

Briefing to the press

Rockwool International A/S & the Nordic Climate Solutions 25-26 November 2008

Why does the Rockwool Group support the Nordic Climate Solutions conference, taking place in Copenhagen 25-26 November 2008?

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 our politicians need to make will influence living conditions on this planet for many generations. 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. But we need to make this message better understood. It is our hope that the Nordic Climate Solutions conference will help pave the way for wise and necessary political decisions.

What is the role of the Rockwool Group?

We want to play an active role and will also be among the speakers at the conference. 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 has been identified by McKinsey/Vattenfall as the most profitable CO₂ saving – it's the lowest hanging fruit. Better insulation can save 1.6 gigatonnes of CO₂ every year. That's equal to the entire CO₂ pollution of Russia. Insulation saves so much expensive energy that for every tonne of CO₂ it saves it also gives an economic gain of 130 Euro.

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
- Mostly for heating or cooling
- Most of this expensive energy is wasted
- We can make buildings using up to 90% less energy for heating than the average house in Europe – at a competitive price
- Because European buildings undergoing renovation are not modernised energy efficiently, every year we lose:
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)
- A house (150 m²) 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 up to 2,500 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, it saves energy costs and CO₂.
- Positive sustainability balance: a typical insulation products will save more than 100 times the energy & 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 (3 times Denmark's annual emissions)
- 8,500 Rockwool employees in more than 30 countries
- Sales: more than 1.8 billion Euro
- International company with Danish roots
- 22 factories in 14 countries in Europe, North America & Asia
- Founded in 1937. Largest shareholder: The Rockwool Foundation (a benevolent foundation that also funds Denmark's perhaps leading non-political think tank)

Download the report 'Environment 2008' about how to save more CO₂ and expensive energy in our buildings <http://www.rockwool.com/environment/environment+reports>

McKinsey/Vattenfall's CO₂ abatement cost curve that identifies better insulation as the most profitable CO₂ saving measure (see pages 6/7)
http://www.vattenfall.com/www/ccc/ccc/Gemeinsame_Inhalte/DOCUMENT/567263vattenfall/P02.pdf

Download photos & graphics

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

Video footage

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