



Becoming a GreenBuilding Endorser

The EU GreenBuilding Programme.

In the face of constantly rising oil prices, reduced amounts of fossil fuels and serious impacts of the climate change all over the world, the European Member States are determined to substantially raise the energy efficiency and to promote the use renewable energy sources.



The voluntary GreenBuilding Programme is the EU Commission's action aimed at private and public non-residential buildings. The programme promotes and communicates forward looking organizations for their efforts to cut the energy consumption and CO₂ – emissions of their building stock.

*If your organization is concerned with building design, construction, operation or engineering consultancy and is eager to assist non-residential building owners or long-term lease tenants to improve the energy efficiency it can participate in the EU GreenBuilding Programme. As soon as your customer has become GreenBuilding Partner through your company's assistance you may become **GreenBuilding Endorser**. The GreenBuilding Endorser Status – **granted by the EU Commission** – certifies that your organization is qualified and competent to develop and carry out plans for enhancing energy efficiency and the introduction of renewable energies.*

What characterizes a GreenBuilding Endorser?

First of all: Any organization concerned with engineering consultancy, construction, architecture, design or energy services that assists its customers to improve the energy efficiency of its building stock and to introduce renewable energies may become **GreenBuilding Endorser**. A GreenBuilding Endorser has a strong commitment to make substantial contributions to the objectives of the GreenBuilding Programme. The essential role of the endorser is to encourage and assist customers to improve the energy efficiency of their building stock and to reduce CO₂-emissions. GreenBuilding Endorsers disseminate the information on the GreenBuilding Programme and take effective and concrete actions to simulate the potential GreenBuilding Partner's participation. Common strategies are the:

- Dissemination of promotional material
- Broad information on the company's website
- Customer dialogues
- Presentations on workshops and fairs

A **GreenBuilding Partner** has proved according to GreenBuilding Partner Guidelines that its organization takes substantial efforts to raise the energy efficiency of one or more of its buildings. This means that the minimum requirements of a **reduction of the total primary energy demand by at least 25 percent** were fulfilled for:

- **new buildings:** compared to the legal regulations in force
- **refurbishment:** compared to the demand before and after the optimization

Endorsers have submitted evidence that they have assisted at least one potential partner to join the GreenBuilding Programme.



Benefits of being a GreenBuilding Endorser!



As soon as the GreenBuilding Endorser Status is granted by the EU Commission the GreenBuilding Endorser will get an international acknowledgement for its efforts and competence in the field of energy efficiency and renewable energies. The Endorser is allowed to use the GreenBuilding logo and GreenBuilding documents to support its dissemination strategy. The Endorser, its partner and the Good-Practice-Example will be communicated on the international and national GreenBuilding websites, in brochures and other publications. If desired, the Endorser will be strongly involved in public relations as well as in workshops and presentations.

Other highlights will be the national and the European GreenBuilding Awards. Those will provide a special platform for GreenBuilding Endorsers to showcase their competences and services in the field of energy efficiency and renewable energies.

Being a GreenBuilding Endorser gives you the opportunity of communicating your certified competence, actions and services to a broad European public. Your company will be integrated in a European Network.

Your Benefits

- Recognition and approval of your expertise, actions and services by the EU Commission
- Competitive advantage as certified organization
- Presentation and communication of your organization as experienced and capable contact for energy efficiency and renewable energies

Contact for the GreenBuilding Programme

GB Website:

www.eu-greenbuilding.org

EU Programme

European Commission

Joint Research Centre
Paolo Bertoldi
TP 450
I-21020 Ispra (VA)

Phone: +39 03 32/78 92 99
Fax: +39 03 32/78 99 92

paolo.bertoldi@ec.europa.eu

EU Project Coordinator

Deutsche Energie-Agentur GmbH (dena)
German Energy Agency
Energy Efficiency in Buildings
Nana Doerrie
Chausseestraße 128a
10115 Berlin

Phone: +49 (0)30 72 61 65-687
Fax: +49 (0)30 72 61 65-699

doerrie@dena.de