



**Bruno Measure • Bruno Measureur**

Director of Marketing and International  
Development at CSTB

## International HQE Green Building Certification

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**HQE protokol za sertifikaciju zelenih zgrada  
uspostavljen je u Francuskoj i danas je jedan od  
vodećih međunarodnih standarda zelene gradnje.**

HQE će na Konferenciji u Beogradu predstaviti  
Bruno Measure is CSTB-a, član Borda direktora HQE.

Ovom prezentacijom HQE protokol biće  
po prvi put predstavljen u Srbiji i regionu.

### O Bruno Measureu

Bruno Measure je Direktor marketinga i međunarodnog  
razvoja u francuskom nacionalnom naučno-tehničkom  
centru za građevinarstvo CSTB koji sprovodi istraživanja,  
uvodi inovacije, pruža usluge konsultacija, testiranja i  
sertifikacije u okvirima građevinske industrije.

Nakon nekoliko godina rada na mestu rukovodioca Divizije  
za eksperimentisanje i modeling, došao je na sadašnje  
mesto gde je zadužen za međunarodne poslove kao što je  
tehnička podrška javnoj upravi i tehničkim institutima u  
Kini, ili koordinacija projekata iz oblasti održivog razvoja.

**CSTB** – Centre Scientifique et Technique du Bâtiment  
/ Scientific and Technical Centre for Building  
**HQE** – Haute Qualité Environnementale / High  
Quality Environmental standard

### PAKETI / PACKAGES

Zlatni  
Golden



Plavi  
Blue



**HQE certification comprises a performance evaluation of a  
project regarding its environmental and energy aspects as  
well as those pertaining to health and comfort.**

HQE certification is based primarily on a next-generation  
method, compatible with international indicators such as  
the Sustainable Building Alliance, CEN TC 350, etc. It works  
in all countries, all cultures, all climate zones, thanks to its  
"equivalence principles," through which the relevance of  
respective actions can be adapted, according to each  
context.

In order to obtain the HQE certification, the building shall  
meet a number of fundamental prerequisites and justify  
performance levels beyond its current practices, for at least  
7 of the 14 targets comprising the HQE procedure.

### About Bruno Measureur

**Bruno Measureur graduated as a Civil Engineer from the  
Conservatoire National des Arts et Metiers in 1985. He  
began his career at the Architecture Department of City of  
Paris where he was in charge of projects regarding new  
buildings and retrofitting work.**

Then he moved on to CSTB to become manager of the  
Testing Laboratory for Building Components and Structures.  
In 1995, he became head of the Experimentation and  
Modelling Division at the Structures Department. He was in  
charge of "Virtual Laboratory Project"; Responsible for  
conducting studies based on public and private contracts,  
managing the budget of the division, leading research works  
on fastening techniques and high performance concrete;  
was in charge of the technical assessment of construction  
products (European Technical Approval). Technical expert at  
the EOTA (1995-2001).

**In 2001, he was appointed to become director of  
Marketing and International Development, Responsible for  
international operations such as technical assistance to  
public authorities and testing institutes in China, or  
Coordination of projects in the field of Sustainable  
Development. Expert for the COFRAC. He is the Secretary  
General of the Sustainable Building Alliance.**