



PRESS RELEASE

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Launch of the European Campaign for Smart-energy Buildings Take your energy back!

With the website going live on www.takeyourenergyback.eu, the European Campaign for Smart-energy Buildings, aiming at investing smartly in energy efficiency and renewable energy for the building sector, was launched. The campaign invites citizens, building owners, and public authorities to interact, get informed and act to create smart energy buildings. Based on the Obama presidential campaign, 'Smart-e Buildings' is unique since it uses social media to mobilise and empower people. The Intelligent Energy Europe Programme of the European Commission supports the campaign.

Smart-e buildings aims to exploit the huge energy-saving potential of the building sector. The sector currently represents 40% of the EU's energy consumption, which is even more than other energy intensive sectors such as transport sector. This massive untapped potential of the building sector to reduce energy consumption and CO₂ emissions needs to be exploited if Europe wants to meet its short and long term energy and climate goals, the 3x20% described in the [EU Climate and Energy Package](#)¹.

Reaching these objectives requires the involvement of all actors from legislators, to building professionals, to building owners. This is the reason why, local authorities networks and the European building, energy efficiency and renewables industries² have joined forces and created innovative communication tools to invite people to "take their energy back" for the sake of energy-efficient buildings. The campaign's webportal gives owners of both public and private buildings, public authorities and



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citizens access to targeted and practical information on the refurbishment and construction of energy-efficient buildings, thus enabling them to take action and invest smartly in their buildings.

Toolkits, a collection of good practices and RSS feeds from precious sources will be completed by information on Twitter, Facebook and LinkedIn. People will have the possibility to share knowledge by uploading their own good practices, starting discussions and showing support for the campaign. And to continue the Smart-e Buildings mobilisation campaign “offline”, a network of national and European Parliamentarians has been set up. Local authorities will be invited to spread the message and encourage investments in buildings via local campaigns. The mobilisation campaign will continue for at least two years and the website will stay live even afterwards.

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¹ In January 2008 the European Commission proposed binding legislation to implement the 20-20-20 targets. This ‘climate and energy package’ was agreed by the European Parliament and Council in December 2008 and became law in June 2009. The 3x20 targets are:

- Reduction in greenhouse gas emissions of at least 20% below 1990 levels,
- 20% of energy consumption to come from renewable resources,
- 20% reduction in primary energy use to be achieved by improving energy efficiency.

² The consortium consists of: EREC (European Renewable Energy Council), EuroACE (European Alliance of Companies for Energy Efficiency in Buildings), CEETB (Energy Efficiency Installers – Committee for the Construction Industry), FEDARENE (European Federation of Agencies and Regions for Energy and Environment), Energy Cities (Association of European local authorities inventing their energy future), Climate Alliance (Association of European local authorities committed to climate protection), ADEME (French Environment and Energy Management Agency), eclareon and Ketchum Pleon.



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