

Press Release

Media conference From Kyoto to Copenhagen

ROCKWOOL®

STOP LOCAL WARMING

ROCKWOOL INTERNATIONAL A/S

Hovedgaden 584, Entrance C

DK-2640 Hedehusene

Phone: +45 4656 0300

www.rockwool.com

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Climate solutions can provide more than one million green jobs

More than a million jobs can be created by putting an end to the enormous energy waste from poorly insulated buildings. Energy efficiency in buildings will save expensive energy, 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 leaders in 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 refurbished to a higher energy standard. The average European would save nearly €500 in energy costs every year.”

“My message to the political decision-makers who are worried about the financial crisis 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 which are often inadequately insulated. What we need are stricter requirements for energy modernisations, better incentives and loans and tax systems that support sustainable investments and 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, the UN Climate Panel, IPCC predicts. That is, if we do not decide to become more energy and CO₂ efficient.

Further information:

Thomas Nordli, Group Communications, Rockwool International A/S

Thomas.nordli@rockwool.com www.rockwool.com

Mobile: +45 24 28 92 24 Direct: +45 46 55 80 33

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