

**Press Release****for the International Scientific Congress  
on Climate Change  
in Copenhagen 10-12 March**

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**Stop Local Warming!**

*The invisible climate problem cannot only be made visible. It can be abated – while saving money and creating thousands of jobs. The fight against climate change starts at home. At the International Scientific Congress on Climate Congress, thermography demonstrates where to start.*

Our buildings are responsible for 40% of our energy use and a major part of CO<sub>2</sub> emissions. But it needn't be like this.

- We waste most of our expensive energy due to poor insulation. Our heating and cooling costs are exorbitant. Our CO<sub>2</sub> pollution much too high. And the quality of the indoor climate low in far too many homes, says Mr. Eelco van Heel, CEO and President of Rockwool International A/S, a leading provider of one of the world's highly profitable climate solutions, insulation.

**Save energy, money & CO<sub>2</sub>**

At the International Scientific Congress on Climate Change the Danish Rockwool Group demonstrates how a heat sensitive camera by means of thermography can disclose where heat escapes. Used on a poorly insulated building, this technology reveals the loss of energy worth thousands of dollars, euros or pounds in its lifetime.

- At this congress the world's leading scientists will discuss how fast climate change is taking place, how urgently we need to tackle the problem and what abatement technologies are at hand. We as a company support this. But we also want to tell people *HOW* they as homeowners can reduce their carbon emissions. By using thermography we can illustrate exactly where homeowners should stop the unnecessary local warming from their poorly insulated homes, says Eelco van Heel.

**The most effective way**

Philip Sellwood, chief executive of the Energy Saving Trust in the UK, agrees:

- The most effective way of reducing your emissions, and indeed reducing your energy bills, is to insulate. So first and foremost we say to people, put in loft insulation, draught-proofing and cavity-wall insulation – because this will enable you to save about £300 a year, every year and will also be the biggest contributor to reducing your CO<sub>2</sub> emissions.

A house (150 m<sup>2</sup>) built before the oil crisis and modernised to low-energy standards can save more than 11 tonnes of CO<sub>2</sub> annually. And more than 1,700 euro in energy costs.

**Further information:**

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See the interview with Philip Sellwood and other CO<sub>2</sub> abaters in the climate video  
[mms://wms1.jay.net/rockwool/RI/Klimafilm\\_version\\_1.7\\_UK.wmv](mms://wms1.jay.net/rockwool/RI/Klimafilm_version_1.7_UK.wmv)

Visit the Rockwool Exhibition in the Bella Center and see how thermography works

Download photos: <http://images.rockwool.com> - User Name: press - Password: rockwool - Folder RI Press