

Renovate today. Reshape tomorrow.



It's time to put renovation at the top of the agenda

The world turns and its people pass through, but our buildings remain. Resolute and dependable. They provide more than shelter; they see us through difficult times and stand fast as everything else rushes by. But faced with the increasingly obvious effects of climate change, and the fact that buildings account for 30% of global greenhouse gas emissions, the need for renovation has never been more urgent. Especially when you consider that more than 50% of today's buildings will still be in use in 2050³.

So what can we do with today's buildings that would make environmental and financial sense for the future?

One answer is to improve their insulation, which, according to the International Renewable Energy Agency (IRENA), is the most cost-effective way of mitigating climate change.

There are four ways that ROCKWOOL stone wool insulation can help create a sustainable urban environment that we can all live in and leave for generations to come...

"As urban populations continue growing with unprecedented speed, cities find themselves at the confluence of multiple pressures and challenges, particularly on energy consumption and climate impacts. Energy renovation of buildings can dramatically reduce both while positively affecting occupants' health and wellbeing."

Mirella Vitale
SVP, Marketing Communications & Public Affairs
ROCKWOOL Group



1. Insulation combats climate change

If we want to create a sustainable future we need a lasting solution. ROCKWOOL products can contribute to energy savings of up to 70% and dramatically lower carbon emissions. And the rock we use is one natural resource that isn't in short supply.

So what sort of legacy will you leave? Install ROCKWOOL stone wool insulation today and future generations will thank you. Because every year, the ROCKWOOL Group creates stone wool insulation that could save 155 million tonnes of CO₂ throughout its lifetime.

Buildings currently account for
30%
of the world's energy demands¹



2. Sustainable insulation creates a more sustainable future

The building sector produces
1/3
of all waste²



One third of the world's total waste... that is a lot of landfill. Fortunately, long-lasting ROCKWOOL stone wool insulation can be made from construction waste materials and can be recycled again and again without any drop in quality. So renovating with ROCKWOOL products not only reduces carbon emissions, it helps prevent unnecessary landfill too.

3. Better insulation improves health and quality of life

Insulating a building with ROCKWOOL products helps tackle energy poverty by reducing heating needs by up to 70%. This is important because children who live in cold buildings are more likely to have respiratory problems. ROCKWOOL stone wool insulation can also help to inhibit the formation of mould and fungus, improving air quality and helping to further reduce breathing problems and lower healthcare costs for vulnerable groups.



One dollar spent on renovation can cut healthcare costs by

42 CENTS⁴

4. Improving insulation improves urban safety and comfort

More than

50%

of today's buildings will still be in use in 2050



Urban populations have skyrocketed in the last 50 years, creating much more densely populated living conditions. Renovating with ROCKWOOL products offers greater fire resilience and soundproofing performance than competitors – both vital for urban citizens to continue to live in safety and comfort in ever-denser cities.

Laying the foundations for a greener future

Granite. Marble. Limestone. The world's great cities grew from materials dug out of the earth. These materials have looked after us through some tough times, but now we face the biggest challenge of all – climate change.

It seems appropriate then that the material best suited to helping our buildings slow climate change is also dug from the earth. ROCKWOOL products are of course made from rock. And it's with this simple, abundant material that we will reshape tomorrow by reducing demand for energy, reducing carbon emissions by up to 70%, improving safety, acoustics, health and quality of life, in a sustainable way.



¹ IEA World Energy Outlook 2017

² European Commission (DG ENV) (2011): 'Management of CDW (Construction and Demolition Waste) in the EU': http://ec.europa.eu/environment/waste/pdf/2011_CDW_Report.pdf

³ IEA (2013) Transition to Sustainable Buildings – strategies and opportunities to 2050

⁴ Vermont Weatherization Program, 2007



There's a ROCKWOOL solution for every renovation problem.

Visit www.rockwool.com/renovatetoday to learn more about our stone wool insulation products and to use our renovation tool to help visualize your project.

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