

# PROMOTING SUSTAINABLE BUILDING IN BANGLADESH

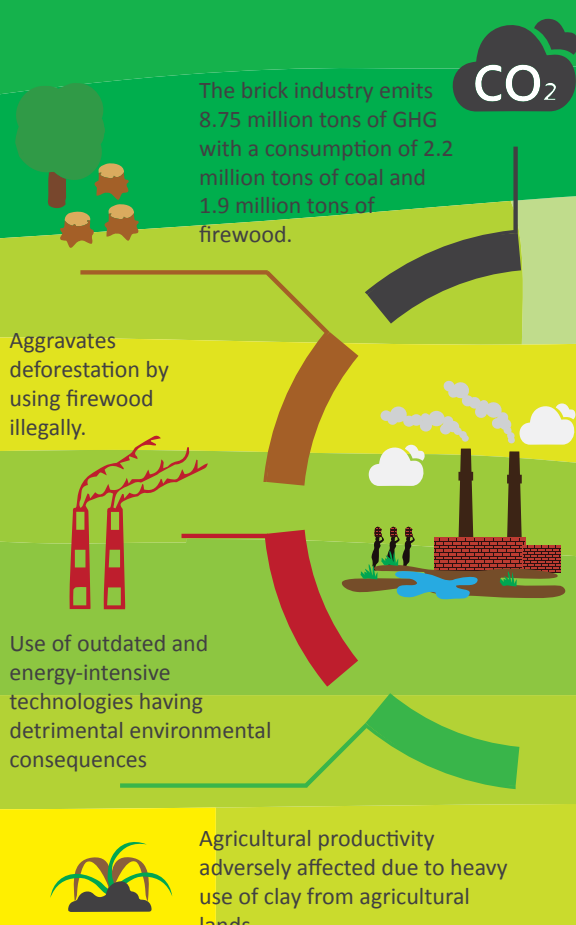
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PROGRAMME



## CONTEXT

The brick industries in Bangladesh emit 8.75 million tons of greenhouse gas and consume 2.2 million tons of coal and 1.9 million tons of firewood annually. Most brick manufacturers go for small scale kilns with limited financial capacity and around 30% brick kilns use firewood illegally aggravating deforestation. Heavy use of clay from agricultural lands causes depletion of top soil and acid deposits from brick kilns negatively affect agricultural productivity. This becomes more adverse because of rapid urbanization which increases 5% brick annual consumption. In order to meet the increasing demand of bricks, 95% of brick kilns employ outdated and energy-intensive technologies resulting in detrimental environmental consequences. Various projects and initiatives introduced technologies targeting to reduce GHG emission but traditional clay content which requires burning is still used in brick production; thus contributing very little in environmental improvement.



## PROMOTING SUSTAINABLE BUILDING IN BANGLADESH

Oxfam in partnership with Housing and Building Research Institute (HBRI), Bangladesh Environmental Lawyers Association (BELA) and Jagorani Chakra Foundation (JCF), have initiated action to generate market transformation for Alternative Bricks (AB) and other green construction materials under the project titled 'Promoting Sustainable Building in Bangladesh' funded by the European Union. The project will be implemented for promoting AB amongst consumer and producer groups for wider replication and commercialization across Bangladesh. The project will aim to test a model that market incentives can lead towards Sustainable Consumption and Production (SCP) practices through adoption of AB and other green construction materials within the construction sector.

### OBJECTIVE

**Overall Objective:** To contribute to a reduction in greenhouse gas emission, deforestation and land degradation in Bangladesh.

**Specific Objective:** To promote sustainable and eco-friendly building materials and practices in Bangladesh within an enabling policy environment.

### APPROACH

- Integrated approach to introduce changes to the demand and supply of AB.
- Stimulate sustainable consumption by influencing individuals and technical experts (masons, architects, engineers etc), individual homeowners, bulk buyers (real estate developers, relevant NGOs and government) to use AB.
- Technology transfer and strengthening capacity of brick manufacturer micro, small and medium enterprises (MSMEs) to switch to AB production.
- Support brick manufacturing enterprises to develop replicable business model and linking with financial institution.
- Influence policy and regulatory environment for public and private use of AB and other green construction materials.

## EXPECTED CHANGE



Mass awareness on alternative bricks.



Alternative green building technologies adopted and promoted by technical experts and government officials.



Increased market share of AB.



15 brick manufacturing MSMEs will switch to AB production.



05 profitable AB manufacturing enterprises to become replicable business models.



150 brick factory workers (20% women) will demonstrate improved capacity to manufacture AB.



Improved working conditions for 50% of women workers from 15 targeted brick factories.



Judicial and policy experts will have better understanding of existing policy gaps and opportunities to include SCP in existing legal and policy frameworks.



AB will be adopted by 03 government procurement and construction projects.



Other brick manufacturers will have incentives to switch their production to AB to meet the increased demand.

**Project Duration:**  
1st January 2016 - 30th June 2019.

**Project Location:**  
Savar Upazilla, Dhaka and Jessore Sadar and Manirampur Upazillas, Jessore.

**Target Beneficiaries:**  
• 150,000 individuals living in the target areas will be aware about alternative building technologies;  
• 75,000 individuals living in proximity to brick fields will benefit from a better environment.

### Partners:

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