# Renovate today.
# Reshape tomorrow.

## Putting renovation on the agenda

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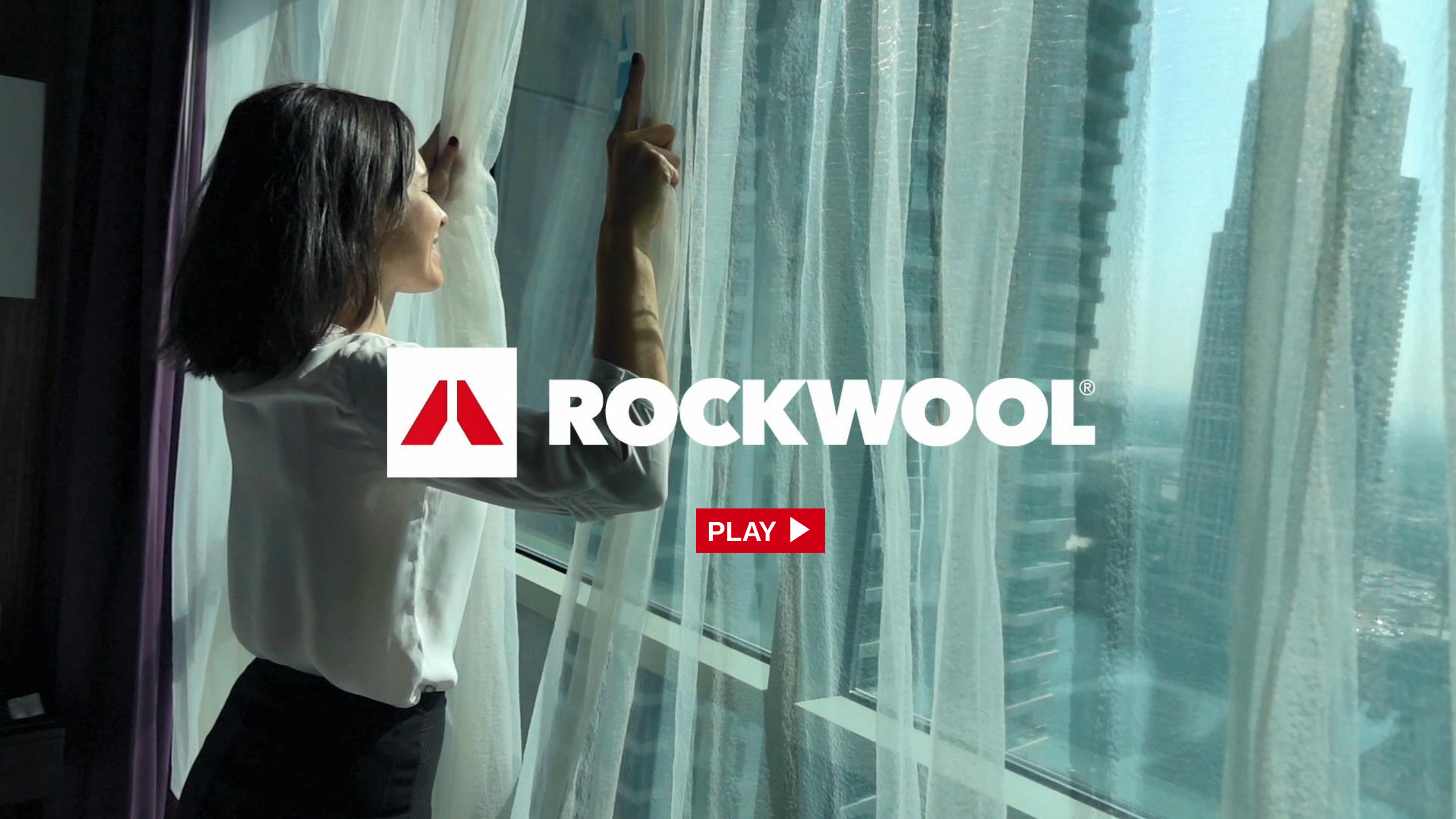
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**What we do with existing buildings determines the legacy we leave for future generations. Faced with the increasingly obvious effects of climate change, it's not enough to set higher energy standards for new buildings. The need for renovation is more urgent – today's buildings consume 30% of the world's energy supplies and more than 50% of them will still be in use in 2050.**

**According to the International Renewable Energy Agency (IRENA), insulation is the one of the most cost-effective ways of to mitigate climate change, because it can contribute to energy savings of over 70%, as well as the associated ongoing reductions in greenhouse gas emissions.**

**Renovation offers even more benefits for the future when the right materials are used. Greater fire resilience and resistance to damp can help make cities safer and healthier for years to come. And completely sustainable and recyclable insulation helps tackle resource scarcity.**

**To reshape tomorrow, renovate today with ROCKWOOL stone wool products.**

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**“As urban populations continue growing with unprecedented speed, cities find themselves at the confluence of multiple pressures and challenges, particularly on energy consumption and climate impacts. Energy renovation of buildings can dramatically reduce both while positively affecting occupants’ health and wellbeing”.**

Mirella Vitale SVP, Marketing Communications & Public Affairs ROCKWOOL Group

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# It’s time to put renovation at the top of the agenda

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# Four ways ROCKWOOL can reshape tomorrow

1.

2.

3.

4.

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# Four ways ROCKWOOL can reshape tomorrow

**Insulation to combat climate change**

**Creates a more sustainable future**

**Improves health and quality of life**

**Improves urban safety and comfort**

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# 1. Insulation

**Insulation to combat climate change**

**ROCKWOOL products can contribute to energy savings of up to 70% and dramatically lower carbon emissions.**

Buildings currently account for

**30%**

of the world's energy demands

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# Insulation combats climate change

**ROCKWOOL products can help to create a sustainable future**

– ROCKWOOL products can contribute to energy savings of up to 70%

– This results in dramatically lower carbon emissions

– Every year, the ROCKWOOL Group creates stone wool insulation that could save 155 million tonnes of CO2 throughout its lifetime


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# 1. Insulation

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**Buildings currently account for**

**70%**

**of New York's greenhouse gas emissions**

# 2. Sustainable insulation

**Creates a more sustainable future**

**Long-lasting ROCKWOOL stone wool insulation can be made from construction waste materials and can be recycled again and again without any drop in quality**

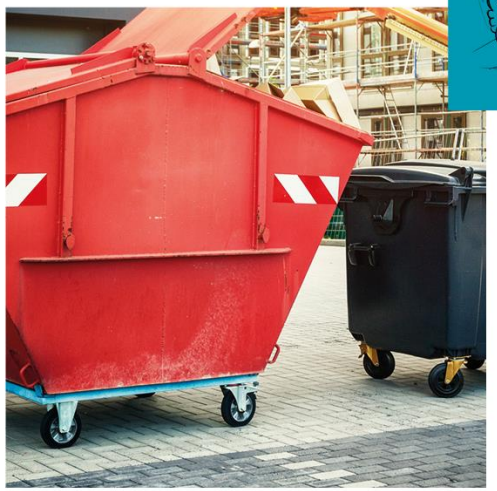
The building sector produces

**1/3**

of *all* waste

ROCKWOOL

# Sustainable insulation creates a more sustainable future



**ROCKWOOL products are fully recyclable. They can be recycled again and again without degrading in quality**

– One third of the world's total waste… that is a lot of landfill

– Fortunately, long-lasting ROCKWOOL stone wool insulation can be made from construction waste materials

– Renovating with ROCKWOOL products not only reduces carbon emissions, it helps prevent unnecessary landfill too

**The building sector produces**

**1/3**

**of *all* waste**

# 3. Improves health and quality of life

**Improves health and quality of life**

**Insulating a building with ROCKWOOL products helps tackle energy poverty by reducing heating needs by up to 70%**

One dollar spent on renovation can cut healthcare costs by

**42 CENTS**

ROCKWOOL

## 3. Improves health and quality of life

# Better insulation improves health and quality of life

**ROCKWOOL products help tackle energy poverty**

– Insulating a building with ROCKWOOL products helps tackle energy poverty by reducing heating needs by up to 70%

– Children who live in cold buildings are more likely to have respiratory problems

– ROCKWOOL stone wool insulation helps to inhibit the formation of mould and fungus

– Improving air quality and helping to further reduce breathing problems and lower healthcare costs for vulnerable groups

**One dollar spent on renovation can cut healthcare costs by**

**42 CENTS**

ROCKWOOL

# 4. Improves urban safety and comfort

**Improves urban safety and comfort**

**Urban populations have skyrocketed in the last 50 years, creating much more densely populated living conditions**

More than

**50%**

of today's buildings will still be in use in 2050

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# Improving insulation improves urban safety and comfort

**ROCKWOOL products offer greater fire resilience and soundproofing performance**

– Urban populations have skyrocketed in the last 50 years, creating much more densely populated living conditions

– Renovating with ROCKWOOL products offers greater fire resilience and soundproofing performance than competitors

– Sound proofing and fire resilience are vital for urban citizens to continue to live in safety and comfort in ever-denser cities

**50%**

**of today's buildings will still be in use in 2050**

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# Laying the foundations for a greener future

It seems appropriate then that the material best suited to helping our buildings slow climate change is also dug from the earth.

ROCKWOOL products are of course made from rock.

And it’s with this simple, abundant material that we will reshape tomorrow by reducing demand for energy, reducing carbon missions by up to 70%, improving safety, acoustics, health and quality of life, in a sustainable way.

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ROCKWOOL™