

KEY RESEARCH FINDINGS

01

Barriers to GBM Adoption:

Government constraints emerged as the most influential barrier to adopting green business models in the UK construction sector, followed by financial limitations, industry challenges, and lack of demand.

02

Interconnected Nature of Barriers:

The study highlighted the interconnectedness of these barriers, emphasizing the need for comprehensive solutions that address multiple factors simultaneously.

03

Importance of Clear Legislation:

Participants emphasized the necessity of clearer legislation to support the transition to green business models, promoting sustainability in construction practices.

04

Role of Financial Incentives:

Financial incentives, such as tax breaks and subsidies, were identified as crucial for encouraging businesses to adopt sustainable practices and invest in green initiatives.

05

Recommendations for Collaboration:

The research recommended collaborative efforts among government bodies, financial institutions, construction companies, and other stakeholders to advance green business models and sustainability initiatives effectively.