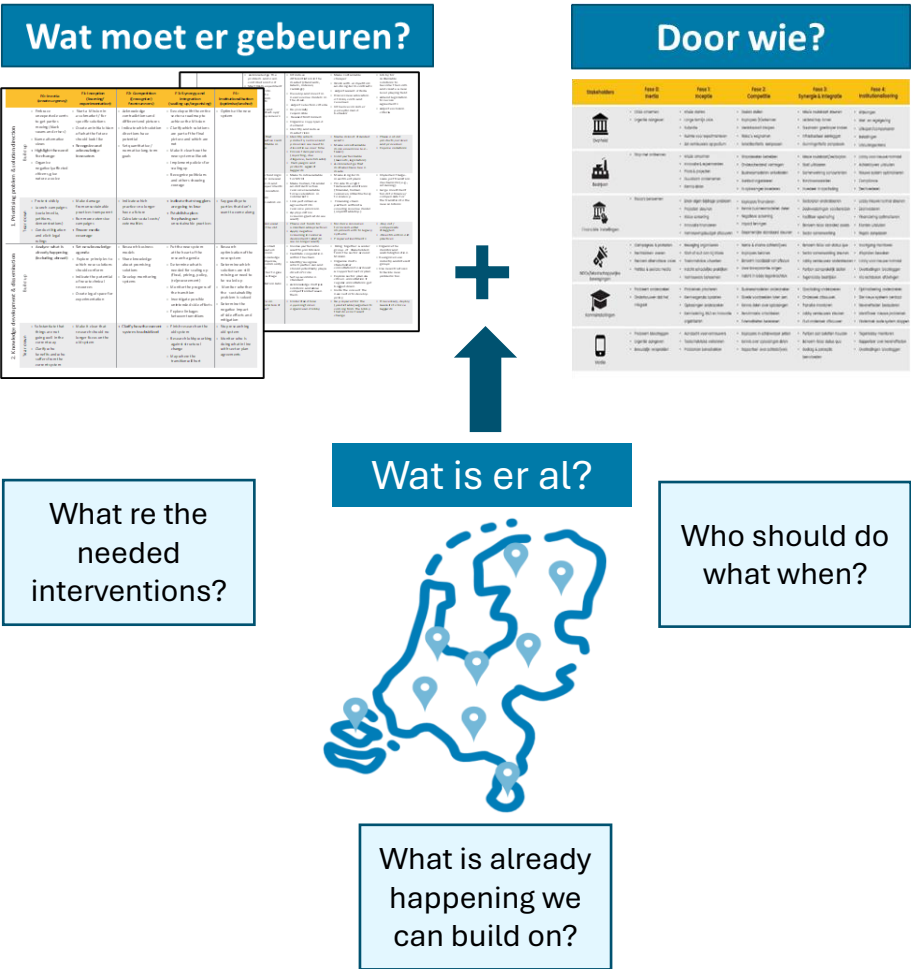
-  - Overheid
-  - Kennisinstellingen
-  - Bedrijven
-  - Financiële instellingen
-  - NGOs/maatschappelijke bewegingen

From Analysis to strategy to collective action

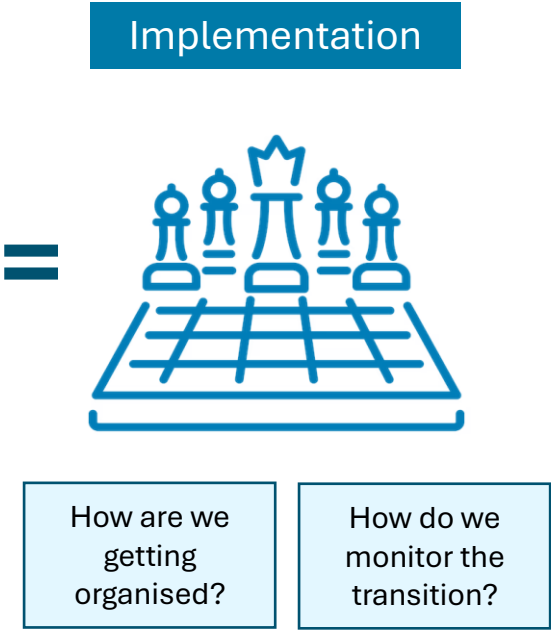
Transition Analysis



Transition Strategy



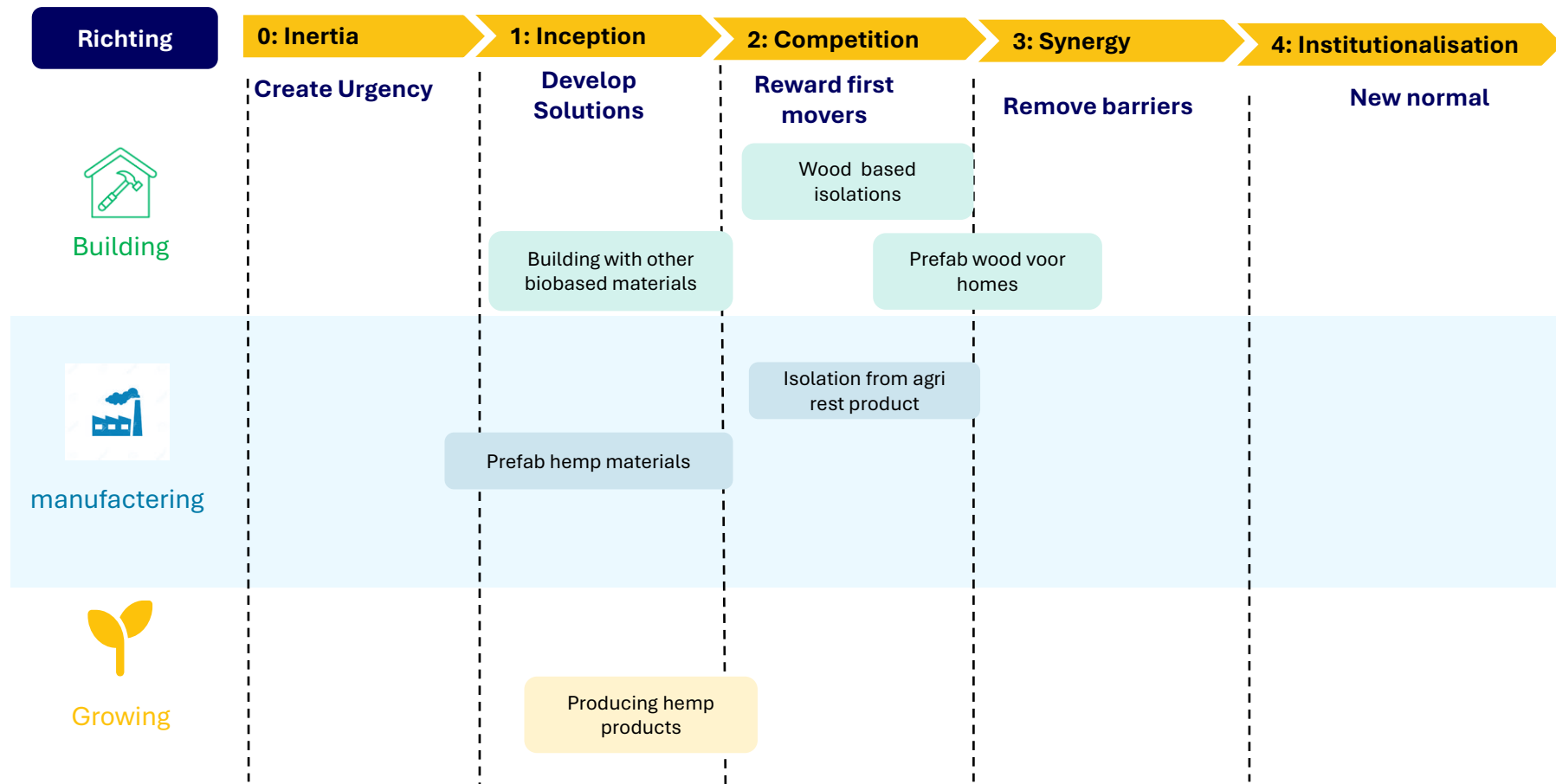
Transition Roadmap



Example: Different Solutions are in different phases and therefore need different interventions by different stakeholders

Illustratief

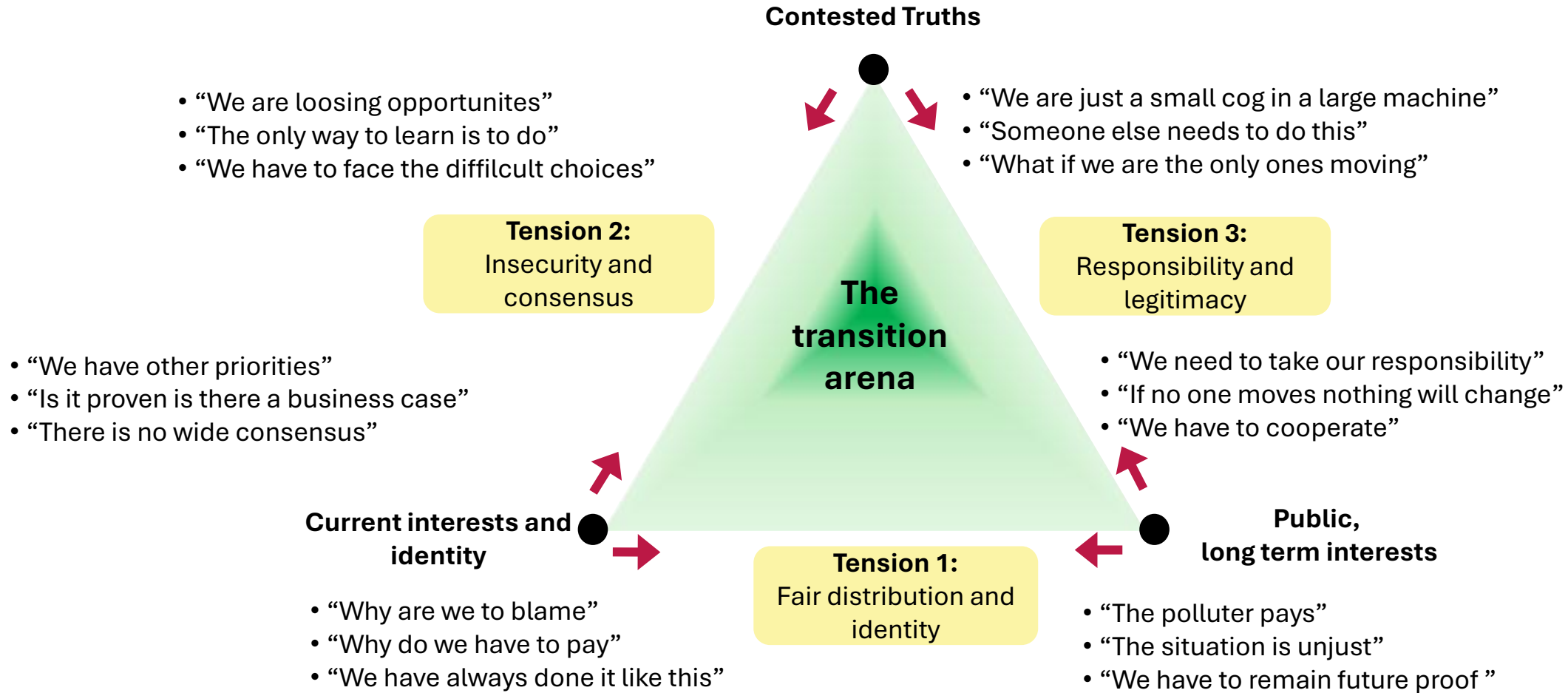
Example biobased building



Mission 2035

- 30% new biobased buildings and in renevation programs (now 7%)
- 100.000 hectares Production area for biobased materials
- 10+ Industrial production chains voor biobased bouwmaterialen

Resistance in transitions is not to solve or to outwork, but to navigate and suffer through



Scan deze QR code om gratis te downloaden:

- De presentatie
- De transmissie paper
- De leaders in Transition paper
- En veel meer...



Of kijk op www.newforesight.com/events

