

Press briefing

ROCKWOOL INTERNATIONAL A/S
Hovedgaden 584, Entrance C
DK-2640 Hedehusene
Phone: +45 4656 0300
www.rockwool.com

Oktober 2009

Rockwool International A/S and Climate Change

Why does the Rockwool Group play an active role in Climate Change events?

Reducing CO2 emissions is one of the greatest challenges of mankind. Far too much CO2 and expensive energy are needlessly wasted. We need action and we need it now. It is important that an ambitious climate agreement – a successor to the Kyoto Protocol – is concluded at the UN climate summit in Copenhagen in December 2009.

This is a crucial political challenge. The decision that our politicians need to make will influence living conditions on this planet for many generations.

The climate change conferences among scientists and media will provide the decision-makers with crucial, up-to-date knowledge about climate change. It is our hope that the conclusions of the scientists will help pave the way for wise and necessary political decisions.

It's essential that the world's leaders and their peoples become aware of not only the *need* to change, but also our *ability* to change. Industry can provide many climate solutions that are also economically sustainable. This is why the Rockwool Group wants to play an active role. We need to make this message better understood.

What is the role of the Rockwool Group?

We are not experts in climate models. But we are experts in solutions that can help reduce both CO2 pollution AND save expensive energy costs in buildings.

Better insulation is one of the most profitable CO2 savings, because it conserves vast amounts of expensive energy. It's a low hanging fruit. So we can generate more wealth, more jobs, save scarce fossil energy AND huge amounts of CO2 in our buildings. The technology is available today. And it will improve – not reduce – the quality of life of our citizens. This is an extremely important message as some governments still fear – wrongly – that CO2 reductions might jeopardise economic growth. The Danish example demonstrates that economic growth and energy and CO2 efficiency go hand in hand.

Why are buildings important?

- Buildings account for 40% of the energy consumption and a large share of our CO2 emissions in Europe and North America. In China the figure is heading towards 35%.
 - Most of this energy is used for heating, cooling and ventilation
 - Most of this expensive energy is wasted
 - We can make buildings using up to 90% less energy for heating and cooling than the average house in Europe – at a competitive price
 - Because buildings undergoing renovation are not modernised energy efficiently, every year we lose – in Europe alone:
 - 270 billion euro in energy costs (almost 500 euro per person) per year
 - 460 million tonnes of CO2 (= Italy's annual emissions) (source: Ecofys)
 - more than 500,000 jobs that could have been created (source: Eurima)
- In North America, more energy efficient building can create more than a million jobs (source: ACEEE)

Press briefing

ROCKWOOL INTERNATIONAL A/S
Hovedgaden 584, Entrance C
DK-2640 Hedehusene
Phone: +45 4656 0300
www.rockwool.com

- A house (150m²) built before the oil crisis and modernised to low-energy standards can save up to 11 tonnes of CO₂ annually (Source: Deutsche Energie Agentur) and more than 1 700 euro in energy costs.

Who's the Rockwool Group?

- The world's largest producer of stone wool
- The world's no. 2 in insulation
- Rockwool insulation keeps your home warm in the winter and cool in the summer. It's fireproof, reduces noise, saves energy costs and CO₂.
- Positive sustainability balance: a typical insulation products will save more than 100 times the energy and CO₂ used in its life-cycle
- This years production of Rockwool insulation will – in it's lifetime – save more than 200 million tonnes of CO₂ (three times Denmark's annual emissions)
- 8 000 Rockwool employees in more than 30 countries
- Sales: more than 1.8 billion euro (2008)
- International company with Danish roots
- 21 factories in 14 countries in Europe, North America and Asia
- Founded in 1937. Largest shareholder: The Rockwool Foundation (a benevolent foundation that also funds Denmark's probably leading non-political think tank)

Download the report 'Environment 2009'

about how to save more CO₂ and expensive energy in our buildings

<http://www.rockwool.com/environment/environment+reports>

Download photos & graphics

<http://images.rockwool.com> - User Name: press - Password: Rockwool

Click on +sign of the folder RI Press

Choose folder – e.g. : LowEnergy-PassiveHouse/LowEnergyHouses_Stenloese-Denmark'

Click on the relevant photo

Click the icon for downloading

Choose the relevant format and size (in the top, there's a link called 'download original') Repeat for alle the photos you want

Click the link 'download all'

Video footage - downloads

Climate video: The low hanging fruit

See it in English mms://wms1.jay.net/rockwool/RI/Klimafilm_version_1.7_UK.wmv

Download AVI-file http://www.mmspace.dk/Rockwool_download/climate_video.html

Profile video: People & Environment (English or Danish)

Download AVI file http://www.mmspace.dk/Rockwool_download/profile_video.html

Or Contact Group Communications communications@rockwool.com + 45 46 56 03 00

Press briefing

ROCKWOOL INTERNATIONAL A/S
Hovedgaden 584, Entrance C
DK-2640 Hedehusene
Phone: +45 4656 0300
www.rockwool.com

More information & interviews

Thomas Nordli
Senior consultant
Rockwool International A/S
Group Communications
Thomas.nordli@rockwool.com
www.rockwool.com
Tel: +45 46 56 03 00
Mobile: +45 24 28 92 24