

OpenBlue Net Zero Buildings

Myths and facts about decarbonizing your building portfolio



When it comes to successfully implementing net zero strategies, and navigating the complex web of information and options, it's no wonder that decision-makers often feel uncertain about the right steps to take. Don't get side-tracked by these common misconceptions about decarbonizing your building portfolio.

MYTH: A digitally enabled building environment is an unnecessary and overly complex step in the net zero journey.

FACT: You'll never achieve your decarbonization target without a digitalized building environment.

MYTH: It's cheaper to oversee decarbonization efforts yourself and hire multiple vendors. Net-zero-as-a-service is too expensive.

FACT: Partnering with net-zero-as-a-service experts can save you money and time through outsourcing, with a guaranteed-results approach.

MYTH: Decarbonization is for new buildings only. It's too difficult to achieve in older or historic buildings.

FACT: You can't ignore your current building stock and expect to achieve your target.

MYTH: I don't need to reduce my buildings' energy usage to achieve net zero – I can buy renewable energy certificates (RECs) to get there.

FACT: You'll likely need to address your energy supply and demand on your path to net zero.

MYTH: You can start your decarbonization efforts later – there's still time.

FACT: Many companies are already behind in their decarbonization plans and it will only get harder and more expensive going forward.

MYTH: Companies must sacrifice a healthy/comfortable building strategy to decarbonize.

FACT: Your building can be net zero and a great place to work at the same time.

