

Brussels, 19th August 2015

Subject: State of the Union Address - Brussels, 9th September 2015

Dear President Juncker,

I await with interest your **State of the Union address, scheduled for the 9th September 2015**, as listening in on the address has become a highlight of my annual calendar.

I believe that it is fair to deduct from the priorities you have set for the current European Commission that among the central points in your speech will be the topic of **economic recovery and jobs** and that reference to **the EU Energy Union Framework** will also feature. The address gives you a chance to reach out to the hearts of millions of EU citizens, all seriously affected by low job prospects, especially the young. A good opportunity therefore arises to demonstrate the relevance of the EU to its citizens and I would like to suggest a sector that deserves to be singled out in your speech.

The sector that I am referring to is **energy efficiency in buildings**.

With other stakeholders in the sector, we have identified that the **roll-out of ambitious energy efficient renovation of buildings holds huge job creation potential¹**, the vast majority of which will be local, direct jobs. In addition, **the savings that can be achieved will dramatically reduce energy demand in the EU** and thus reduce our reliance on expensive energy imports² – an issue of central concern in the EU Energy Union Framework. Estimates of the number of jobs that would be created vary but a conservative estimate puts **the number at nearly 2 million direct jobs by 2020** and estimates of the volume of **potential energy savings range up to 32% of all energy currently consumed in the EU**.

I therefore suggest that specifically highlighting this potential during your speech would send a positive signal to both policy makers and the general public, as you will be identifying a **specific sector with large growth potential that can quickly stimulate economic activity and deliver huge multiple benefits at the same time³**.

To ensure that the potential tied up in our buildings is better known, EuroACE initiated **the Renovate Europe Campaign** in 2011 and it is in the capacity of Director of that Campaign that I am writing to you today. It is an industry-led political communications campaign that has 37 active partners striving to **achieve the ambition of reducing the energy demand of the existing building stock in the EU by 80% by 2050 as compared to 2005 levels**. Among our partners we have 14 national partners from 11 Member States, demonstrating the appeal of our work. The Campaign has quantified the economic benefits and job creation potential of pursuing ambitious renovation strategies and they are truly impressive.

Should this suggestion appeal to you, I would be delighted to give you, or your Cabinet, further details.

With sincere regards,

A handwritten signature in black ink, appearing to read 'Adrian Joyce'.

Adrian Joyce
Campaign Director

¹ Copenhagen Economics. (2015). *The role of building renovation in the EU investment strategy*. Copenhagen: Renovate Europe. (<http://bit.ly/1HUEPgJ>)

² See the Renovate Europe video on European Energy Dependence Day bit.ly/1fPuv8z

³ International Energy Agency. (2014). *Capturing the multiple benefits of Energy Efficiency*. Paris: OECD/IEA.

Additional information about the Renovate Europe Campaign

The Renovate Europe Campaign (REC) is a political communications campaign that was established in 2011. It brings together companies and associations that are convinced of the huge benefits to the EU economy and society of reducing the energy demand of existing buildings. In fact its objectives are to:

1. Reduce the energy demand of the EU building stock by 80% by 2050 as compared to 2005
2. Increase the rate of renovation in the EU from the current level of about 1% to reach 3% by 2020 and maintain that rate until 2050
3. Encourage the formulation and implementation of an effective long-term policy and legal framework for the achievement of the headline objectives of the REC

There are currently (August 2015) 37 partner companies and associations actively engaged in the work of the REC. These include 14 national partners from 11 Member States.

Since its inception, the REC has been active in building knowledge and awareness of the potential of the existing building stock in the EU to significantly contribute to the economic, social and environmental challenges facing the EU. It is also vocal on demonstrating that the sector can also contribute meaningfully, in the short-, medium- and long-term to securing our energy future through a sizable reduction in overall energy demand across the EU.

Partners of the Campaign (August 2015) are:





EUROPEAN COMMISSION
Office of the President Mr Jean-Claude Juncker

Acting Head of Cabinet

24 08. 2015

Brussels,
JUNCKER (2015)3457207

Dear Mr Joyce,

Thank you for your letter which President Juncker read with interest.

We appreciate the interest you have expressed in the implementation of the priorities of this Commission. The establishment of an Energy Union is one of such priorities.

Mr Telmo Baltazar (tel. +32.2.298.13.84 / email: telmo.baltazar@ec.europa.eu) is at your disposal in the Cabinet of President Juncker to provide you with further information on the activities of the Commission in the implementation of the Energy Union.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Luc Tholoni'.

Luc Tholoni

Mr Adrian Joyce
Campaign Director
Renovate Europe

Email: info@renovate-europe.eu

Mail: European Commission - Office : BERL 13/117 - 1049 Brussels - Belgium
Address: rue de la Loi / Wetstraat 200, 1040 Bruxelles / Brussel
Tel. +32-2-298.80.08 - eMail: Luc.Tholoni@ec.europa.eu