

**Press Release****for the UN Climate Summit  
COP14 in Poznan 1-12 December**

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5 December 2008

**Profitable CO<sub>2</sub> savings can help reach a climate agreement**

*A world in economic and environmental crisis is compelled to activate climate solutions that can save energy worth billions of euros, tonnes of CO<sub>2</sub> and create hundred thousands of jobs. If the UN Climate Summit, convening right now in the Polish city of Poznan, acts prudently we can soon begin to pick the lowest hanging fruit!*

It's right at hand, but sometimes we neglect to use the most obvious solutions.

- Buildings are responsible for more than 40% of our energy use. But we waste most of this 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. Thorkild Diness Jensen, head of communications in the Rockwool Group, a leading provider of the world's most profitable climate solution.

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

Over the next two decades CO<sub>2</sub> emissions from buildings will increase by some 50% on a world basis, predicts the UN Climate Panel, IPCC. That is, if we don't improve and become more energy & CO<sub>2</sub> efficient.

- It is crucial that the UN climate summit in Poznan prepares the ground for an ambitious climate agreement in Copenhagen next year. Instead of being erroneously afraid 'can we afford to save CO<sub>2</sub>?' we should question how long can we afford not to save CO<sub>2</sub> and expensive energy? We can actually become more prosperous by improving our energy and CO<sub>2</sub> efficiency. And buildings are the most obvious place to start, says Thorkild Diness Jensen.

**The lowest hanging fruit**

According to McKinsey/Vattenfall, better insulation can save 1.6 gigatonnes of CO<sub>2</sub> annually – equivalent to Russia's CO<sub>2</sub> emissions. Saving expensive energy, the insulation would also represent an economic gain of €130 for each tonne of CO<sub>2</sub> it saves. It's therefore the most profitable CO<sub>2</sub> saving.

In Europe alone more than 500,000 jobs could be created if buildings undergoing modernisation were brought up to contemporary energy standards. The average European would even become nearly €500 richer every year. So how can we speed up and tap this attractive potential?

**Solutions**

- The technical solutions are available, well proven and competitive. Carbon lean buildings are a popular climate solution, contrary to giving up your car. It's even something that most home owners can initiate themselves. Results are positive. We have thousands of

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satisfied low-energy building users from many parts of the world. We are now taking the next step: The energy plus house that will be so efficient that by adding renewable energy systems such as solar panels you will get a house that consumes less energy than it produces. You can thus sell the surplus energy to the grid, says Thorkild Diness Jensen.

**Better standards needed**

- But if we really want to pick this low hanging fruit fast, we need much stronger political initiative. It should be required that all new buildings be constructed as very low energy buildings that use 70-90% less energy for heating and cooling than average buildings. A building will consume expensive energy and emit CO<sub>2</sub> for 50 years or more so it is crucial to build to best practise from the start. However, the largest waste of energy and CO<sub>2</sub> is found in our old buildings. Most were built before the oil crises and are often inadequately insulated. What is needed are better requirements for energy modernisations, better incentives and loans, and tax systems that support sustainable investments, but let the polluter pay, says Thorkild Diness Jensen.

## Further information:

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**Rockwool presence at COP14**

Visit the Rockwool Exhibition:  
Hall 5 at the Poznan Fair premises.

## Hear Rockwool presentations at side-events:

- 8 December 11:35 – 12:00  
Susanne Kuehn, Picking the lowest hanging fruit - how to save energy, CO<sub>2</sub> and money in buildings  
Seminar: Bright Green Technologies for the Future, Eastern Hall, next to pavilion 3
- 9 December 13:50 – 14:10  
Arne Damsgaard Olsen, Build a better future - how to make low-energy buildings  
Seminar: Sustainable living, at the Poznan Fair premises, Sala Niebieska

## Download photos:

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

More information & downloads in the attached briefing paper