

About the campaign

Launched in 2011, the Renovate Europe Campaign is an initiative of EuroACE, the European Alliance of Companies for Energy Efficiency in Buildings.

Its headline ambition is to reduce the energy demand of the EU building stock by 80% by 2050 as compared to 2005 levels.



Target the energy efficient renovation of your building stock in a Multi-Fund Operational Programme



Ensure the highest possible leverage effect by designing Multi-Fund Operational Programmes for deep energy renovation

EuroACE
THE EUROPEAN ALLIANCE OF COMPANIES FOR ENERGY EFFICIENCY IN BUILDINGS



PlasticsEurope
Association of Plastic Manufacturers



EASTMAN



PHILIPS



STRUCTURAL FUNDS

Can you spot the difference?



2007-2013



2014-2020

Make sure the difference is visible in YOUR Region and Member State

Invest in a revenue-generating activity!

In a period of economic crisis when money is not readily available, the European Regional Development Fund (ERDF), Cohesion Fund and European Social Fund represent a **golden opportunity** to access financing. Make sure you invest these Funds in sectors of huge potential, which will trigger private investment and generate

high returns. **The energy efficient renovation of buildings** represents a sector with a **high economic potential** that remains largely untapped because of a lack of upfront financing. Do not miss this opportunity to **bridge the gap between potential and actual investment!**

Focus on achieving multiple tangible benefits!

The Structural Funds must stimulate growth, reduce regional disparities and deliver tangible benefits to its citizens. The **energy efficient deep renovation of buildings** represents an ideal opportunity in the upcoming Funding Period given the **wide ranging tangible benefits this can deliver for Europe's regions:**



Economic Benefits: A revenue-generating activity which creates local non-exportable jobs and has a positive impact on public finances through reduced energy costs.



Social Benefits: A significant contribution to boost urban renewal in disaffected areas and to reduce fuel poverty.



Health Benefits: An effective way of improving indoor climate and thereby reducing hospitalisations.



Environmental Benefits: A cost-effective means of reducing air pollution and CO₂ emissions.



Political Benefits: An efficient strategy for getting your country back on track to meeting its 2020 climate, energy and growth objectives.

Support national implementation already underway!

The EU has imposed several obligations on Member States in the field of energy efficiency in buildings:

→ Under the recently adopted **Energy Efficiency Directive**, Member States must draw up National Renovation Roadmaps to 2050 to stimulate investment.

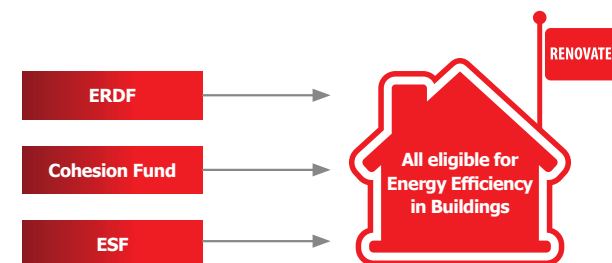
→ According to the 2010 **Energy Performance of Buildings Directive**, every new building from 2020 onwards must be built to Nearly Zero Energy Building standards – this will require a significant upskilling of the construction labour force, a sector which is currently heavily suffering from the economic crisis.

Key differences from the Last Funding Period

Funding for the energy efficient renovation of buildings now available in three Funds: ERDF, Cohesion Fund, European Social Fund

To maximize project impact on the ground and to achieve better integrated development, Member States are encouraged to combine various Funds into **"Multi-Fund" Operational Programmes** for the next funding period. Energy efficiency in buildings (both public and private) is upheld as

a funding opportunity in several Funds: ERDF (minimum percentages mandated), the Cohesion Fund (where public and private housing are fully eligible) and the European Social Fund (supporting the upskilling of the labour force for green jobs).



Allocation of funding for energy efficiency in buildings drastically increased

The **quantity of money allocated for energy efficiency** in these European Structural and Investment Funds is expected to **more than double from the last funding period**. Indeed, the 4% maximum limit for investment in energy efficiency in residential buildings from the last ERDF funding period has been replaced by **an obligatory minimum percentage** to be invested in sustainable energy, including energy efficiency, in the upcoming funding period (from

a minimum of 12% for less developed regions to at least 20% for more developed regions). The funding opportunities for energy efficient building renovations have been further increased in the next funding period by opening the Cohesion Fund to both public and private housing (a sector previously excluded for this fund), and the European Social Fund will continue to encourage the training of Energy Efficiency Experts.

Buildings highlighted in Thematic Objectives

Buildings are at the heart of the EU's strategy to achieving smart, sustainable and inclusive growth by 2020. The EU has consistently recognized that investing in the energy efficient renovation of the EU building stock is a win-win-win solution: for our businesses, for our households, and for our children. As a result,

energy efficiency and the transition to a low-carbon economy feature as a core Thematic Objective for the upcoming Funding Period, along which the Partnership Agreements and Operational Programmes must be aligned.