

The vision of the Renovate Europe Campaign is to reduce the energy demand of the existing EU building stock by 80% by 2050 through extensive renovation programmes an ambitious but achievable target given the technologies available.

## Editorial

Summer is here at last and before you leave for your well-deserved and restful holidays, we would like to share the latest news about the Renovate Europe Campaign (REC) with you.

There is a growing sense that the messages of the REC are slowly beginning to get through to policy makers, decision takers and stakeholders in Brussels and across the EU. Evidence of this emerged in the recent submissions received by the European Commission on its public consultation for the post-2020 energy and climate package. The debate around what the EU should do after 2020 is already intense, somewhat controversial and certainly difficult. Many open questions around the success of the current policy, the format and design of any future policy and the impact of the policy on businesses, climate change policies and the environment have been lively.

Fortunately for the REC, one policy area around which a very diverse range of stakeholders and actors have converged is the need to ensure that any future policy addresses and harvests the large energy saving potential in the buildings sector. Those actors range from business associations, professional bodies, environmental pressure groups and government agencies through to the representatives of the energy supply sector. Taking this fact in addition to the adoption by the European Parliament of the REC vision in its own-initiative report on the Commission Energy Roadmap 2050, we can be encouraged that our collective efforts are bearing fruit.

To clinch the opportunity we need to maintain and increase our efforts, in particular in the EU Member States. For this reason, the REC is concentrating this year on encouraging reflections of the REC at national level and I am pleased to report that we are now in contact with seven EU Member States where buildings-related initiatives are underway. In line with the need to ensure that we can maintain our efforts, it is great to inform you that the REC Office has been reinforced with the arrival of two new colleagues – Madeleine Laffont who takes on the role of Campaign Manager and Perrine Ethuin who takes on tasks in communications and event organisation.

Finally, I ask you all to mark your diaries now so that you can join us for the REDay2013 Conference, Networking Lunch and Afternoon Debate. This year's REDay2013 events will address the issues of how to prepare a long-term strategy that reinforces the REC Vision and how to mobilise financing to achieve the vision. REDay2013 is the 9<sup>th</sup> October and our events will take place in Brussels.

**Happy holidays – be sure to return re-charged and ready to expend more energy for our cause!**



Adrian Joyce,  
RENOVATE EUROPE Campaign Director

## Newsletter - 2<sup>nd</sup> Trimester 2013

! Save the date !

**REDay2013**

**9<sup>th</sup> OCTOBER 2013**

Renovate Europe's New Contributing Partner:



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# Save the Date: Renovate Europe Day 2013

Wednesday 9th October 2013

The REDay Conference, listed as an official Lithuanian Presidency event, will take place on the **9th October 2013** at the Thon Hotel EU for the morning session, and the Committee of the Regions for the afternoon debate. The afternoon debate forms part of the 11<sup>th</sup> European Week of Regions and Cities.

The **Morning Conference** is divided into two sessions.

The first session will focus on different types of Roadmaps. 'How and why be ambitious in Renovation' are the key messages of the speeches. What is the role of the Energy Efficiency Directive? What are the key factors for a good Roadmap? What are the benefits?

The second session addresses the economic aspects of renovation. How to unlock financing of Energy Efficiency in Buildings? Using case studies, speakers from the finance and investment community will present new ways of stimulating funding.

The **Afternoon Debate** is focused on 'how member states can finance the implementation of their renovation Roadmaps.' The aim of this debate is to demonstrate to member states the value of setting their sights on 2050 energy targets to develop energy efficient renovation Roadmaps.

We are also delighted to participate in the Open Days event to promote examples and projects on energy efficiency in Buildings thanks to the **Exhibition '100 EU Urban Solutions'**.



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**Full programme [HERE](#)**

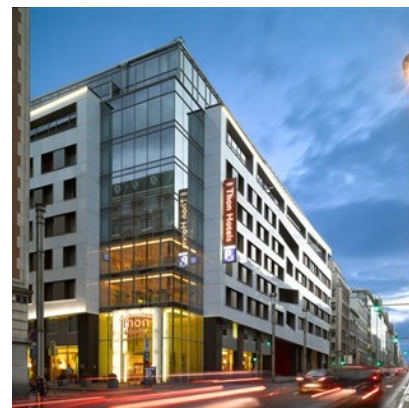
Contact: [info@renovate-europe.eu](mailto:info@renovate-europe.eu)

[madeleine.laffont@renovate-europe.eu](mailto:madeleine.laffont@renovate-europe.eu)

 **REDay2013**



**EU2013.LT**



## **MORNING CONFERENCE - 8:30 - 13:00**

THON HOTEL  
Rue de la Loi, 75, 1040 Brussels

### **Designing Ambitious Renovation Programmes in the EU**

- How to implement the Energy Efficiency Directive for buildings?
- Which long-term strategies should be developed?
- How to mobilise investment to unlock energy savings and economic opportunities from Europe's buildings?

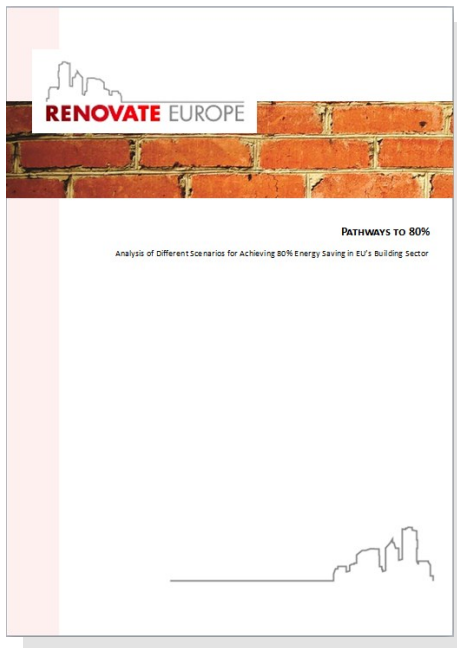
## **AFTERNOON DEBATE - OPEN DAYS EVENT 14:30 - 17:00**

COMMITTEE OF THE REGIONS  
VMA 1 - Rue Van Maerlant 2, 1040 Brussels

### **Investing in Energy Efficient Renovations for Europe's Regions**

- How to stimulate funding for energy efficient renovations in EU's regions?
- Which private funding models or innovative partnerships have already triggered investment for renovation programmes?
- How should Operational Programmes be structured to unlock the potential of Europe's building stock through EU funding?

# SnapShot: Pathway to 80%



**Renovate Europe** recently commissioned the BPIE to research the options open to Member States for the achievement of the REC vision. The resulting paper “Pathway to 80%” presents different pathways for implementing renovation in Buildings.

Work on finalising the messages contained in this research is in progress and it is intended that they will be presented in a brochure format at **REDay2013**.

## Renovate Europe at LARGE

Adrian Joyce, **Renovate Europe Campaign Director** often leaves the office to spread information about Energy Efficiency in Building. Where did he go these last months?

8<sup>th</sup> April 2013:

A Renovate Europe Delegation meets the **French Ministry of Economy** to promote the Copenhagen Economics Study

22<sup>nd</sup> June 2013:

Renovate Europe Campaign was presented during the **EUFORES - Interparliamentary meeting** at Dublin Castle (Ireland)

12<sup>th</sup> April 2013:

Adrian Joyce presented the study ‘Pathway to 80%’ at the workshop of The **Coalition for Energy Savings**

25<sup>th</sup> June 2013:

Renovate Europe Day (9th October) was promoted during the **EU Sustainable Energy Week** at the Committee of the Regions

24<sup>th</sup> April 2013:

Adrian Joyce was invited to an informal meeting with the **EU Energy Ministers** in Dublin Castle (Ireland)

27<sup>th</sup> June 2013:

Adrian Joyce presents the Renovate Europe Campaign during the **European Climate Foundation's (ECF) 1<sup>st</sup> Meeting of the National Renovation Initiative**

and  
presents Renovation Roadmaps during the **Sustainable Building Conference** in Dublin (Ireland)

# Action: letter to National Head of States



Renovate Europe Campaign reached out to Heads of State and Permanent Representatives ahead of the European Council on Energy on 22<sup>nd</sup> May 2013 in Brussels.

*"Unlocking Europe's energy efficiency potential will be key to increasing competitiveness"*

Ahead of this EU Summit on Energy, the Renovate Europe Campaign addressed letters to the Heads of State and Permanent Representations highlighting the importance of energy efficiency for competitiveness.

In total, 28 translated letters were sent. To date, two high level replies have been received, one from the Cabinet of President Hollande (FR) and one from the Cabinet of the President of the Spanish Government.

Have a look at the letter that Renovate Europe sent to YOUR Head of State:

[HERE](#)

To the Attention of: Mr. Enda Kenny, Taoiseach  
Department of the Taoiseach,  
Government Buildings,  
Upper Merion Street,  
Dublin 2  
Cc: Ministers Responsible for Industry / Competitiveness / Energy  
Cc: Irish Ambassador to the EU

Brussels, May 2013

Subject: EU Summit on 22 May – Unlocking Europe's energy efficiency potential will be key to increasing competitiveness

Dear Mr. Enda Kenny,

European leaders will meet in Brussels on 22 May 2013 to discuss energy in the context of the EU's efforts to promote growth, jobs and competitiveness.

One of the main stumbling blocks preventing the EU to rapidly grow out of the crisis is inefficiency. More specifically, energy inefficiency is undermining our competitiveness, increasing our vulnerability to security of supply and unnecessarily burdening public finances.

The less efficient our economies are, the less likely they are to benefit from any measures toward growth, because of the disproportionate share of energy costs for enterprises<sup>1</sup>, households<sup>2</sup> and public budgets.

This is particularly true in the building sector, which accounts for 40% of EU energy consumption, is largely responsible for our energy import dependency, and where, according to the International Energy Agency<sup>3</sup>, more than 80% of the economic potential still remains untapped. By investing in an energy efficiency upgrade of the building sector the EU Member States can stimulate economic activity, create between 750,000 and 1,480,000 jobs, and bring benefits to GDP of €153-291bn depending on the level of investments<sup>4</sup>.

Today's challenges cannot be solved through recipes of the past. The nature and scale of today's energy challenge requires a clear political commitment for efficiency followed by bold actions focusing on key sectors for our society.

We appeal to you to show political support on 22 of May for a clear and ambitious EU policy for energy efficiency post-2020. An ambitious EU-wide building renovation strategy would decisively re-launch our economies; reviving the construction sector, putting millions of Europeans back to work and lowering energy bills for consumers. Best practice examples exist, it can be done!

<sup>1</sup> <http://www.wrienergypolicy.org/media/pressreleases/2012/representativepress.pdf> - Slide 13. Energy efficiency: a huge opportunity going unrealised

<sup>2</sup> Multiple Benefits of Investing in Energy Efficient Renovations - Impact on Public Finances, a Study by Copenhagen Economic, October 2012, available at <http://www.renovate-europe.eu/multiplebenefitsstudy>

<sup>3</sup> The Renovate Europe Campaign is an initiative of EuroACE, the European Alliance of Companies for Energy Efficiency in Buildings. Its headline objective is to reduce the energy demand of Europe's building stock by 80% by 2050 as compared to 2005 levels.  
Secretariat: c/o EuroACE, Rond Point Schuman 6 - 8<sup>th</sup> Floor, Brussels, B-1040, T: +32 2 639 1010, info@renovate-europe.eu

# Action: letter to the National Directors of the EIB



18<sup>th</sup> July 2013

Mr Pedro Machado  
Director of the EIB

Subject: EIB Energy Lending Criteria – Energy Efficiency

Dear Mr Machado,

The EIB is in the process of adopting revised criteria in the field of energy lending and is set to decide on the proposal from the Management Committee in the near future. The draft proposal contains many improvements over the previous criteria, but the proposal is still not strong enough when it comes to lending for energy efficient renovation of existing buildings – the highest impact opportunity of all energy efficient measures because of its multiple benefits such as reducing greenhouse gas emissions; improving productivity; making renewable energy more affordable by reducing demand and improving energy security. Energy efficient renovations will also create millions of jobs.

I write to you on behalf of the Renovate Europe Campaign<sup>1</sup> and its 23 partner companies and associations. We are working to create the conditions in which it will be possible to reduce the energy demand of the existing EU building stock by 80% by 2050 as compared to 2005 levels. Our ambition is fully in line with the European Commission's Energy Roadmap. Renovate Europe welcomes that the proposed revised Energy Lending Criteria establishes more detailed selection criteria that will help recognise the potential contribution of energy efficiency, especially in the buildings sector.

However, the proposed criteria fall short in several important ways:

1. The revised Energy Lending Criteria should clearly state that lending for energy efficiency projects will be the number one priority of the EIB, thus aligning EIB Policy with over-arching EU Energy Policies
2. The proposed revised Energy Lending Criteria refers to the DEEP Green suite of products and support measures without giving any detail on what these will be. For the energy efficiency sector, knowing what will be included here is needed in order to assist in forward-planning. Whilst we understand that the Energy Lending Criteria cannot afford to be too specific, it will be necessary to develop a set of criteria which the EIB's intermediaries or aggregators can apply on the ground. Renovate Europe is currently working with financial institutions and banks to address these issues in energy efficient renovation projects and is ready to share experiences with the EIB
3. The revised Energy Lending Criteria recognises that for the buildings sector, it will be necessary to ensure that renovations capture the full energy efficiency potential available, but a 35% savings potential threshold is too low (footnote 42) as this significantly under-estimates the 80% savings potential that is available in the buildings sector. Renovate Europe is concerned that of the €60 billion investment needed per year to realise the economic energy efficiency potential of buildings (point 82 of the proposed policy), appropriate funds must be ear-marked for energy efficient renovation of the EU existing building stock, 90% of which will still be standing and occupied in 2050. Such ear-marking should also support Member

<sup>1</sup> See [www.renovate-europe.eu](http://www.renovate-europe.eu)

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The second main action of this month was the letter sent to the national Directors of the EIB.

A letter was sent to each national Director of the EIB to remind them the need to flesh out the revised Energy Lending Criteria on energy efficiency of buildings.

*« ... [Renovate Europe] proposes that the section of the new Energy Lending Criteria that relates to energy efficiency is further strengthened so as to ensure that the expenditure by the EIB demonstrably and sustainably contributes to enhanced job creation and prosperity in the coming period and that the lending policy reflects the true value of investing in energy efficiency of buildings. »*

Download the letter to the EIB

[HERE](#)



# What's new at Renovate Europe?

**Renovate Europe** is delighted to welcome a new Contributing Partner, **GE Lighting**.

To present this new partner, the Renovate Europe team meets Ivan Hutter to know more about GE Lighting.

Interview!



GE Lighting is the professional division of General Electric specializing in lighting solutions all around the world. GE was born from the invention of the world's first affordable incandescent lamp. More than a century later, our Lighting business still brings light to the world, helping advance new technologies such as fluorescents and light-emitting diodes (LEDs) that operate with more efficiency, less cost and less environmental impact than ever before.

General Electric (NYSE: GE) works on things that matter to build a world that works better.



Ivan Hutter participates in the Renovate Europe Steering Group meetings on behalf of GE Lighting, and is the main GE Lighting contact for the Renovate Europe Campaign.

## **Why did GE Lighting join the Renovate Europe Campaign?**

At GE Lighting, we have always looked at energy efficiency and innovation as all-important cornerstones of our business strategy. Meeting the EU's 20-20-20 commitment will require major changes across Europe's cities in many levels. The amount of energy consumed by lighting in the world, and in particular the electrical energy consumed by lighting in the world is significant. Public and commercial buildings represent 60% of global lighting electricity consumption. The delivery of energy efficient, smart lighting solutions will play a central role in helping municipalities reach their targets.

I think our industry has an obligation to figure out how we do more with less, and the contribution we make to the issue of energy efficiency and the overall issue of climate change is a material one. I believe that by working together within the Renovate Europe Campaign we can take a huge step forward in the promotion and utilization of energy efficient solutions.

## **How does GE Lighting intend to contribute to the success of the Renovate Europe Campaign?**

With our extensive knowledge and experience in energy efficient lighting solutions, I believe we can play a major role in contributing to the Campaign. On the other hand, GE as a major actor in the European markets could place emphasis on the Campaign when it comes to engaging policy makers.

## **What are your expectations and how would you like to see the Renovate Europe Campaign develop in the future?**

We expect this campaign to strengthen collaboration of all stakeholders and to generate awareness - decision makers and the general public must be more informed about the challenges, as well as the opportunities the issue of energy/climate change brings.

# New staff members



Madeleine LAFFONT

Manager

**Renovate Europe Campaign**

Madeleine Laffont is a health and environment communications consultant. Her academic background is in medicine (Imperial College, London) and her early professional background is petrochemical journalism and medical writing (London, Paris and Hong Kong). From 2002 she held management positions in communications, stakeholder engagement and public affairs in CEFIC (European Chemical Industries Association). In 2010 Dr Laffont moved to Qatar for 2 years. When she returned to Brussels, she set up her communications consultancy *KEYConcept* - a Brussels-based public affairs and communications consultancy providing bespoke services for the health and environment sectors. She is a communicator for the Nanoforce Network, a member of Age Action Alliance, and Health Action Forum International.



Perrine ETHUIN

**Renovate Europe Campaign**

Perrine Ethuin joined the Renovate Europe team on June 10<sup>th</sup>. Her job is focused on the communication and the elaboration of tools around the Renovate Europe Day in October.

Freshly graduated in Public Relations specialised in European Communication and Affairs, Perrine looks forward to this 6 months experience to immerse herself in the Professional World.

**We wish them a great succes!**

# Renovate Europe in the Websphere

#REDay2013  
@RenovateEurope  
#EnergyEfficiency

375 TWEETS | 377 FOLLOWING | 419 FOLLOWERS

**Tweets**

- Renovate Europe..Now @RenovateEurope 44m  
28 countries now face #EnergyEfficiency challenge in the EU. Welcome #CroatiaEU!
- EU Energy Week 2013 @euenergyweek 25 Jun  
Balloons are in as well! #EUSEW13 @RenovateEurope quizz with #building industry stakeholders. cc @EU\_BUILDUP pic.twitter.com/XPxM2xqD9X
- Renovate Europe..Now @RenovateEurope 25 Jun  
@nickandrews21 Thank you for participating in the EuroACE/VELUX quiz! #eusew13
- Renovate Europe..Now @RenovateEurope 25 Jun  
@lonieferfer Thank you for participating in the EuroACE/VELUX quiz! #eusew13 @euenergyweek
- Renovate Europe..Now @RenovateEurope 25 Jun  
Who's going to win the quiz about #EnergyEfficiency in buildings?#Eusew13
- Renovate Europe..Now @RenovateEurope 25 Jun  
Let's start the quiz!!

RENOVATE EUROPE

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Deep renovation of the EU building stock could create up to two million jobs and kick start the economy

RE Day 2013 - 9th October  
92 Days Hours Minutes Seconds  
RE Day 2012

January 2013 - July 2013

Total visits: 12 190 visits

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Renovate Europe

# What else?

**Press Release:** Energy inefficiency will block growth in European Economies

DOWNLOAD THE PRESS

RELEASE

[HERE](#)

## About the Campaign

Launched in 2011, the Renovate Europe Campaign is an initiative of EuroACE, the European Alliance of Companies for Energy Efficiency in Buildings.

Its headline objective is to reduce the energy demand of Europe's building stock by 80% by 2050 as compared to 2005 levels.

## Contact for the Campaign

**Adrian Joyce**

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Renovate Europe is a Campaign initiated by EuroACE

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