

BROAD shows that sustainable development attracts profitable business

Due to climate change and other environmental trends, the building and construction sector in China is today facing important challenges such as the cost and constrained availability of energy, water and construction materials; stricter limits on the generation of waste; and a growing concern about building in water-scarce and bio-diverse areas. [The Broad construction company](#), however, was able to change these risks into opportunities and created a new business around its sustainable building concept.

The Challenge

- Constrained availability and increased costs of raw building materials and energy
- Limits on development opportunities due to reduced land availability; waste and air pollution

The Process

The Broad Group, established in 1990, shaped its business strategies around an acute awareness of the dwindling availability of resources, including energy shortages.

Out of growing concerns around energy, water and land availability, the company founded Broad Sustainable Building Co Ltd (BSB) in 2009, focusing on the development of sustainable buildings, including skyscrapers.

Broad's sustainability approach then shifted from its extensive experience and knowledge of cooling and heating energy management, to a new business focus on the provision of sustainable housing and work space.

The company developed its own unique methodology of prefabricated (modular) building techniques for tall buildings.

Broad implemented numerous environmentally friendly principles in its operational business to curb costs, increase output, save time and reduce waste. Broad's sustainable modular construction costs are down between 10% and 30% compared to conventional buildings, mainly due to time efficiencies that can partially be ascribed to its building techniques that consume less building and construction materials.

The Result

Broad has seen its business model deliver the results it had hoped for, and its vision has not changed. The company believes that the future will validate that its sustainability approach in the building and construction sector is the solution to many of China's problems around land and resource shortage in the face of ever increasing urbanization. Broad believes that it is within its ability to capture at least 30% market share of the international building industry within the next 20 years.