



Deutsche Umwelthilfe
Environmental Action Germany

Sustainable retrofitting

How to strengthen insulation materials made from renewable resources?

natureplus e.V. – annual general assembly

Berlin, 8th of May 2017

Environmental Action Germany (DUH)

- founded 1975
- NGO to protect the environment and consumers
- Focus: preservation of nature, transport, recycling, energy efficiency & renewable energies
- about 90 employees
- Offices: Radolfzell, **Berlin**, Hannover, Köthen, Erfurt, Wolgast

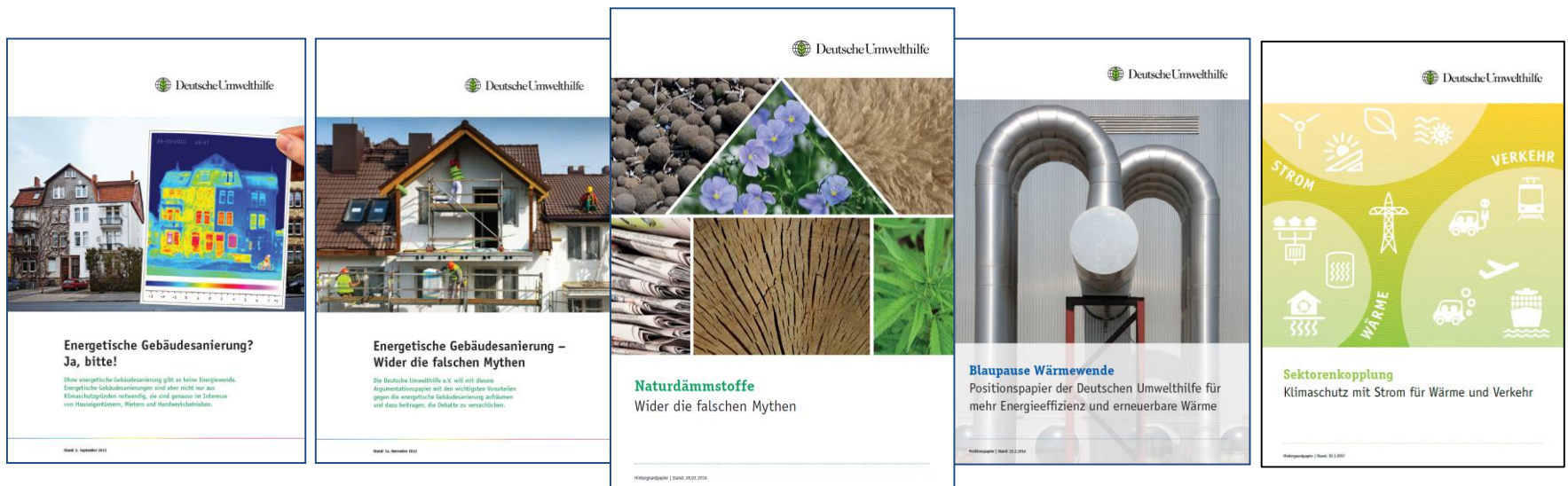
Enhancing efficiency and renewables in the buildings sector

Targets:

- Carbon-neutral building stock by 2050:
→ Overcome stagnation and increase building renovation rate and quality

Our work:

- Change of image in the public and media debate
- Dialogue on possible instruments and the suitable mix of instruments



Barriers for natural insulation materials

Information deficit

- Poor level of knowledge, circulating reservations & myths
- Lack of consultation
- Lack of willingness to use alternative materials (builders, craftsmen, architects)

Legal framework

- Building law
- Lack of proper state funding programs

Economic barriers

- Higher costs than conventional insulation options (except few examples)
- Low oil and gas prices for heating

Need for action

- **Nationwide funding program** for natural insulation materials
- **Qualification** of energy consultants, craftsmen, architects etc.
- **Extend consultation** with regard to ecological building insulation
- **Information campaigns:** Increase the knowledge of consumers about the benefits of natural insulation materials
- Check and adapt **legal requirements** considering barriers
- Promote **research** of life-cycle analyses and disposal/recycling of insulation materials
- **Role model function** of governmental bodies

„ Reinforcement of insulation materials made from renewable resources in the insulation market“

- Duration: December 2016 – November 2019
- Funded by Federal Ministry of Food and Agriculture (project executing organisation: FNR)

Main targets:

- Gaining **additional market shares** of insulation materials made from renewable resources
- **Identify barriers & develop proposals for solution**
- Communicate outcomes and insights to **political stakeholders** and multipliers

Approach

- **Knowledge transfer** and production of information considering the environmental impacts of insulation materials based on renewable resources (LCA)
- **Discussion** on market conditions, barriers and legal framework
- **Symposiums** for broader integration in political debate
- **Press- and public relation activities** as well as lobbying
- **Background paper** with recommendations on need for action

„Climate protection is moving in“

- Duration: March 2017 – February 2020
- Project funded by Ministry for the Environment, Nature Conversation, Building and Nuclear Safety, National Climate Initiative

Main targets:

- **Increase of transparency and acceptability of insulation materials – specially natural insulation materials** – in the works of house owners, stakeholders who are consulting and conducting insulation and multipliers
- Indirect contribution to **increased energy efficiency** measures related to building shell
- Emphasis on sustainability of insulation materials should further **reduce carbon dioxide emissions in production phase**

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Environment, Nature Conservation,
Building and Nuclear Safety



Approach

In order to reach the goals set, the following measures and formats of communication will be taken:

- **Actor forum** for connecting natural insulation producers and stakeholders
- **Pilot projects with regional actors**, to integrate the topic of sustainable insulation in different regions and connect experiences made to the national level
- **Regional conferences** to spread the word of „best practices“
- **Field test „insulation materials“** to address barriers and common reservations of consumers in practice
- **Online-based decision-matrix** gives consumers an informative and playful access to possible insulation options
- **Booklets** for broader spread of the project-results and recommendations
- **Website and dialogue-marketing** offer consumers access to information and consultation

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Anticipated outcomes of both projects

- Reduction of carbon dioxide through additionally motivated measures of energetic renovation
- Further reduction of carbon dioxide through the increased demand of natural insulation materials
- Stronger political emphasis on the whole life-cycle
 - Taking into account the amount of energy and resources needed in the production phase and at the end of life as well
- Indirect contribution to reach the energy efficiency and climate goals

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Thank you for your attention!

Contact

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