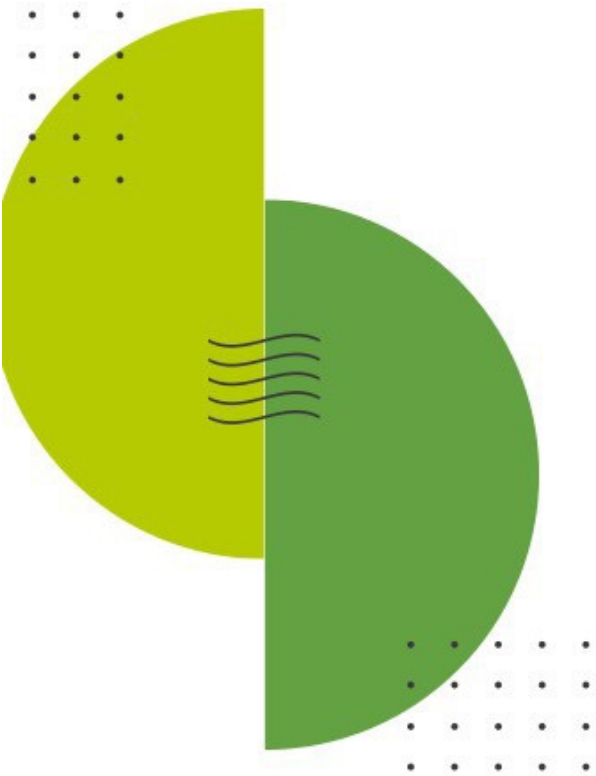


## ***#Strategy***

# **SBA missions**



- 
- ***Smart building challenges***
  - ***Vision and missions***
  - ***Contributions***
  - ***Recommendations***



# SMART BUILDING CHALLENGES

# OUR PERCEPTION OF SMART BUILDING CHALLENGES



## ECONOMIC

How can smart building promote the development of new efficient and sustainable business models?



## ENVIRONMENTAL

How can smart building be an opportunity to reduce our environmental impact and develop energy sobriety?



## SOCIETAL

How can smart building contribute to a more balanced society by providing broader access to enhanced services?



## SERVICES

How can smart building can enable companies to optimize building use of space and support organizational changes in the workplace?



## RESIDENTIAL

How can smart building meet housing challenges?



## TECHNOLOGICAL

How can smart building contribute to reconciling technologies, uses and environment?





# SBA VISION AND MISSIONS

**SMART BUILDING :**  
AN ASSET FOR TERRITORIES,  
COMPANIES AND OCCUPANTS

# OUR MISSIONS IN FAVOUR OF SMART BUILDING

## ENLIGHTEN

**public debate** and decision-makers on how **digital** can contribute to transitioning buildings, cities and territories

## UNITE

stakeholders of all sizes **from both public and private ecosystems** around shared ideas, experiences and best practices

## CO-DEVELOP

the **guidelines** and define new **reference frameworks** for smart buildings and smart cities, leveraging our aggregate expertise

## HIGHLIGHT

buildings, cities and territories for their **energy sobriety, service platforms** and **sustainable** contributions

## SPREAD

messages, best practices and savoir-faire **across France and beyond our borders**

## SUPPORT

the entire sector through **training**, promoting **new professions** and **job creation**

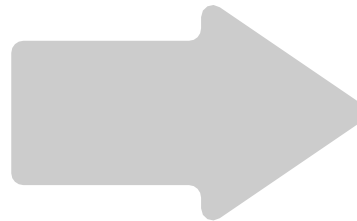
## Our ambition

To be the leading **smart building** organization serving **territories, companies** and **occupants**



# THE EVOLUTION OF OUR BRAND SIGNATURE

COMBINING THE  
DIGITAL AND  
ENERGY  
TRANSITIONS  
FOR THE  
BENEFITS OF  
ALL USERS



MAKING SMART  
BUILDING AN  
ASSET FOR  
TERRITORIES,  
COMPANIES AND  
OCCUPANTS

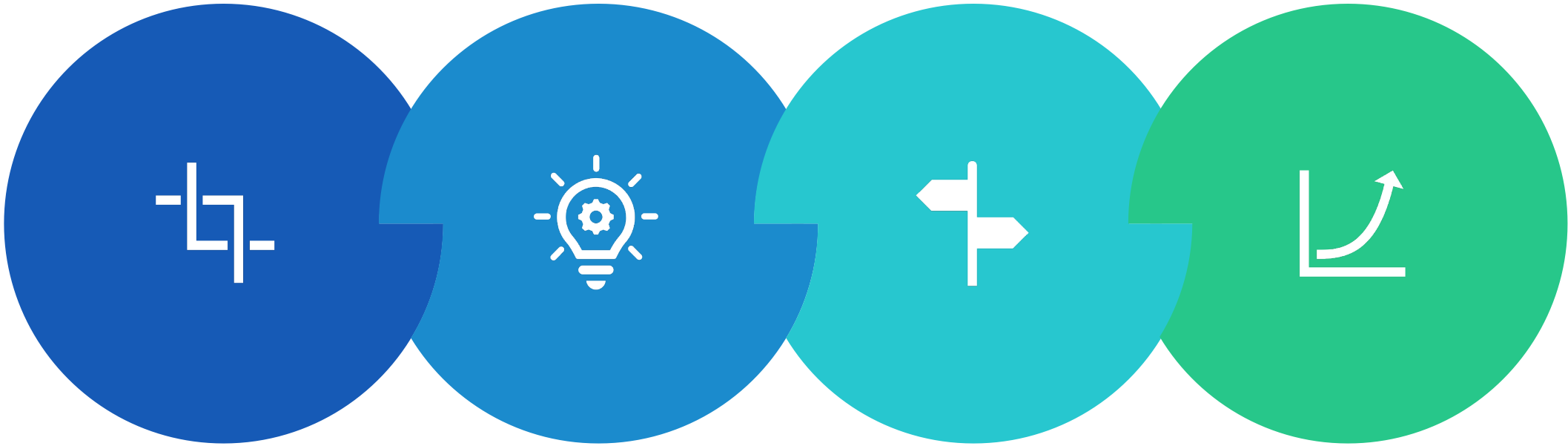




# OUR CONTRIBUTION



# OUR CONTRIBUTION



## FOSTERING DIALOGUE

between **stakeholders** from all horizons to imagine the buildings and cities of tomorrow

## SPOTLIGHTING

**solutions** that contribute to new sustainable uses of buildings and cities

## GUIDING

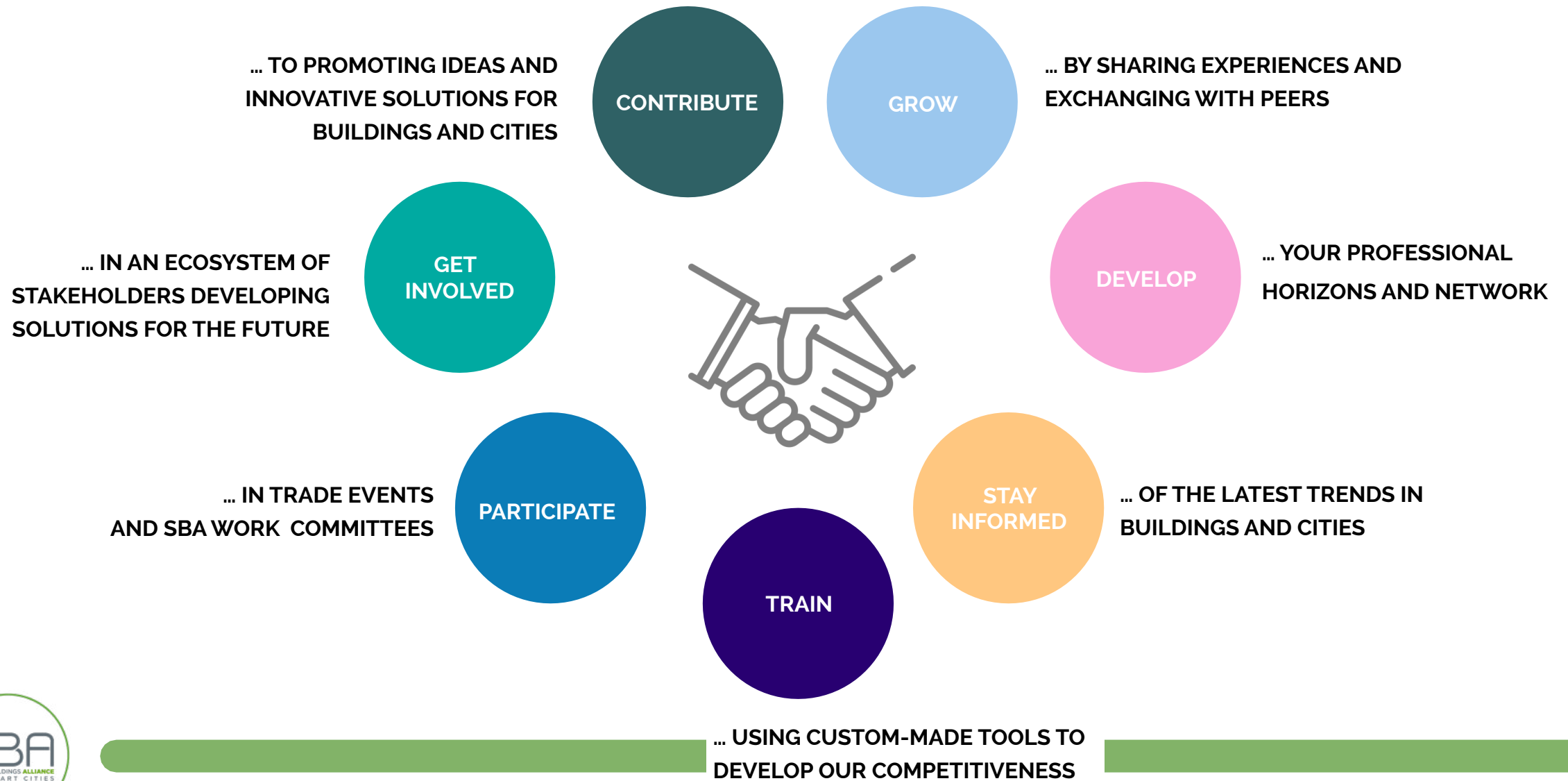
**the sector** towards digital solutions that support sustainable development

## DEVELOPING

**best practices** to boost attractiveness and promote our buildings and cities



# WHY JOIN US?





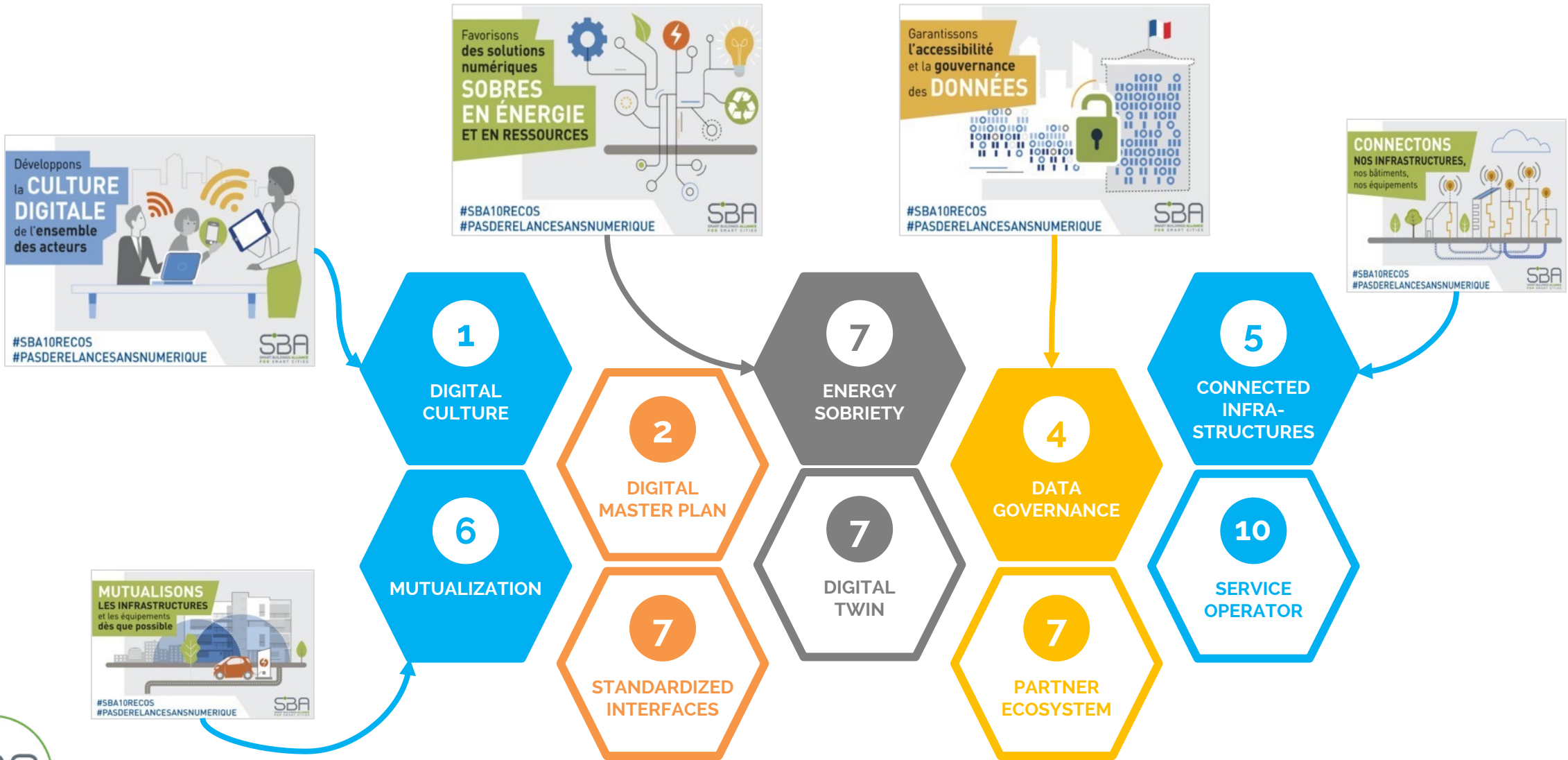
# **OUR 10 SMART AND GREEN RECOMMENDATIONS**



# AN OVERVIEW OF OUR 10 #SMART & #GREEN RECOMMENDATIONS



# OUR SHORT-TERM PRIORITIES





**Idea #1:** Contribute to promoting digital culture among decision-makers and sector professionals with support from the SBAcademy and the Urban e-Lab



To propose a catalog of modules allowing to **sensitize and to deepen** the knowledge on the universe of the digital with the **actors of the building** in order to :

- Understand its **contributions and limits**
- Raise the level of **confidence and mastery** of the building ecosystem on this topic
  - **Act with rather than undergo** the transformations brought about by the arrival of digital technology

**BUILDINGS**

Raise awareness among **public actors** of the contributions of digital technology in order to :

- Understand the **contribution of digital** technology in consolidating the links between buildings and territories
- Know how to implement projects integrating **a digital component at the scale of a development zone**
  - **Act with rather than undergo** the transformations brought about by the arrival of digital technology

**TERRITORIES**





**Idea # 3:** Integrate environmental impact and carbon sobriety to the digital component of every project – ensuring that digital contributes to meeting environmental objectives

Favorisons des solutions numériques  
**SOBRES EN ÉNERGIE ET EN RESSOURCES**

#SBA10RECOS  
#PASDERELANCESANSNUMERIQUE

SBA  
SMART BUILDINGS ALLIANCE  
FOR SMART CITIES

For each building project, determine the endogenous<sup>1</sup> and exogenous<sup>2</sup> environmental impact of the digital component and set related objectives in terms of:

- Optimizing the energy efficiency of digital equipment and systems
- Helping to optimize the building's overall energy efficiency
- Effective use of resources (building-wide and digital-related)

**BUILDINGS**

For each local project, determine the endogenous<sup>1</sup> and exogenous<sup>2</sup> environmental impact of the digital component and set related objectives in terms of:

- Optimizing the energy efficiency of digital equipment and systems
- Helping to optimize the project's overall energy efficiency
- Effective use of resources (district-wide and digital-related)

**TERRITORIES**





## Idea #4: Make data management a key focus for all building-related and local projects

Garantissons  
l'**accessibilité**  
et la **gouvernance**  
des **DONNÉES**

#SBA10RECOS  
#PASDERELANCESANSNUMERIQUE

SBA  
SMART BUILDINGS ALLIANCE  
FOR SMART CITIES

Address issues related to building data access, processing and protection by taking into account all the producers / administrators / users when defining rules of governance, especially concerning:

- Protection / Cyber security
  - Sharing / Reuse
- Legal framework / Responsibility
- Economic models / Reversibility

BUILDINGS

Address issues related to local data access, processing and protection by taking into account all the producers / administrators / users when defining rules of governance, especially concerning:

- Protection / Cyber security
  - Sharing / Reuse
- Legal framework / Responsibility
- Economic models / Reversibility

TERRITORIES



**Idea #7:** Leveraging open systems with standardized interfaces to ensure efficient connections between interoperable systems and avoid dependence on a specific technical ecosystem

Exigeons des solutions disposant d'**INTERFACES standardisées** interoperables et ouvertes

#SBA10RECOS  
#PASDERELANCESANSNUMERIQUE

SBA  
SMART BUILDINGS ALLIANCE  
FOR SMART CITIES

Encourage the development and use of open and documented communication interfaces.

Promote transparency concerning the conditions governing system and related data use

Promote a culture of openness and standardized interfaces between the various stakeholders in the building sector ecosystem.

BUILDINGS

Encourage the development and use of open and documented communication interfaces.

Require transparency concerning the conditions governing system and related data use

Promote a culture of openness and standardized interfaces between the various stakeholders in the local ecosystem

TERRITORIES





**Idea #6:** Define the principles and framework for equipping each building / district with a digital infrastructure that ensures interoperable technical components



Ensure that the building's central communication backbone (the smart network) can serve as a converged network to interconnect the building's various technical systems.

Connect, as soon as possible, the technical systems onto this shared and secure central network.

**BUILDINGS**

Ensure that local network infrastructures can be reused for rolling out new services and, at the same time, choosing services that can be implemented using the existing network.

**TERRITORIES**



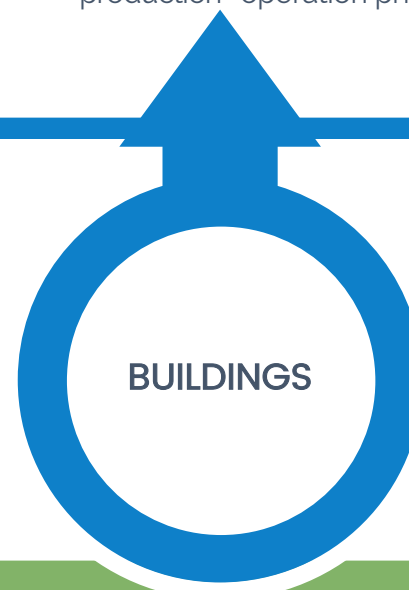


**Idea #2:** For each new project, identify a digital coordinator responsible for implementing a digital master plan



For each new project, write up a digital section defining the role of digital and outlining the project manager's goals in terms of:

- Services provided
- Relevant information systems architecture
  - Data governance principles
- Organizational modes in the programming - design-  
production- operation phases



Establish a digital integration strategy for the local project, specifying and prioritizing:

- Services provided
- Stakeholders concerned
- System and data governance modes
- Project implementation methods





**Idea #5:** Provide each project with a converged network, a common base on which digital services can be developed for the building or district



Ensure that the building is equipped with converged networks, promoting interoperability between the technical (BMS, Energy, Safety & Security, etc.) and digital (occupant apps, operator apps, owner apps, etc.) systems.

Enhance the intrinsic qualities of building networks to meet the basic needs of a managed and secure IT network

**BUILDINGS**

Define a coordinated strategy between the various networks which carry the district's digital services.

Determine management modes and convergence possibilities between these various networks

**TERRITORIES**







**Idea #8:** Share basic knowledge of new digital tools available for buildings and territories: BIM, CIM, BOS, Digital Twins... and define conditions for implementation



Help build awareness and explain positioning of new digital tools for buildings, focusing on the following topics:

- From BIM Execution Plan to BIM-enabled O&M
- From data platforms to B.O.S.
- From a digital mock-up to a digital twin

BUILDINGS

Help build awareness and explain positioning of new digital tools for local projects, focusing on the following topics:

- From GIS to CIM
- From virtual machine monitors (VMMs) to local data platforms

TERRITORIES



**Idea #9:** Develop and leverage an ecosystem of companies and professionals who have integrated the main precepts of a digital approach to buildings / territories

Appuyons-nous sur des **ÉCOSYSTÈMES DE PARTENAIRES** alignés sur notre vision

#SBA10RECOS  
#PASDERELANCESANSNUMERIQUE

Identify new arrivals from the digital and innovation sectors and promote dialogue with stakeholders from the building sector ecosystem.

Recognize and spotlight exemplary / innovative projects.

Capitalize on collective feedback from all stakeholders.

**BUILDINGS**

Identify new arrivals from the digital and innovation sectors and promote dialogue with stakeholders from the local ecosystem.

Recognize and spotlight exemplary / innovative projects.

Capitalize on collective feedback from all stakeholders.

**TERRITORIES**





**Idea #10:** Foster the development of a reliable maintenance network to ensure smooth running of digital infrastructures and services and ensure long-term user satisfaction

Mettons en place un  
**OPÉRATEUR DE SERVICE**  
de **confiance**  
et garant  
de la **continuité de service**

#SBA10RECOS  
#PASDERELANCESANSNUMERIQUE

**SBA**  
SMART BUILDINGS ALLIANCE  
FOR SMART CITIES

Recognizing the huge operating challenges inherent in any building project integrating a digital component by coordinating:

- Digital infrastructure and service administration for the building
- Effective access to predictive, corrective and preventive maintenance for digital systems
- User support

**BUILDINGS**

Recognizing the importance of a digital urban services provider by taking charge of:

- The coordination of local digital services
- Effective access to predictive, corrective and preventive maintenance for digital systems
- Setting up user support

**TERRITORIES**



# THANKS!

