



## **Pecha Kucha – ACE General Assembly**

**20/04/2018, Brussels**

To be returned to the ACE Secretariat by 15 March 2018

**Please note that your presentation to the ACE General Assembly will be strictly limited to no more than 3 minutes.**

<b>COUNTRY</b>	<b>Denmark</b>
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### **1. Highlight one or more recent industry development[s] in your country**

There is an increased focus within the architectural businesses on how value creation can become an area of business i.e. how can architectural businesses measure and describe the extra value that architects produce. To illustrate, value not only in a pure economic understanding but also by designing sustainable buildings using recycled or upcycled materials. This area can be highly relevant in terms of the UN 17 Sustainable Development Goals.

### **2. Describe one or more recent professional development[s] in your country**

There are almost no signs of the economic crisis in the architectural business anymore, and the export level is high. A process of consolidation is, however, taking place where new alliances are formed, and companies are merged. Some have been bought by large international companies. What perspectives, negative as well as positive, are there in the current process of consolidation in the architectural businesses?

Despite the positive developments, the admission of students to the architectural schools in Denmark are being reduced because the unemployment rates for new candidates are considered too high by the Government. In our point of view the reductions are too high, and may lead to lack of architects in the future.

### **3. State what you expect from the European Institutions (and/or ACE) in the coming years.**

The European Parliament did a very good job revising the Energy Performance of Buildings Directive, although the Union is expected to be much stronger in terms of pushing all aspects of the sustainability agenda towards the UN 17 Sustainable Development Goals.

The Commission should not try to make general regulations where these are more harmful than helpful to the free movement of architectural services. Examples are service passport and insurance harmonisation when not needed.

The European institutions must work to reduce transaction costs in architectural competitions. In many member states the costs of participating due to unnecessary demands are much higher than needed to make a competition project ready to select the best result.