

Raising Industry Profile At A European Level ECRC EU Communication Strategy

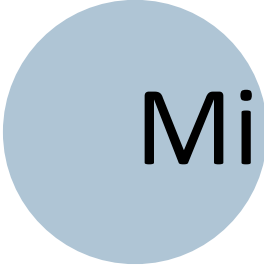
*Russell Evans,
On behalf of
European Cool Roof Council*



Objectives



The approach



Milestones & Stakeholders



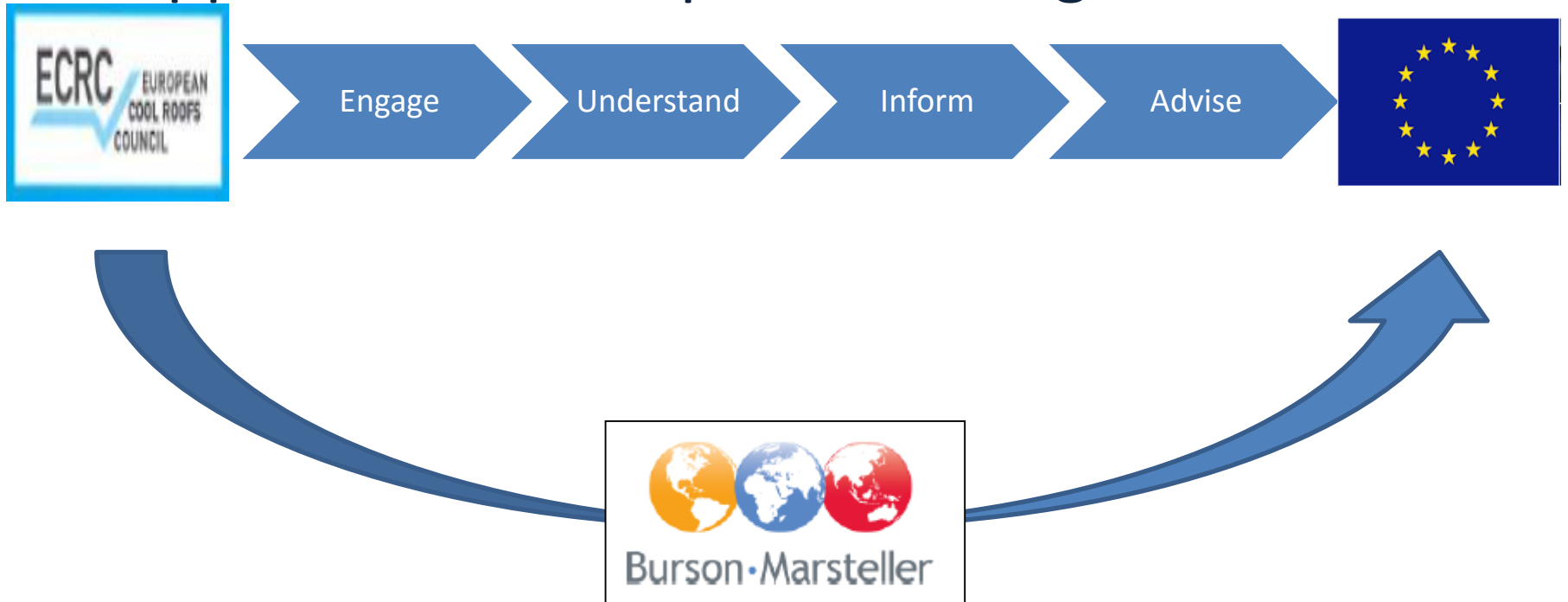
Policy Insights & Key Messages

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

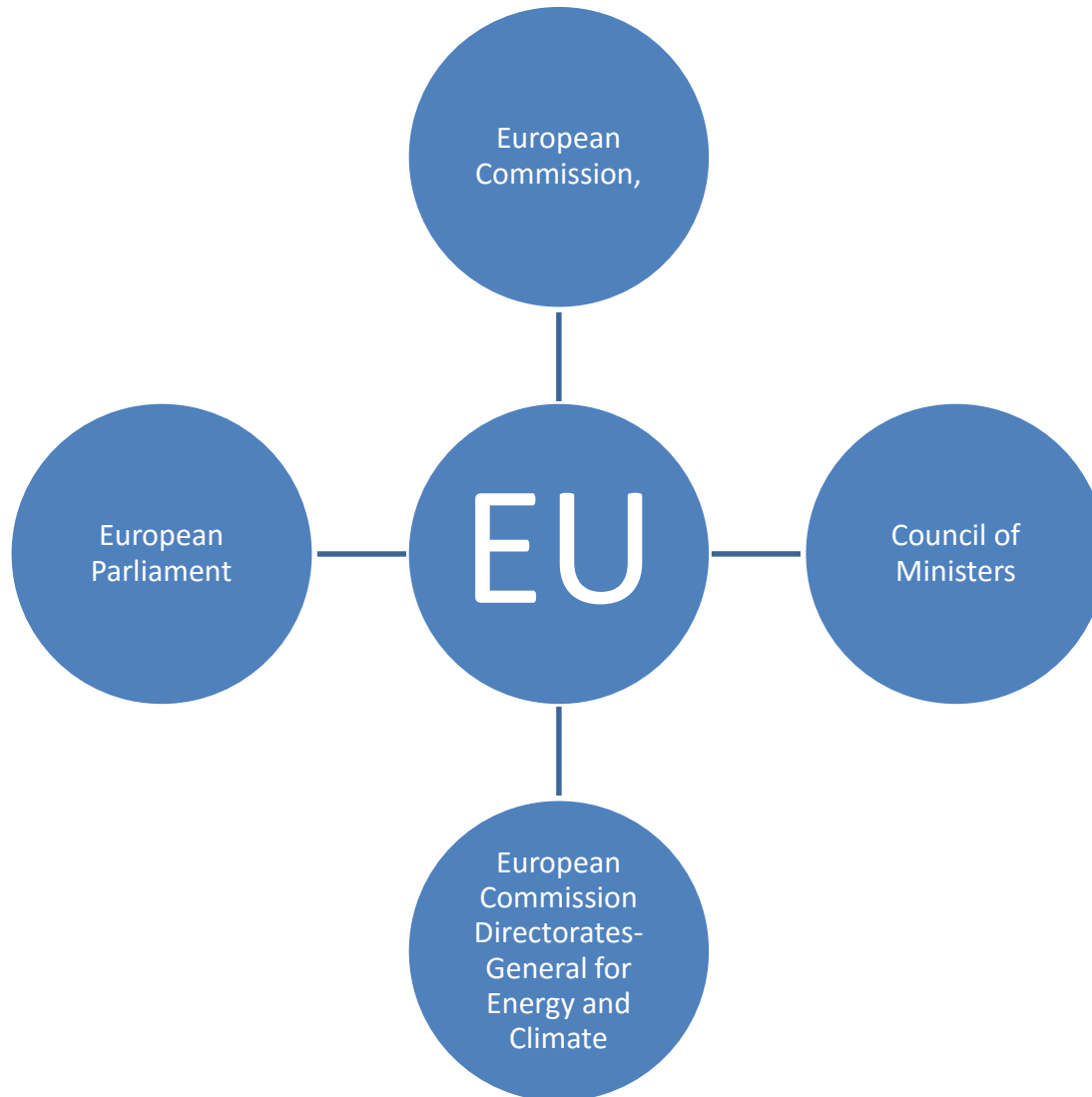


Milestone Plan:

- ✓ 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.



- ✓ 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

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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