

Press Release

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Climate solutions can provide more than one million green jobs

More than a million jobs can be created if we stop the enormous waste of energy leaking out of our poorly insulated buildings. Saving expensive energy, it will help fuel economic growth and improve security of energy supply.

“The world can no longer afford to waste CO₂ and expensive energy.”

Mr. Eelco van Heel, CEO of one of the world’s leading providers of profitable climate solutions, the Danish-based insulation giant Rockwool International A/S, is very blunt.

“I understand that we have a world in economic and environmental crisis. But I cannot understand how we can afford to waste energy worth billions of euro, dollars and pounds in our buildings. In Europe and North America alone more than 1,500,000 jobs could be created if buildings were made energy efficient. The average European would even save nearly €500 in energy costs every year. My message to the political decision-makers who are worried about the financial crises and concerned whether they can afford to listen to the climate scientists and take on CO₂ reduction commitments is: speed up and tap this attractive potential. The technology is at hand. It just requires a firm extra push”, says Eelco van Heel.

Build a better future

“What we really need is stronger political initiative. It should be required that all new buildings must be constructed as very low energy buildings that use 80% less energy for heating and cooling than average buildings. A building will consume expensive energy and emit CO₂ for decades so it is crucial to build to best practise from the start. However, the largest waste of energy and CO₂ is found in our old buildings and are often inadequately insulated. What’s needed is better requirements for energy modernisations, better incentives and loans and tax systems that support sustainable investments, but let the polluter pay,” says Eelco van Heel.

Today, buildings are responsible for 40% of our energy use in the EU and North America. And in China it is growing to nearly 35%. Over the next two decades CO₂ emissions from buildings will increase by some 50% on a world basis, predicts the UN Climate Panel, IPCC. That is, if we do not improve and become more energy and CO₂ efficient.

Further information:

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