

Brussels
13th January 2014
VERSION 3

RENOVATE EUROPE CHARTER

Establishing the Campaign Objectives, Governance Structure and Membership Categories

Whereas the Renovate Europe Campaign is an initiative of EuroACE, the European Alliance of Companies for Energy Efficiency in Buildings and all EuroACE members are contributing to the Renovate Europe Campaign;

Whereas it has been decided that the Renovate Europe Campaign should be open, subject to certain rules and criteria, to the involvement of companies, associations and relevant stakeholders from outside EuroACE;

Whereas it is necessary to ensure that all contributing partners in the Renovate Europe Campaign are actively engaging in the achievement of the ambition and objectives of the Campaign and must therefore have a voice in the governance of the Renovate Europe Campaign;

Whereas it is recognised that certain organisations and individual personalities have the expertise, network or influence to actively support the Renovate Europe Campaign ambition and objectives without the means to contribute financially, such partners will be known collectively as supporting partners;

Whereas all partners recognize the great urgency in working for the achievement of the ambition and objectives of the Renovate Europe Campaign and are ready to formally agree to the statement of objectives;

Whereas the European Union and its Institutions have started to move towards the objectives of the Renovate Europe Campaign, although at much too slow a pace;

Whereas the contributing partners of the Renovate Europe Campaign recognise the opportunities offered by the shift in European Union thinking as demonstrated by the adoption of several relevant Roadmaps¹ that have 2050 as their horizon;

Whereas the contributing partners agree that the Renovate Europe Campaign must take account of the current EU Legislation in the field, both adopted and in the process of being adopted;

Now it is hereby agreed that:

1. The Renovate Europe Campaign is a political communications campaign initiated by the members of EuroACE that will work to open up the needed political space in Brussels and to the adoption of policies and legislation that will provide a long-term, stable framework for the

¹ The Low-Carbon Economy 2050 Roadmap, the Resource Efficiency 2050 Roadmap and the Energy 2050 Roadmap



achievement of the ambition and objectives of the Campaign as set out in Appendix 1. Involvement in the Campaign is open to companies, associations and stakeholders on payment of an agreed fee as set out in Appendix 2. Supporting partners of the Campaign as identified in Appendix 2, are not required to pay a joining fee.

2. A governance structure that takes account of the diverse character of the Contributing Partners and Supporting Partners will be established and maintained throughout the life of the Campaign. This governance structure is conceived for the period during which the Campaign will be acting principally at the EU level. It will be periodically reviewed as the Campaign develops in size and influence and must be formally reviewed when the Campaign moves to the multi-national level.
3. The Renovate Europe Campaign is to be entirely funded by the financial contributions made by the contributing partners, which includes a specific amount contributed by each and every EuroACE member. Its actions in any one year must be conceived and executed such that their cost does not result in a deficit as related to income for that year. Any amounts carried over must be allocated towards the actions of the Campaign in the following or subsequent years. The amount of contribution per year is fixed by category of contributing participant as set out in Appendix 2 and will be reviewed every three years (next review in 2014).
4. Notwithstanding paragraph 3 above, should a specific opportunity arise to receive additional funds for the Campaign, the Steering Group will evaluate the opportunity and decide whether or not to accept the additional funds. In addition, should the need to undertake an additional specific action not included in the Work Plan arise, then the Steering Group will invite all contributing participants and members of EuroACE to pay an additional sum that will cover the identified additional action.
5. A Renovate Europe Day will be held once per year in on a date that will take into consideration potential synergies with other events. During the Renovate Europe Day, a series of linked events will be organised. The theme for each Renovate Europe Day will be decided by the Steering Group and will be directly relevant to the achievement of the objectives of the Campaign.
6. The Work Plan and proposed Budget for the actions of the Renovate Europe Campaign in each year must be agreed with the Board of Directors of EuroACE.
7. The initial aim of the Renovate Europe Campaign is to run until at least the end of 2016. Before June 2014, the Steering Group will evaluate the success of the Campaign up to that date and will, more importantly, evaluate the need for the Campaign to be extended and will prepare reasoned recommendations on whether or not to extend the Campaign for a further period of five years. In the event that the Campaign continues, a similar evaluation will be carried at the end of each five year period.

End

APPENDIX 1

Statement of the Ambition and Objectives of the Renovate Europe Campaign

The Renovate Europe Campaign is a political communications campaign with the ambition to reduce the energy demand of the EU building stock by 80% by 2050 compared to 2005 levels through legislation and ambitious renovation programmes. To reach this achievable ambition, the REC has three key, linked objectives to which all Contributing Partners and Supporting Partners formally agree to promote. They are:

Objective 1

Increase the average renovation rate in the EU from the current rate of about 1% to 3% per year before 2020 and maintain that rate over time.

Objective 2

Ensure that all renovations are deep renovations²

Objective 3

Drive the formulation and implementation of an effective policy and legal framework to ensure that the REC 2050 ambition is met.

The Contributing Partners and Supporting Partners are convinced that the EU will not achieve its long-term energy and climate goals unless the Ambition and Objectives of this Campaign are achieved and they declare themselves ready to do all in their power to achieve the REC Ambition and Objectives.

² To achieve a deep renovation of the EU building stock, individual projects may be either deep or staged deep renovations. Staged deep renovation means the *deep renovation* of a building that takes place in a series of planned stages, whereby the costs of undertaking a particular stage does not preclude or increase the costs of carrying out subsequent stages.

APPENDIX 2

Categories of Contributing and Supporting Partners, Annual Financial Contributions and Roles

The Renovate Europe Campaign was initiated by EuroACE and it is the founding body of the Campaign. All of its Contributing Partners contribute to the financing of the Campaign through their membership fee of the Campaign.

The Renovate Europe Campaign is open to all interested companies, associations and stakeholders that are ready to contribute to the success of the Campaign. In return, such contributing partners will have an entitlement to a seat on the Steering Group of the Campaign. Should the number of persons on the Steering Group become too great for it to be effectively and efficiently managed, an alternative proposal for the structuring of the Steering Group will be worked out by the Campaign Director and proposed to the Steering Group for adoption.

The Renovate Europe Campaign is also open to be supported by high level personalities (to be known as Patrons). Patrons are not required to make a financial contribution to the running of the Campaign but may be called on to undertake specific supportive actions during the life of the Campaign.

The full range of categories of participants in the Renovate Europe Campaign is therefore as follows:

Super Category	Category	Sub-Category	Annual Contribution (€)	Comments
EU Contributing Partners	EuroACE Members	-	10,500	This is the allocation from each members annual subscription that is earmarked for the Campaign
	Companies, not members of EuroACE	Manufacturing, construction and services	25,000	Includes the full supply and management chain of the construction sector and others such as Banks
		SME's (<500 employees)	5,000	There are a potentially high number of such companies, thus justifying a reduced contribution
	Associations	Trade	15,000	Here we mean associations with industrial and/or business members whether or not they are individual companies or associations
		Professional	5,000	Here we mean associations of national associations, regardless of the sector
	Stakeholders	Financial	25,000	This would include Banks, insurance companies etc.
		Consumers	5,000	This could be general consumer groups or associations of owners, developers etc.
	EU Supporting Partners	Supporters	Patrons	No financial contribution
NGOs			No financial contribution	Here we mean those for whom renovation of the EU building stock is a key objective
Networks			No financial contribution	Here we mean networks whose members are representative of a target audience for the REC messages (e.g. Energy Cities)
Research Groups			No financial contribution	Here we could have organisations like the BPIE, eceee etc.
National Contributing Partners	-	Could be any of categories in EU Contributing Partner, but whose actions are restricted to a national level	1,000	This is a category where, although acting nationally, the organisation wishes to be part of the REC at EU level
National Supporting Partners	-	Organisations and companies that are active on renovations and with whom the REC has engaged	No financial contribution	Here we mean groups like DENEFF, Spaar Het Klimaat, CLER, etc...



Role of each Category:

Given the heterogeneous listing of potential participants in the Renovate Europe Campaign, it is suggested that each category could be considered to have a differentiated role in the work of the Campaign as follows:

EuroACE Members

The Campaign Director is also the Secretary General of EuroACE and will be the Chair of the Steering Group.

Any EuroACE member can suggest a subject or issue for the establishment of a Task Force.

Companies

Companies will be the power house of the Renovate Europe Campaign and will be involved in both the Steering Group and in any Taskforces that are set up.

Any participating company can suggest a subject or issue for the establishment of a Taskforce.

Associations

Associations will be key actors in that they have significant reach and can potentially greatly assist in the dissemination of the Renovate Europe Campaign both at EU and national levels.

Any participating association can suggest a subject or issue for the establishment of a Taskforce.

Supporting Partners

These are non-paying participants in the Campaign whose involvement is desirable either because they are highly placed personalities or important networks who, by virtue of their field of activity can promote the objectives of the Campaign.

Supporting Partners are kept informed of the actions of the Campaign and can attend all events organised by the Campaign and participate in its Taskforces, but are not directly involved in the running of the Campaign or in any of its constituent bodies.

End of Appendices