

## Editorial

### Save the Date



**Renovate  
Europe Day**

### Take action



**Support the  
Campaign  
online**

Launched in 2011, the Renovate Europe Campaign is in its second full year and we now have **20 contributing participants** working together for the achievement of our common goals. In fact we are **attracting an increasing amount of interest** from within the building sector and from outside as demonstrated by significant interest in joining the Campaign from actors as diverse as Trade Unions, Suppliers of building materials and Professional Associations. We also detect an increasing interest from the European institutions and from Brussels **based media**. Our hope and expectation is to have closer to 30 participating contributors by the time **Renovate Europe Day** comes around in October.

Given the current economic turmoil, the need to emphasize the real economic benefits of deep renovation is of utmost importance. As a result, the Renovate Europe Campaign is focusing its activities in 2012 on financing energy efficiency in buildings. The **Knowledge Building Workshop** on financing energy efficiency, documented in this Newsletter, was a great success in this respect. We hope

to have a direct effect on the EU Finance Ministers through the **Open Letter** that each of the 27 Ministers will now have received by post and email in the framework of the Renovate Europe activities. We have also launched our call for tenders for the execution of a **study of the ancillary economic benefits to national budgets** of investing in energy efficient renovation of buildings – a study that will form the centerpiece of the activities on Renovate Europe Day this year.

Several studies show that investment in energy efficiency of buildings not only **creates a high number of local jobs but also replenishes national budgets** as the return for each €1 of public money invested can be €5, in some cases within the same financial year. It is important that the economic benefits of energy efficiency are understood by the EU Ministers, particularly during the **negotiations on the Energy Efficiency Directive**.

Check out our website at [www.renovate-europe.eu](http://www.renovate-europe.eu) for more information and, if you have not already done so, **sign up as a supporter of our Campaign!**



Adrian Joyce,  
RENOVATE EUROPE, Campaign Director  
EuroACE, Secretary General

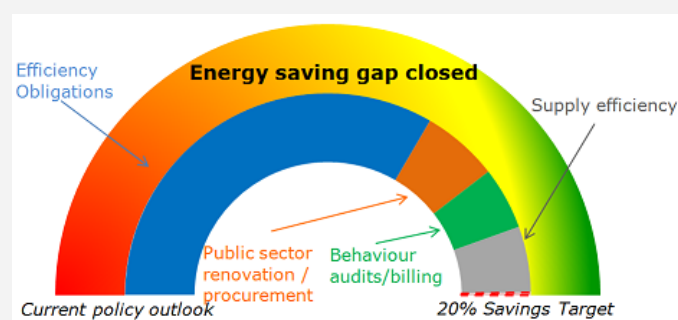
# Energy Efficiency Directive: *Economic and environmental opportunity*

Renovate Europe participants are highly concerned about the **lack of ambition demonstrated by the Council of Ministers** in the current negotiations on the Energy Efficiency Directive. Energy efficiency in buildings is a **highly profitable investment in terms of sustainable growth and job creation**, and has the undeniable potential to meet Europe's 2020 objectives and to kick-start Europe's economic recovery. Ministers must not miss this **huge economic and environmental opportunity** to tap into the energy saving potential of our buildings.

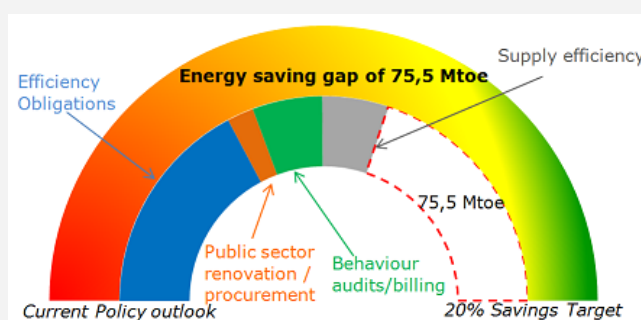
Energy used in buildings still represents 40% of all energy consumed in Europe. If the EU is to **live up to its commitment on energy savings of 20% improvement in energy efficiency by 2020**, we need to substantially raise the renovation rate of the EU's building stock. We know that with current technologies, including those made available by Renovate Europe participating contributors, it is **possible to save 80 to 90% of the energy needs of a building**. However, this ambitious but feasible goal will only be achievable if **strong provisions for buildings (the inclusion of National Renovation Roadmaps and a 3% annual renovation rate for all public buildings)** are anchored in the Energy Efficiency Directive to provide the **necessary market confidence**.

Unfortunately, the latest Danish Presidency proposal on the EED would **close only one third of the gap to Europe's 20% energy savings target for 2020**, as demonstrated by the Coalition for Energy Savings' Gapometer ([Source: http://energycoalition.eu/](http://energycoalition.eu/))

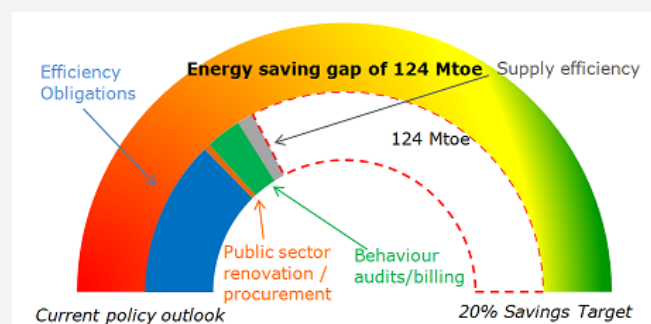
Commission proposal (22/06/2011):



EP energy committee vote (28/02/2012):



Provisional Council position (04/04/2012):



**Renovate Europe participants urge the EU Ministers to support strong provisions for buildings in the Energy Efficiency Directive, to ensure that this opportunity to achieve the EU's 2020 objectives and to boost growth and jobs in Europe is not missed.**

# Renovate Europe Campaigning

## The Energy Efficiency Directive

### NEEDS SOLID ARTICLES ON BUILDINGS:

## 3a & 4



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

Flyer prepared by the Renovate Europe Campaign calling for solid articles on buildings in the Energy Efficiency Directive.



## A successful Energy Efficiency Directive

### Article 3a (new) should contain:

- **A long term perspective** using 2050 roadmaps that will ensure commitment and planning from all actors including industry, financial institutions, real estate, architects, workers, installers, etc.
- **The 80% objective for the reduction of energy demand** of the EU building stock is a huge untapped potential we need to seize.
- **The incentive to start with buildings of highest potential** linked with the encouragement to go beyond the easiest energy efficiency measures, towards deeper renovations, creating more jobs in each renovation, and avoiding the lock-in effect where further substantial cost-effective energy savings are not achieved.

### Article 3a (new) and 4 together have the potential to

**Kick-start work** on our homes, offices, schools and hotels, to make them more comfortable and less wasteful for all of us.

**Create** hundreds of thousands of **local jobs**, in all corners of Europe, with the vast majority in SMEs.

**Boost** the commercial and residential **retrofit market**, creating a whole range of new and affordable products and services, to the benefit of all.

**Lower** Europe's primary energy consumption and limit dependence on imported energy.

**Decrease fuel poverty** - a growing concern in households all over Europe, as energy bills in some areas are now more expensive than rental or mortgage bills.

**Reach** our overall climate and energy targets more readily and quicker.

## needs solid Articles on buildings

### Article 4 should contain:

- **An 'exemplary' role for the public sector** renovating 3% of our public building stock may not sound so much, but it will encourage market actors to get organised, build synergies, and create economies of scale before tackling our private building stock.
- **An ambitious renovation rate** no lower than the proposed 3% per year - otherwise we simply cannot reach our 2020 and 2050 targets.
- **Flexibility for Member States to choose** and start with the buildings showing the worst performance and the highest improvement potential - this means no floor area threshold.
- **Requirement to ensure a high quality** and high level of improvement in renovations - we only have one opportunity to do it right in the normal renovation cycle of a building.

**Generate additional income** for public budgets through increased economic activity.

**Show the way to go** starting with public buildings.

**Free up public and private money** for other purposes that are more exciting and valuable to our citizens than their energy bills.

**Can we afford to continue to waste our taxes on heating and cooling public buildings when so much should be done on education, healthcare and innovation?**

**VOTE TO KEEP BOTH ARTICLES**

**STRONG IN THE DIRECTIVE!**

DOWNLOAD THE FLYER ON [www.renovate-europe.eu](http://www.renovate-europe.eu)



# Renovate Europe Campaigning



**RENOVATE EUROPE**

Deep Renovation of Buildings...  
**...High Returns on Investments**  
 ...Low Risk Policies

€ →  → €

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## Open Letter to Finance Ministers in the Member States of the EU

The energy efficient, deep renovation of buildings yields high macro-economic returns on investment. It effectively creates growth and jobs. The participants in the Renovate Europe Campaign therefore urge Finance Ministries to support strong provisions on buildings in the EU Energy Efficiency Directive.

Dear Ministers,

We write to you to let you know that **strong provisions on buildings** in the EU Energy Efficiency Directive is a real economic opportunity. **Good for business, good for competitiveness and growth, and good for job creation.** Energy efficiency lifts our economies from the heavy burden of energy dependency and, in addition to helping us to meet our common climate protection goals, enables public and private revenue to be invested in more valuable areas than energy wastage.

As a result, the building provisions in the **EU Energy Efficiency Directive** are supported by the broad coalition of leading companies and associations that make up the Renovate Europe Campaign. That Campaign calls for the deep renovation of the EU building stock in order to achieve an 80% reduction in its corresponding energy demand by 2050 as compared to 2005 levels.

The scale of the opportunity is huge: studies<sup>1</sup> from various countries show that for every €1 of public resources invested in energy efficiency of buildings, a resulting return on investment of €5 occurs, in some cases within just one year. Add to this the boost that extensive deep renovation of buildings gives to manufacturing, distribution and local jobs and you can see that investment in energy efficiency is a no-regret option.

We therefore call on Finance Ministries to grasp this investment opportunity by:

- Supporting strong provisions on buildings in the EU Energy Efficiency Directive, namely:
  - ▶ The **inclusion of National Renovation Roadmaps** for the whole building stock that invites Member States to design their own path towards the 2050 target of an 80% reduction in energy demand from the building stock. Such anticipatory and long-term planning is needed to boost investor, consumer and industry confidence.
  - ▶ Support a **3% annual renovation rate for all public buildings** that shows the way forward and enables the necessary learning that market actors must undertake.
- Supporting programmes for Energy Efficiency in Buildings in your country;

Deep energy renovation of buildings is **an investment that leads to high public revenues** and, with about 11% of the EU construction workforce currently unemployed, **a true stimulus package** that will aid economies by creating local, long-term jobs.

Yours faithfully,

**Renovate Europe Participating Contributors:**
























<sup>1</sup> Jülich Research Centre analysis of the German KW scheme and the SEAI Cost Benefit Analysis of the Irish Home Energy Savings Scheme, to mention just two.

**www.renovate-europe.eu**

DOWNLOAD THE OPEN LETTER ON [www.renovate-europe.eu](http://www.renovate-europe.eu)

# Renovate Europe Events

## *Knowledge-Building Workshop on the use of the Multi-Annual Financial Framework For Energy Efficient Investments in Buildings*

**22 March 2012  
Brussels**



On the 22<sup>nd</sup> March 2012, the Renovate Europe Campaign organised in Brussels a high-level Workshop on the use of the MFF for energy efficient investment in buildings. The Workshop formed part of a series of events on financing energy efficiency in buildings that will take place in 2012.

The Workshop was by invitation only and approximately **60 experts and stakeholders** attended to share their experiences and knowledge with the Campaign and, crucially, with each other. **A rich exchange of knowledge took place that has produced a series of Recommendations from the meeting** (to be issued online soon).

The Workshop clarified that although there are **challenges ahead**, there are also many **successful examples of financing instruments and partnership models** on which to build in the current and future funding periods. Key elements identified include the need to **understand investments in energy efficient renovations of buildings as an investment and not as a spending**, the need to maintain **technical assistance programmes** and the need to increasingly demonstrate the **benefits of investment in energy efficiency of buildings** in order to reinforce the probability of higher investments in the next funding period.

### **Workshop Documents**

#### **Agenda**

#### **Recommendations**

(to be issued online soon)

### **Workshop Powerpoint Presentations**

#### **Innovative Financing Needed for Europe's Buildings**

Paul Hodson, DG Energy, EC

#### **Funding Energy Performance Projects – Experiences from the Private Sector**

Adam McCarthy, Johnson Controls

#### **Energy Efficiency in Buildings: Combining New Financial Instruments with the MFF**

##### **– Example of JESSICA**

Frank Lee, EIB

#### **Technical Assistance Breaks Down Barriers – Success with ELENA**

Juan Alario, EIB

#### **Case Study – Partnership Model at Regional Level**

Jose Lopez, Julien Berthier, Région Ile-de-France

#### **Experience of Financing Energy Efficiency of Buildings in Germany**

Amelie D'Souza, KfW

**Download these documents and presentations on [www.renovate-europe.eu](http://www.renovate-europe.eu)**

# Renovate Europe new member

## Renovate Europe is delighted to welcome PlasticsEurope as a recent participant to join the Campaign



PlasticsEurope is one of the leading European trade associations with centres in Brussels, Frankfurt, London, Madrid, Milan and Paris. PlasticsEurope is networking with European and national plastics associations and has more than 100 member companies, producing over 90% of all polymers across the EU27 member states plus Norway, Switzerland, Croatia and Turkey. The European plastics industry makes a significant contribution to the welfare in Europe by enabling innovation, creating quality of life to citizens and facilitating resource efficiency and climate protection.

More than 1.6 million people are working in about 50.000 companies (mainly small and medium sized companies in the converting sector) to create a turnover in excess of 300 billion € per year. The plastics industry includes polymer producers - represented by PlasticsEurope, converters - represented by EuPC and machine manufacturers - represented by EUROMAP.



**Jean-Pierre De Grève participates in the Renovate Europe Steering Group meetings on behalf of PlasticsEurope, and is the main PlasticsEurope contact for the Renovate Europe Campaign.**



### Why did PlasticsEurope join the Renovate Europe Campaign?

A significant part of the plastics produced is intended for the Building and Construction sector, to be used for example as insulation, contributing to energy savings and greater energy efficiency. Typically, this is the case for polystyrene (for example rigid boards), polyurethane (for example foam) and PVC (for example window frames).

For years, PlasticsEurope has planned to develop a campaign highlighting the important contribution of plastics to climate protection and energy efficiency. PlasticsEurope thus welcomes that EuroACE had developed a similar approach to promote energy efficiency in buildings. Joining forces will strengthen the industry's message to stakeholders, benefitting the entire insulation and windows sector. PlasticsEurope has thus taken the decision to join the Renovate Europe campaign.



### How does PlasticsEurope intend to contribute to the success of the Renovate Europe Campaign?

PlasticsEurope intends to make full use of its pan-European network in order to:

- Convince partners of the importance of the campaign, inviting them to join it
- Work closely with the partners to develop an ambitious programme at European and national/ regional level
- Inform European and national authorities of the energy saving potential linked to deep renovation of the whole building stock. It is a priority to ensure climate protection and to reach the EU's energy efficiency objectives. PlasticsEurope has identified the need of setting up appropriate financial incentives at European, national and regional level to catalyse the implementation of the renovation programmes
- Collect data (business figures) showing the substantial return on investment linked to deep renovation aiming at energy savings, and the significant benefit for employment in Europe this carries



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

PlasticsEurope expects highly motivated partners who are prepared to allocate appropriate resources in order to develop an ambitious programme, based on a clear understanding of the potential return on investments.

In addition, the Renovate Europe campaign should be launched and implemented throughout the European Union, and not only among its institutions in Brussels. Such a launch should begin in Germany, France, Italy, Spain, UK and Poland, followed by the remaining Member States of the EU. The decisions regarding the support for deep renovation will be taken in the Member States; it is thus crucial to approach the local decision-makers.



# Renovate Europe new member

## Renovate Europe is delighted to welcome Glass for Europe as a recent participant to join the Campaign



**GLASS FOR EUROPE**  
Building, Automotive, Solar-Energy Glass

Glass for Europe is the trade association for Europe's manufacturers of building, automotive and solar-energy glass. Windows and façades for buildings, windscreens and windows for automotive and transport as well as glass covers, connectors and mirrors for solar-energy equipment are all derived from flat glass. Flat glass is also used for many other applications such as furniture, electronics, appliances, etc. Glass for Europe has four members: AGC Glass Europe, NSG-Group, Saint-Gobain Glass and Sisecam-Trakya Cam and works in association with Guardian. Altogether, these five companies represent 90% of Europe's flat glass production. Glass for Europe firmly believes that state-of-the-art glass can play a vital role in achieving the EU's energy saving targets and promotes ambitious mechanisms to support the market uptake of energy-efficient glass technologies.



**Bertrand Cazes is the Secretary General of Glass for Europe in Brussels. Bertrand participates in the Renovate Europe Steering Group meetings on behalf of Glass for Europe, and is the main Glass for Europe contact for the Renate Europe Campaign**



### Why did Glass for Europe join the Renovate Europe Campaign?

The countless economic, environmental and climate benefits of building renovation are not properly grasped by European decision makers. This is a major hurdle which prevents building renovation from being placed on the top of the political agenda. This situation is even more regrettable given that the deep renovation of all Europe's buildings by 2050 has the potential to fuel sustainable economic growth, and therefore to motivate our Society to work towards a common objective. The Renovate Europe Campaign, thanks to its variety of stakeholders, is the right forum to raise awareness about the benefits of deep renovation of buildings. The glass industry has already demonstrated that, if properly used, energy efficient glazing solutions could help Europe save up to 100 million tonnes of CO<sub>2</sub> annually. However, all stakeholders together in the Campaign, we are stronger to call for a tripling of renovation rates and ambitious renovation standards.



### How does Glass for Europe intend to contribute to the success of the Renovate Europe Campaign?

Glass for Europe is already very active in Brussels and uses all possible means to call on decision-makers to establish the right policy framework to improve the energy efficiency of buildings through deep renovation. For instance, Glass for Europe recently produced a video for policy-makers outlining the importance of deep renovation of buildings and the many benefits it entails. It will now link all its communication activities on building renovation with those of Renovate Europe to ensure coherence and multiply outreach effects. Beyond, its Brussels-based advocacy activities, Glass for Europe intends to activate all its glass and glazing industry network across Europe to relay the core messages of the Campaign.



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

Glass for Europe believes that the Renovate Europe Campaign has a critical role to play in shaping European debates on building renovation, energy policy and a solid economic recovery. In the current economic context, EU decision-makers are worried that high-level of ambitions on building renovation are too costly. The Renovate Europe Campaign must make it a priority to reverse this misconception and to prove, on the contrary, that investment in deep renovation of buildings is the most efficient policy option to get our economies out of the crisis. All evidence is there and they must now be communicated effectively to those who need to know. I am confident that the Renovate Europe Campaign will do just that!

# Renovate Europe new member

## Renovate Europe is delighted to welcome CELMA as the most recent participant to join the Campaign



**CELMA** is a Federation, representing 18 National Manufacturers Associations for Luminaires and Electrotechnical Components for Luminaires. CELMA member Associations represent about 1000 companies in the Luminaires and Electrotechnical Components for Luminaires industries in 13 European countries. These 1000 producers, which include a majority of small and medium-sized companies, directly employ 107 000 people and have a turnover of more than €15 billion annually. **CELMA**

acts as a Body of contact, co-ordination, representation and assistance for the National Associations, Federations and Organisations in the EU manufacturing of luminaires and electrotechnical components for the luminaires Industry. For more information about CELMA please visit [www.celma.org](http://www.celma.org).



**Stephanie Mittelham is the Managing Director of CELMA in Brussels. Stephanie will participate in the Renovate Europe Steering Group meetings on behalf of CELMA, and will be the main CELMA contact for the Renovate Europe Campaign.**



### Why did CELMA join the Renovate Europe Campaign?

CELMA decided to join the Renovate Europe Campaign because it is crucial that the European Union will put in place policy measures that encourage the deep renovation of our buildings. Deep renovation of our buildings will result in increased renovation rate of lighting installations which is really needed. Indeed, the lighting figures for EU -27 non-residential buildings show the urgency:

- 90% of the buildings were not designed according to current lighting standards
- 85% of existing buildings stock do not use intelligent lighting
- 75% of existing installations are older than 25 years
- Refurbishment rate of lighting installations is ~ 7% / year

An increased renovation rate of existing lighting installations will:

- Improve the 'quality of light' – providing it is embedded in the lighting system methodology approach developed by the European Lighting Industry. Application designed illumination with efficient luminaires using energy efficient light sources interacting with electronic lighting controls is the key for smart city lighting. Intelligent lighting systems measures which can save more than 40% of energy are exploited best when the lighting is properly designed, installed, operated and maintained in the best way.
- Contribute to the 20% energy saving targets of the European Union
- Enable maximum growth opportunities for the European lighting industry



### How does CELMA intend to contribute to the success of the Renovate Europe Campaign?

CELMA intends to contribute to the success of the Renovate Europe Campaign by providing active input from the lighting sector which is a key element of the buildings in Europe. Lighting consumes 20-25% of commercial buildings primary energy! CELMA will disseminate the Renovate Europe messages in their communication towards EU policy makers. Since CELMA is a Brussels based European Federation representing 18 national lighting associations with good contacts to national governments in 13 EU countries, we will also disseminate the Renovate Europe messages at national member state level.



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

As mentioned above, the expectations from the European lighting industry is that deep renovation of our buildings will result in increased renovation rate of lighting installations. To obtain that objective there are 3 battles to win:

- 1) An EU binding target on Energy Efficiency
- 2) Understandable financial and fiscal policies to overcome investments in renovation;
- 3) A legal instrument that enables policy makers to drive accelerated deep renovation of buildings.

The Renovate Europe campaign targets the first two battles and we believe you are very well respected and recognized in Brussels and so you really can make a difference.



# Renovate Europe online

## On Twitter

**noesisenergy** @noesisenergy 12 Mars  
watching (nice video) -> RT @RenovateEurope: Financing of #energyefficiency in existing buildings is possible - [youtu.be/YsYgoywntbQ](http://youtu.be/YsYgoywntbQ)

**Renovate Europe..Now** @RenovateEurope 7 Mars  
The Construction Sector Social Partners have launched an appeal that is in our direction: [bit.ly/ywXywy](http://bit.ly/ywXywy) Will they come onboard?

**Renovate Europe..Now** @RenovateEurope 29 Févr  
Great vote on the #energyefficiency directive yesterday. Check out the Greens video: [youtu.be/a4J1djG6qY](http://youtu.be/a4J1djG6qY)  
[Voir la vidéo](#)

**Renovate Europe..Now** @RenovateEurope 10 Févr  
Our latest participant speaks out on #energyefficiency of buildings: [bit.ly/zOIEVQ](http://bit.ly/zOIEVQ)

**Willy De Backer** 3@eintelligence 21 Janv  
Fossil fuels are sub-prime assets, Bank of England governor warned | @scoopit [bit.ly/xbBEbt](http://bit.ly/xbBEbt)  
Retweeted par Renovate Europe..Now

**Renovate Europe..Now** @RenovateEurope 12 Janv  
Financing issues in the #energyefficiency Directive are coming to the fore as the RE Camapign highlighted in Oct 2011: [bit.ly/yXdkQi](http://bit.ly/yXdkQi)

## Website Statistics

April 2011– April 2012

**Total Visits: 12 063**

Country/Territory	Visits	Pages/Visit	Avg. Visit Duration	% New Visits
1. Belgium	2,967	2.83	00:02:40	53.93%
2. United Kingdom	1,261	2.34	00:02:14	66.53%
3. Germany	805	2.78	00:02:21	67.20%
4. United States	746	2.95	00:03:47	41.02%
5. France	730	2.68	00:01:48	71.51%
6. Netherlands	712	2.04	00:01:19	79.35%
7. Spain	710	2.04	00:02:05	69.01%
8. Italy	403	2.30	00:01:53	75.68%
9. Denmark	329	2.64	00:02:15	75.68%
10. Romania	271	2.27	00:01:44	90.04%

<http://www.renovate-europe.eu>

## In the Media

**EuropeanVoice.com**

The Renovate Europe Campaign featured in the European Voice's Special Report on European Cities, published on 4th April.

### Feeling the heat

By Dave Keating - 04.04.2012 / 04:25 CET

*EuroACE has called for the adoption of a renovation road-map to encourage more energy-efficient renovation. "The potential of Europe's buildings has been neglected when it comes to economic growth," says Adrian Joyce, director of the Renovate Europe campaign. "But all the evidence shows the huge impact that deep renovation can have in Europe: up to 1.1 million direct new jobs, and savings of 32% in total primary energy."*



Renovate Europe launched a two-week campaign on Euractiv between 5 and 18th of March, as key debates about the Energy Efficiency Directive took place between the Member States and the Danish Presidency.



## Participating Contributors Events

### ***EuroACE at EUSEW***

**21 June 2012, Brussels**



**Test your understanding of energy efficiency in buildings at EuroACE's live polling event!**  
***EUSEW 2012: Energy Efficiency in Buildings – Quizzing the Stakeholders***

Are you aware of how much energy is spent in buildings, and how much could be saved? Join EuroACE, the European Alliance of Companies for Energy Efficiency in Buildings, in an interactive live polling session at the Charlemagne building during the EU Sustainable Energy Week (EUSEW) 2012. Aimed at **killing the myths that persist in the minds of stakeholders** around energy efficiency in buildings, this interactive conference will directly involve its **120 participants** through a series of questions, to which a selection of keynote speakers will provide answers in the shape of short presentations.

Further information about the event available on [www.euroace.org](http://www.euroace.org)

## Renovate Europe at Upcoming Events

**Irish Green  
Building  
Conference**

**25/04/2012  
Dublin, Ireland**

**Business Zoo**

**18/04/2012  
Antwerp, Belgium**

**Cogen Annual  
Conference**

**3-4/05/2012  
Brussels, Belgium**



**Eco-Innovation  
Conference**

**26/04/2012  
Amsterdam, The Netherlands**

**Energy Cities  
Conference**

**10/05/2012  
Guimares, Portugal**

### 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

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