Raising Industry Profile At A European Level
ECRC EU Communication Strategy

Russell Evans,
On behalf of
European Cool Roof Council
Objectives:

✔ Improve the visibility of the ECRC among relevant EU policy makers.

✔ Engage with EU policy makers to inform and promote capabilities of cool roofs in the mix of climate change mitigation solutions.

✔ Position cool roofs as a sector of importance to relevant EU policies.
Approach:

✓ Milestone approach to engage, educate & advise

✓ Support from EU experts to navigate & deliver
Key Milestones

Milestone Plan:

✓ Understand of the regulatory frameworks today
✓ Identifying key stakeholders
✓ Understanding the policy areas of interest
✓ Creating a message house for ECRC
✓ Engaging with key individuals to promote cool roof’s
Five areas identified:

- **Directive on Energy Performances in Buildings**
  One of the EU's main legislation when it comes to reducing the energy consumption of buildings. A review of the Directive will take place in 2016.

- **Energy Efficiency Directive**
  Establishing a set of binding measures to help the EU reach its energy efficiency target by 2020.

- **Heating and Cooling Strategy**
  A first step towards integrating heating and cooling into EU energy legislation.

- **Circular Economy Package**
  The new Circular Economy Package (CEP) was published by the European Commission on 2 December 2015.

- **Renewable Energy Directive**
  Developing an overall policy for the production and promotion of energy from renewable sources in the EU.
Stakeholder Mapping

EU

European Commission, Directorates General for Energy and Climate

European Parliament

Council of Ministers

European Parliament
✓ Clear message(s) that fit(s) with EU needs
✓ Identifying key benefits of cool roof solutions
✓ Explains how it will benefit EU citizens
✓ Quantifies benefit on the environment
✓ Emphasises benefit of certification programmes
✓ Raises general awareness
Our Messages Today

Cool Roofs
Part of the solution to help Europe in its fight against climate change as the technology contributes to staying under the two degree limit.

- Cool roofs significantly improve building energy efficiency
- Cool roofs allow for longer life time for materials
- Cool roofs represent the least cost investment to energy proof your house

Developing engaging messages
Raising profile of ECRC certification programme
Thank you for your attention!
http://coolroofcouncil.eu/
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