



Make Construction Profitable Again
Machen wir den Bau wieder rentabel



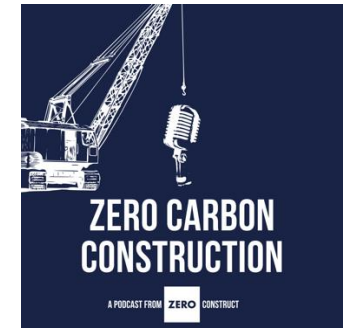
Global Strategy Lead
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Construction Podcast

The Profit Paradox in Construction

Das Profit-Paradoxon im Bauwesen



Mass urbanisation

Urbanise 1.5m per week
Population generational rebalancing
Life/work balance post COVID



Investment needed

Europe has old infrastructure
Energy transition happening
Trains, housing & parks



Low productivity

Industry is still stagnant
Delays and over-spends are common
MMC can only get us so far



Why Construction Struggles with Profitability

Warum die Bauindustrie mit Rentabilität kämpft

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30%

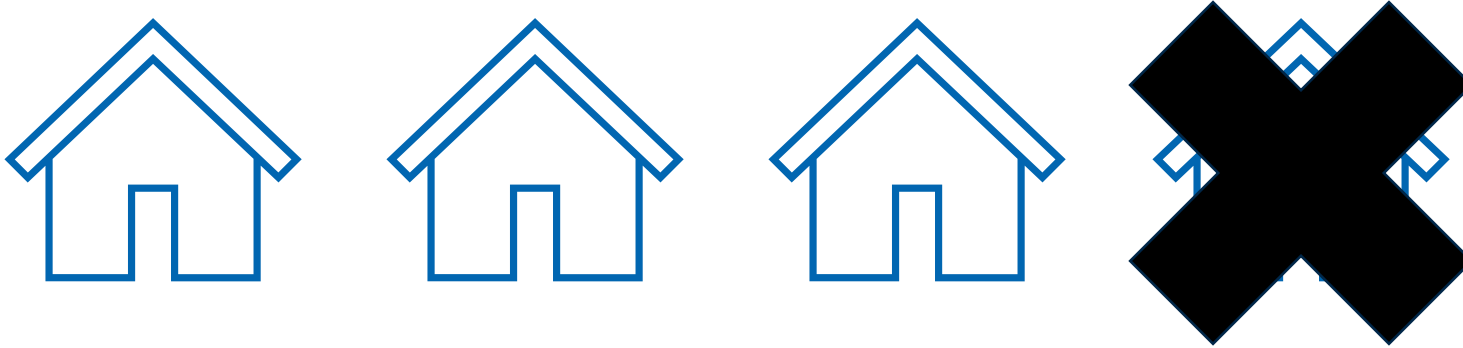
Why Construction Struggles with Profitability

Warum die Bauindustrie mit Rentabilität kämpft

2-3%

Why Construction Struggles with Profitability

Warum die Bauindustrie mit Rentabilität kämpft



We're always busy!
Wir sind immer beschäftigt!



The Future Landscape: Challenges and Opportunities

Zukünftige Perspektiven: Herausforderungen und Chancen



Lack of Labour

Germany will be short 300 000 people on site by 2030

USA is already short by 350 000 per year!



Carbon Counting

EU Taxonomy is coming by 2030

Carbon target already across Scandinavia and others



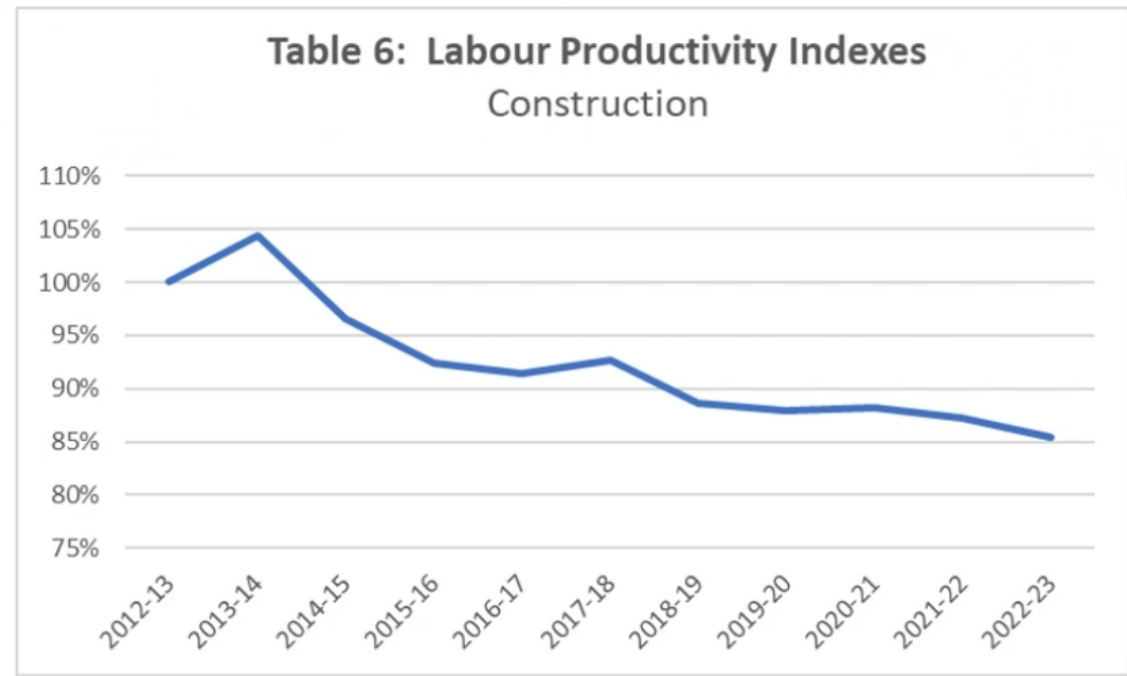
Technology & AI

Technology exists

AI “should” help speed up a lot of processes

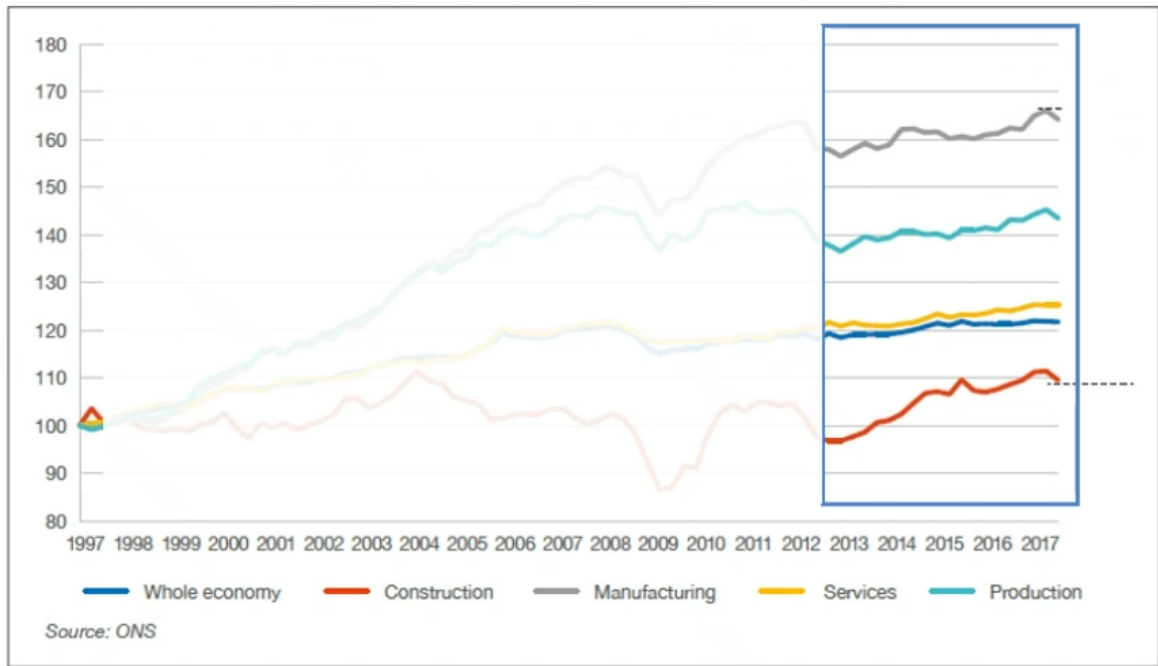
Data needs to be collected

AU vs UK Construction Productivity



5260.0.55.002 Estimates of Industry Multifactor Productivity, Australia

Chart 1: Productivity Growth – Output per worker (1997=100)



Infrastructure
and Projects
Authority

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/664920/transforming_infrastructure_performance_web.pdf

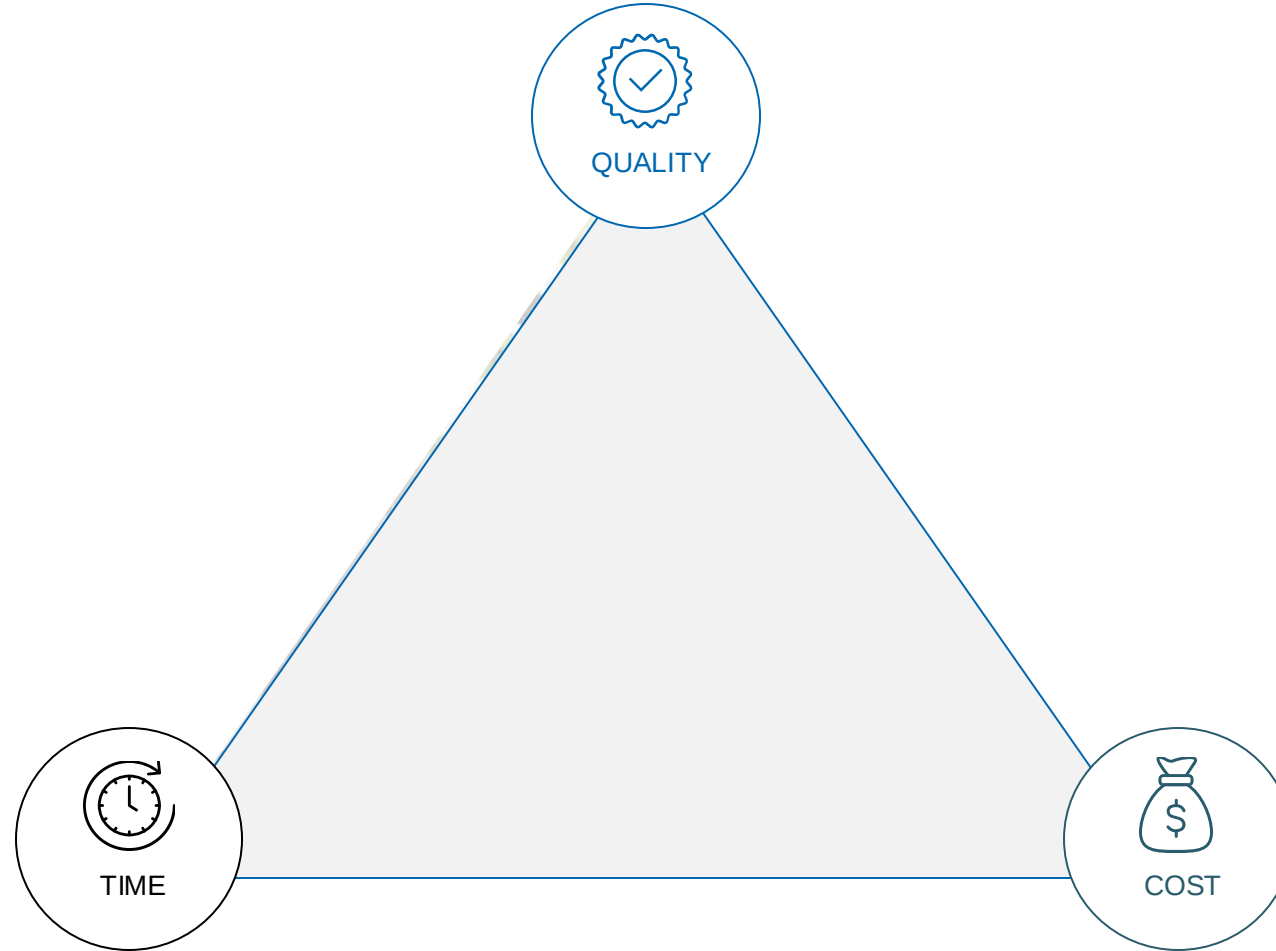
We need to do more with less
Wir müssen mit weniger mehr erreichen



The Tech Solution: Driving Productivity and Profit
Die Technologielösung: Produktivität und Gewinn steigern

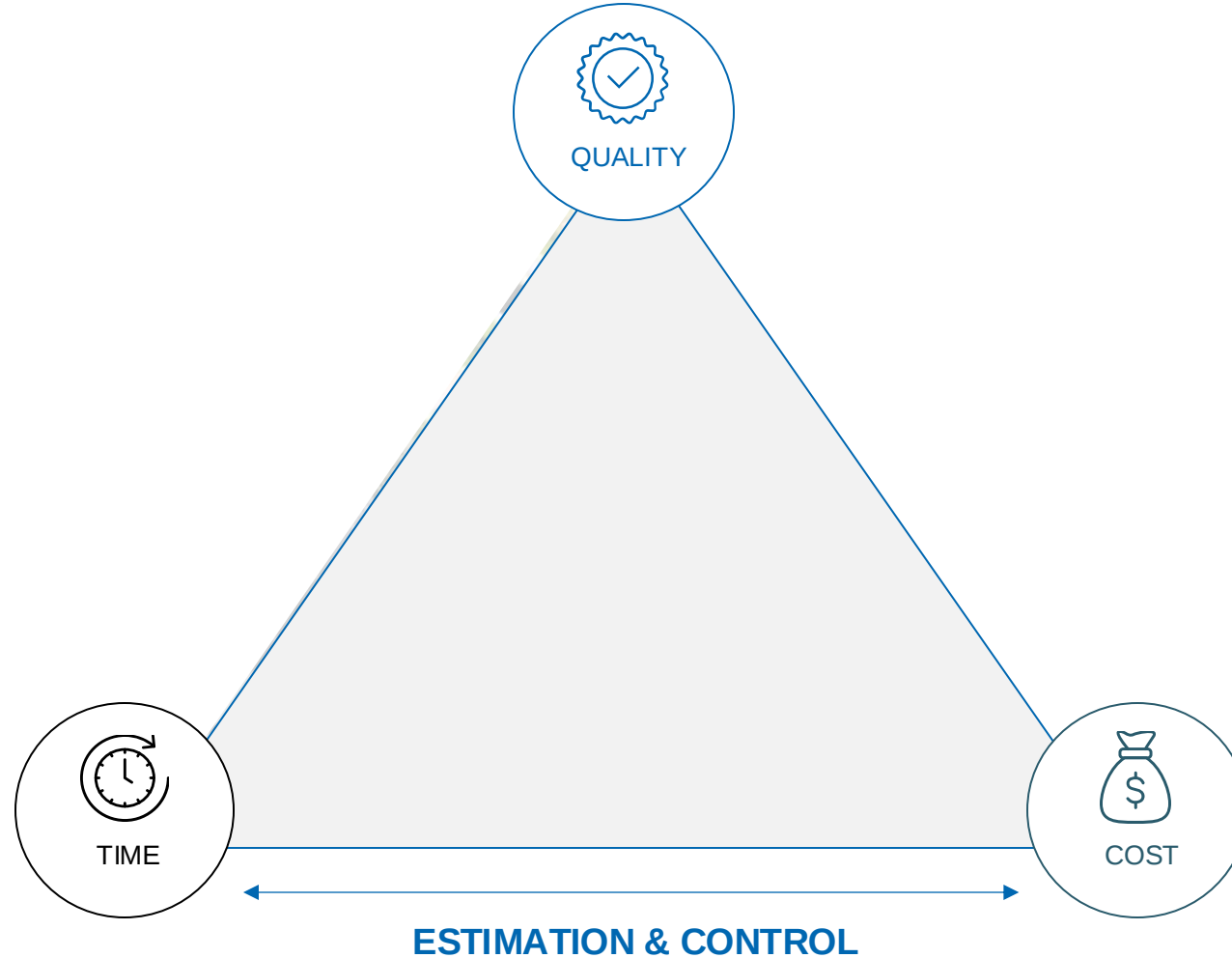
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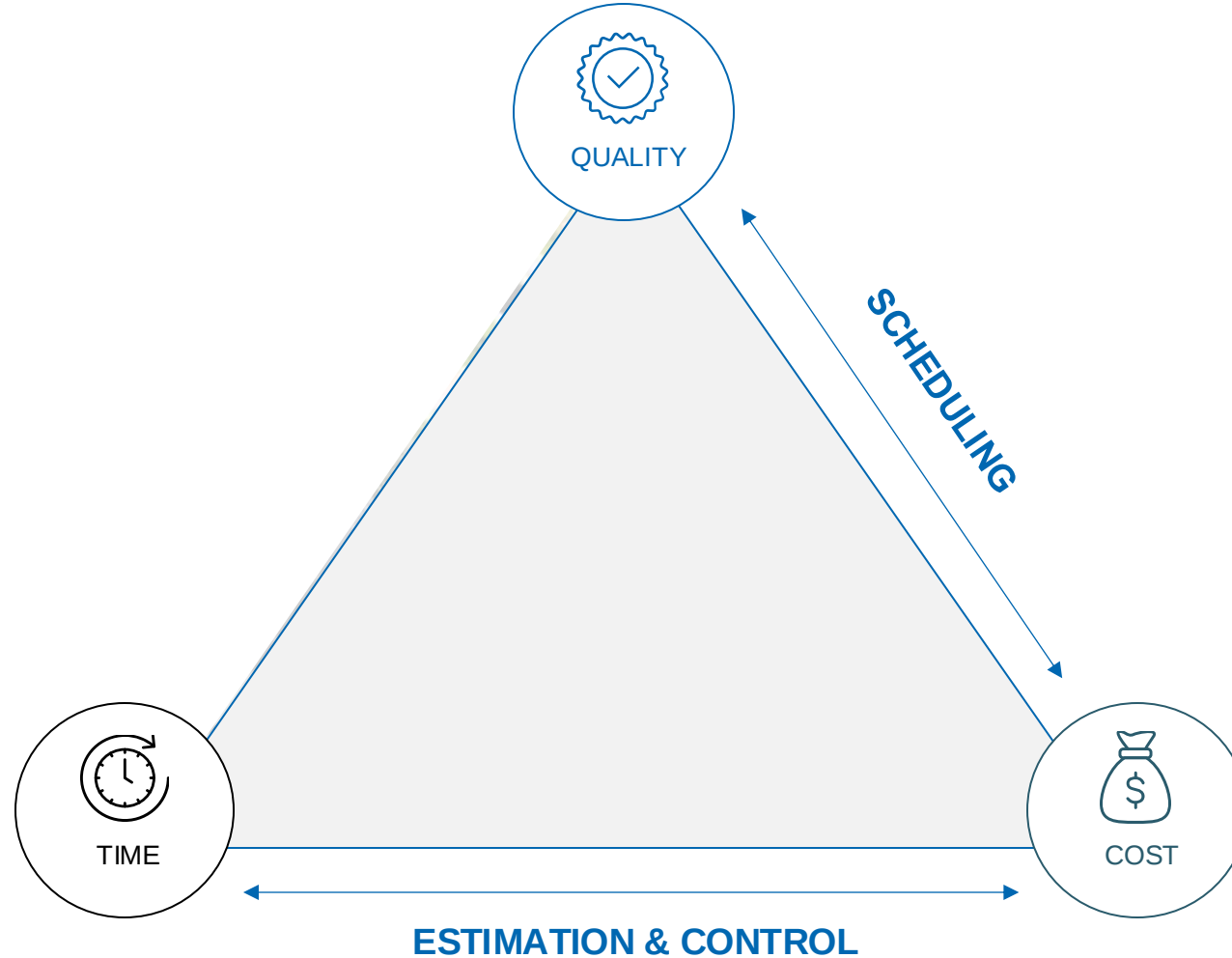
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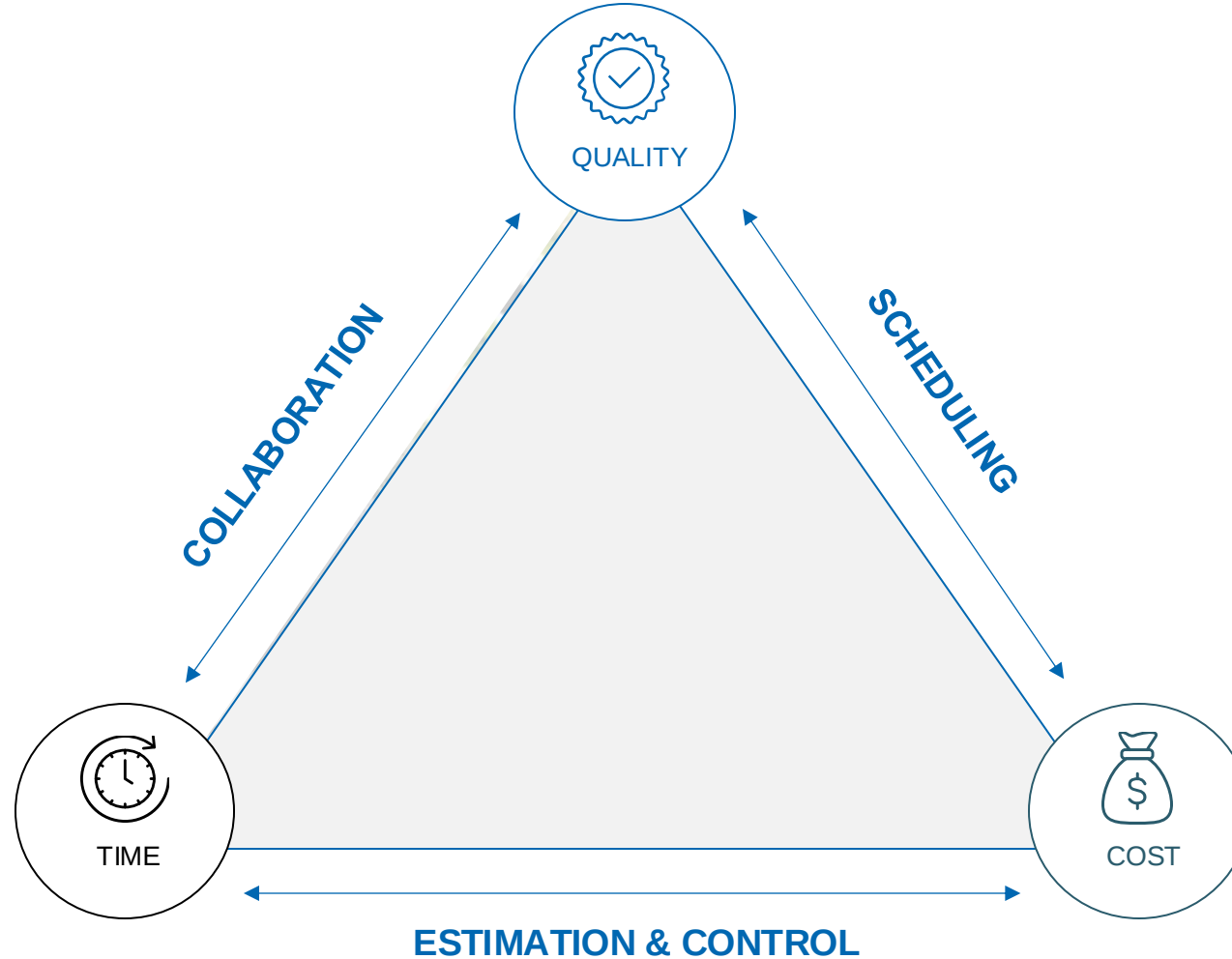
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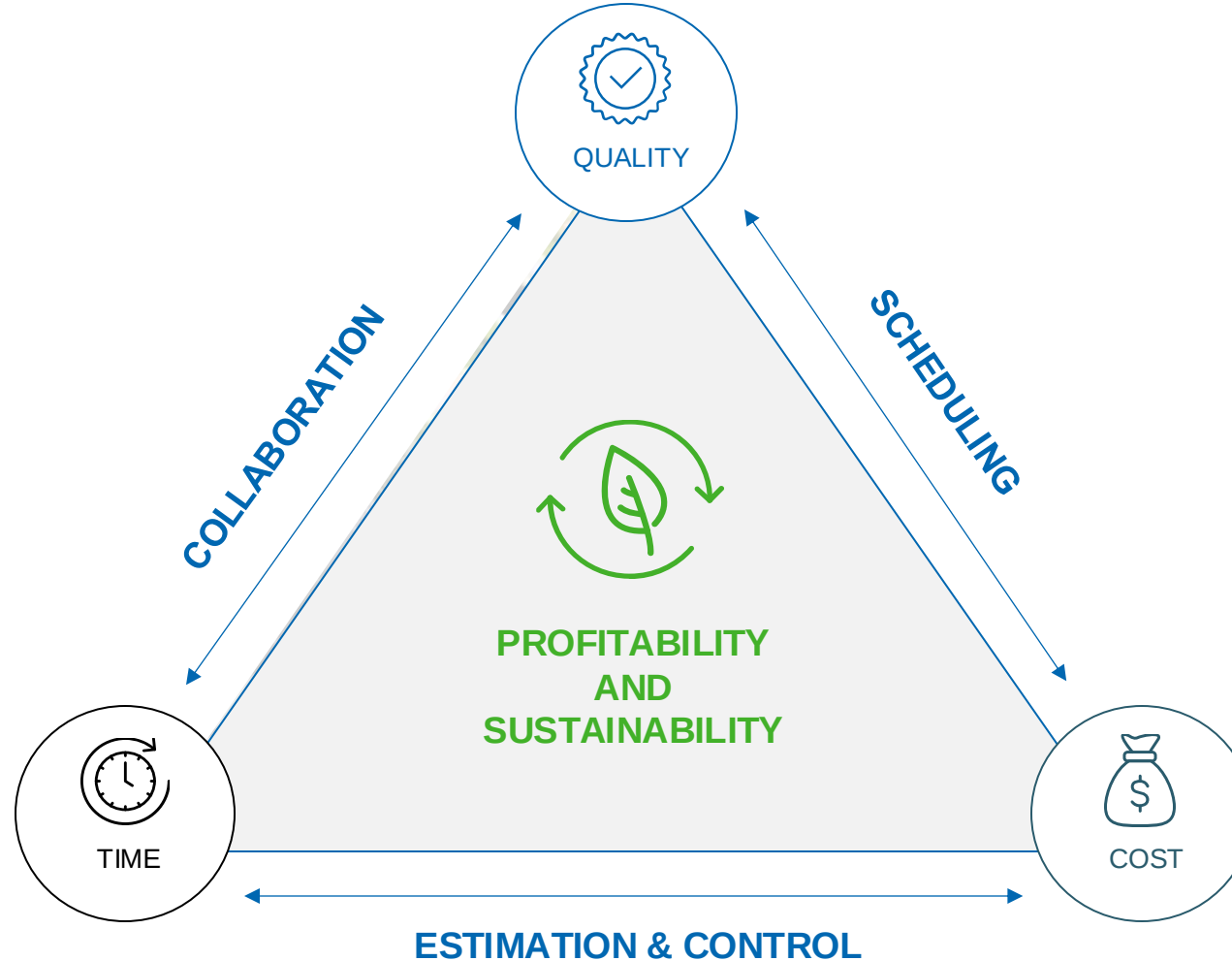
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The Path Forward: Making Construction Profitable Again

Der Weg nach vorn: Bauprojekte wieder rentabel machen

More Accuracy
+
Less mistakes
+
More collaboration
=
Profit!

The Path Forward: Making Construction Profitable Again

Der Weg nach vorn: Bauprojekte wieder rentabel machen

Counting what you do is where you start

1% is a LOT in construction

The Time is Now with a Trusted Partner

Die Zeit ist jetzt – mit einem vertrauenswürdigen Partner

This isn't easy

BUT

Set a target using small goals

PLUS

Work with a technology partner



Matthew Jackson

Driving Global Change to create a Cleaner
Built Environment

