

# MEDIA ADVISORY

## April 27, 2009, 10-11 a.m. (C.E.T.)

### World Business Council for Sustainable Development Releases Most Comprehensive 'Energy Efficiency in Buildings' Research to Date Launch at Alliance to Save Energy's 'Energy Efficiency Global Forum' Palais des Congrès, Paris, France

**WHAT:** A new multi-year [Energy Efficiency in Buildings](#) (EEB) study analyzes how different strategies and incentives may dramatically reduce the energy and greenhouse gas levels of buildings to a range needed to control climate change. The model, using the most concrete engineering and market-based research to date, allows government and business leaders to assess the impact of different policy options into the mid-21<sup>st</sup> Century. It is the world's largest and most comprehensive research project of its type, examining data from residential and commercial buildings in the US, EU, Japan, China, and Brazil.

The report makes recommendations, sets out a roadmap to significantly cut energy use in new and existing buildings, and demonstrates why slashing the energy footprint of buildings is both essential and possible.

**WHY:** Energy efficiency accounts for more than half the potential to bring CO2 emissions to the required levels by 2050. With buildings responsible for about 40 percent of the world's current CO2 emissions, the need to upgrade building efficiency simply cannot be ignored or left to chance.

**WHO:** The EEB study was funded by the [World Business Council for Sustainable Development](#), a global association of some 200 major companies committed to sustainable development.

Fourteen global companies directly participated in the EEB initiative, with [United Technologies Corporation](#) and [Lafarge](#) co-chairing the project. The additional companies are [Actelios](#), [ArcelorMittal](#), [Bosch](#), [CEMEX](#), [DuPont](#), [EDF Group](#), [GDF SUEZ](#), [Kansai Electric Power Company](#), [Philips](#), [Skanska](#), [Sonae Sierra](#), and [Tokyo Electric Power Company \(TEPCO\)](#).

#### **SPEAKERS:**

- WBCSD President Björn Stigson
- Alliance to Save Energy President Kateri Callahan
- UTC Chairman and EEB Co-Chair George David
- Lafarge CEO and EEB Co-Chair Bruno Lafont

#### **WHEN/WHERE:**

Monday, April 27, 2009, 10am to 11am Central European Time, at the Alliance to Save Energy's EE Global international forum and exposition.

Palais des Congrès de Paris; Room 242B  
2, place de la Porte Maillot, 75017 Paris, France

**ADDITIONAL INFORMATION:** Background on the World Business Council for Sustainable Development, the EEB initiative and the previous report are available now at [www.wbcسد.org](http://www.wbcسد.org) and related [Energy Efficiency in Building](#) pages. The new study will be posted on that site in conjunction with the launch.

Further information on the [EEGlobal Forum](#) is also available online. The international conference and exposition is organized by the [Alliance to Save Energy](#), a coalition of prominent business, government, environmental, and consumer leaders who promote the efficient and clean use of energy worldwide to benefit consumers, the environment, economy, and national security.

#### **MEDIA CONTACTS:**

[Ronnie Kweller](#): +1202-530-2203 ([Alliance](#))  
[Steve Hirsh](#): +1-202-337-0808 (WBCSD, U.S.)

[Kristina Crowe](#): +44-(0)207-257-9821 ([WBCSD](#) London)  
[Anne Roppe](#): +33 (0) 6 11 51 11 59 (WBCSD, Paris)

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