

**PRESS RELEASE**

**Brussels, May 24<sup>th</sup>, 2011**

**Launch of the European Campaign for Smart-Energy Buildings**

**[www.take your energy back.eu!](http://www.takeyourenergyback.eu)**

With the website [www.takeyourenergyback.eu](http://www.takeyourenergyback.eu) going live today, the European Campaign 'Smart-e Buildings' is launched. It aims at mobilising 2 mio. Europeans for smart investments in energy efficiency and renewable energy for the building sector. This large-scale communication campaign invites citizens, building owners, and public authorities to get informed and to (inter)act for smart energy buildings.

Smart-e buildings aims to exploit the huge energy-savings potential of the building sector. The sector currently represents 40% of the EU's energy consumption. The massive untapped potential to reduce energy consumption and CO<sub>2</sub> emissions needs to be exploited if Europe wants to meet its short and long term energy and climate goals, the 3x20% described in the [EU Climate and Energy Package](#)<sup>i</sup>.

Reaching these objectives requires the involvement of all actors from legislators, to building professionals, to building owners. This is the reason why Energy Cities, together with other local authorities networks and the European building, energy efficiency and renewable industries<sup>ii</sup> has joined forces and set up innovative communication tools to invite people to "take their energy back" for the sake of energy-efficient buildings. The campaign's webportal gives owners of both public and private buildings, public authorities and citizens, access to targeted and practical information on the refurbishment and construction of energy-efficient buildings, thus enabling them to take action and invest smartly in their buildings.

Toolkits, a collection of good practices and RSS feeds from precious sources will be completed by information on Twitter, Facebook and LinkedIn. People will have the possibility to share knowledge by uploading their own good practices, starting discussions and showing support for the campaign. And to continue the Smart-e Buildings mobilisation campaign "offline", a network of national and European Parliamentarians has been set up. Local authorities having signed the [Covenant of Mayors](#) will be invited to spread the message and encourage investments in buildings via local campaigns.

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## Background Information

### 3x20 EU objectives

The EU 'climate and energy package' was agreed by the European Parliament and Council in December 2008 and became law in June 2009. The 3x20 targets are:

- Reduction in greenhouse gas emissions of at least 20% below 1990 levels,
- 20% of energy consumption to come from renewable resources,
- 20% reduction in primary energy use to be achieved by improving energy efficiency.

### Energy Cities

Energy Cities is the European Association of local authorities inventing their energy future. Under the presidency of the city of Heidelberg (DE) since 2009, the association represents now more than 1,000 towns and cities in 30 countries.

Since its creation in 1990, Energy Cities has been developing numerous projects and initiatives in the field of energy efficiency in buildings, the successful [Display@ Campaign](#) being one of them.

Energy Cities is also coordinating the [Covenant of Mayors](#) and one of its official Supporters.

News, cities case studies, opinion papers and other publications on [www.energy-cities.eu](http://www.energy-cities.eu)

### Who else is behind the Smart-e buildings campaign?

EREC (European Renewable Energy Council), EuroACE (European Alliance of Companies for Energy Efficiency in Buildings), CEETB (Energy Efficiency Installers – Committee for the Construction Industry), FEDARENE (European Federation of Regional Energy and Environment Agencies), Energy Cities (Association of European local authorities inventing their energy future), Climate Alliance (Association of European local authorities committed to climate protection), ADEME (French Environment and Energy Management Agency), eclareon and Ketchum Pleon.

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