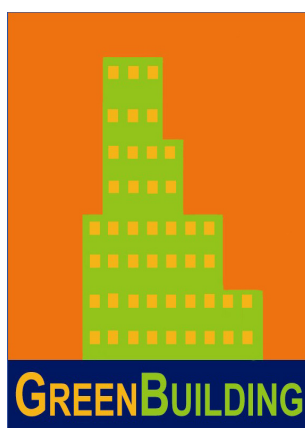


EUROPEAN COMMISSION
DIRECTORATE-GENERAL JRC
Institute for Environment and Sustainability
Renewable Energies Unit

Ispira, 15 September 2005

**THE EUROPEAN
GREENBUILDING PROGRAMME
ENDORSER GUIDELINES**



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Introduction

The goal of substantially improving end-use energy efficiency and promoting the use of renewable energy sources is a key component of the EU energy and environmental policies, shared by all EU Member States. The European Commission Directorate General Energy and Transport contributes to this goal through a series of actions under the "**Intelligent Energy - Europe**" Programme. In addition, given the large share of energy consumption in buildings and the large cost effective energy saving potential, special attention has been dedicated to the building sector. To this end a major step forward is represented by the **Directive 2002/91/EC** on the Energy Performance of Buildings.

The **GreenBuilding Programme** (launched in January 2005) is one of these actions, aimed specifically at **private** and **public non-residential buildings**. The Partner and the Endorser Guidelines define the basic framework and the rules of the Programme. These Guidelines are complemented by technical documents (hereinafter referred as "**Modules**") to assist organisations to implement measures for specific end-use technologies and building component (including on-site generation, and renewable sources), and a transversal module covering **Management Policies** for all the above building components and systems.

The GreenBuilding Programme is designed to be:

- **flexible and open**, so as to be applicable to the great variety of building types and situations, including building refurbishment and new buildings;
- **sufficiently precise to ensure** that companies that join the programme and carry out the commitment will **achieve a significant part of potential energy savings**;
- adaptable to the large variety of national and regional/local programmes and agencies;
- **effective in disseminating** the Energy Performance of Buildings Directive and stimulating its early implementation.

The GreenBuilding Programme is based on **voluntary commitments**, defined by each participating enterprise and organisation, following a building audit on the basis of recommendations put forward in the "GreenBuilding Module Documents" treating different aspects of Buildings energy efficiency and renewables integration.

1. The GreenBuilding Programme Objectives and Scope

The GreenBuilding Programme is a European Commission voluntary programme through which non-residential building owners and occupiers, being private or public organisations, are aided in improving the energy efficiency and to introduce renewable energy sources in their building stock. Any enterprise, company or organisation (hereinafter defined as “organisation”) planning to contribute to the GreenBuilding Programme objectives can participate.

Organisations, which occupy on long term lease or own non-residential buildings, can acquire "**Partner**" status. Through the GreenBuilding, Partners will receive:

- aid in defining and carrying out an Action Plan, to reduce energy related operating expenses, while maintaining or improving the building indoor quality and the related services;
- public recognition for their contribution to achieving the objectives of the European Union's energy policy¹.

Organisations that wish to assist GreenBuilding Partners in achieving the goals of the GreenBuilding may become GreenBuilding "**Endorsers**". This document describes the benefits accruing to Endorsers, as well as their responsibilities.

2. Responsibilities of GreenBuilding Endorsers

In order to maintain the credibility of GreenBuilding Endorser status, some eligibility criteria have been developed. Though not entailing legally binding obligations, Endorser status requires strong commitment and a substantial contribution to the objectives of the GreenBuilding Programme. Endorsers can withdraw from the programme at any time without penalty.

An organisation wishing to become an Endorser of the GreenBuilding programme will proceed by the following 5 step process.

- 1) Formulation of a "**GreenBuilding Promotion Plan**", defining the scope and nature of the organisation's activities in support of the GreenBuilding.
- 2) Submission of proof by the applicant Endorser to have assisted at least one building owner/occupier in becoming a GreenBuilding Partner.
- 3) Approval of the Promotion Plan by the Commission. Commission grants Endorser status to the organisation for the duration of three years.
- 4) Execution of the Promotion Plan and report to the Commission.

¹ By reducing energy use, organisations contribute to:

- minimising environmental impact, and in particular reducing CO₂ emissions;
- improving the competitiveness of European economy;
- reducing dependence on imported energy sources, thus improving the security of European energy supplies.

5) Commission renewal of Endorser status after three years on submission of proof to have assisted at least one additional building owner/occupier in becoming a GreenBuilding Partner

The process is described in the following paragraphs.

1) Formulation of a GreenBuilding Promotion Plan, defining the scope and nature of the organisation's activities in support of the GreenBuilding.

The GreenBuilding Promotion Plan defines the **specific actions** that the organisation will take to:

- disseminate information on the GreenBuilding;
- encourage building owner/occupier to become GreenBuilding Partners;
- aid GreenBuilding Partners in putting into practice, the recommendations of the relevant building owner/occupier technical "Module" documents.

Furthermore, organisations that are concerned with building design, construction or operation may take actions which contribute to the overall GreenBuilding goals of improving the energy efficiency of buildings. The nature of these actions will of course depend on the organisation's activities, for instance:

- a manufacturer of building equipment might develop specific sales material to help raise user awareness of energy efficiency issues, or might introduce or encourage use of high efficiency products;
- engineering consultancies might develop specific guidelines (based on the recommendations of relevant GreenBuilding Modules) to ensure that energy consumption is taken into account in the design and construction process;
- a trade association might develop an "Energy Efficiency Charter";
- a training or educational institution might emphasise and extend the treatment of energy efficiency;
- an electricity company could instigate a specific building DSM programme;
- ESCOs might develop financing instruments adapted to building owners.

The Promotion Plan should include a description of the report that the Endorser will submit to the Commission.

In the Promotion Plan, the organisation should designate the person responsible for assuring execution of the plan and for communication with the European Commission and its designated representatives for the Programme (e.g. National Contact Points, see Web for list). This person will:

- verify that appropriate management tools and policies are created to implement the programme;
- report to top management on progress;
- prepare reports to the Commission.

2) Submission of proof by the applicant Endorser to have assisted at least one building owner/occupier in becoming a GreenBuilding Partner

It is very important that Endorsers take effective and concrete actions to stimulate the potential Partners' participation in the GreenBuilding programme. These actions may take the form of: supplying promotion material to potential Partners indicating the

benefits of joining GreenBuilding; helping potential Partners to perform the initial energy audits; helping potential Partners to register to GreenBuilding and fill out the reporting forms. To become Endorsers, applicant companies must submit evidence that they have assisted at least one potential Partner to join GreenBuilding.

3) Approval of the Promotion Plan by the Commission and the National Contact Point. Commission grants Endorser status to the organisation for three years.

The proposed GreenBuilding Promotion Plan, including reporting procedure, will be submitted to the Commission (see last page for address), with copy to the National Contact Point². Endorsers may also submit evidence to document their competence in some specific GreenBuilding related activity.

The Commission will approve the plan (generally within 4 weeks), or explain its reasons for not approving. If the plan is approved, the Commission will grant GreenBuilding Endorser status to the organisation, with all the attending benefits.

4) Execution of the Promotion Plan and report to the Commission.

The Endorser carries out its Promotion Plan, and reports to the Commission and to the National Contact Point on progress, in accordance with the reporting scheme proposed by the Endorser. Endorsers are encouraged to submit copies of material (sales documents, training courses ...) developed in the context of GreenBuilding participation. The report may describe new actions undertaken by the Endorser, to be included in the Promotion Plan.

Compliance with Community, national and local regulations will be compulsory for any action or project to be undertaken in the framework of the Programme.

5) Commission renewal of Endorser status after three years on submission of proof to have assisted at least one additional building owner/occupier in becoming a GreenBuilding Partner

The Commission will review the Endorser's evidence of practical assistance to new potential Partners, and upon approval, will renew Endorser status. Continuing fulfilment of the Endorser's Promotion Plan commitments has to be verified as well. If the renewal is not approved, the Commission will explain why. If the execution of the organisation's promotion plan is notably weaker than agreed upon, the Commission reserves the right to terminate the organisation's participation in the GreenBuilding Programme.

² In a country where a National Contact point has not been designated, the material shall be forwarded only to the Commission.

3. Benefits of participating in the GreenBuilding

Participating organisations benefit from GreenBuilding Endorser status upon reception of the Commission's acceptance letter for the „GreenBuilding Promotion Plan". An Endorser will get public acknowledgement for its efforts to support the GreenBuilding Programme.

- Endorsers, in co-operation with their Partners, will be invited to provide documentation of showcase buildings that the European Commission will publicise, providing details on energy savings realised by the installation.
- Endorsers may use the GreenBuilding logo and GreenBuilding documents. The use of the logo will be restricted to the scope of the Endorser's commitment to the GreenBuilding Programme. The Endorser will not use the logo for other purposes or activities.
- The organisation's relevant activities may be included in GreenBuilding related promotional activities, the GreenBuilding Endorser Catalogue, Advertising activities, the GreenBuilding database, etc.
- The list of GreenBuilding Programme Endorsers, including a description of their specific contribution to the GreenBuilding Programme will be published widely (brochure, Internet etc.). If provided, a reference to the organisation's web site will be included.
- GreenBuilding Programme Awards will be made to outstanding GreenBuilding Endorsers, in accordance with criteria to be determined by the Commission. There will be awards for a variety of different types of Endorsers.

The GreenBuilding and GreenBuilding Endorser status shall not be used in a manner that implies Commission endorsement of specific products or services. The Commission will monitor use, and will withdraw the use of the logo and terminate the Endorser status if any misuse is found.

4. Further information

Information on the GreenBuilding Programme is available on the Internet at:

<http://energyefficiency.jrc.cec.eu.int/greenbuilding/index.htm>

For responses to specific questions, please contact:

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Information on the GreenBuilding is also available from participating National Contact Points (list available on the web).

EUROPEAN GREENBUILDING PROGRAMME ENDORSER COMMITMENT SUBMISSION FORM

The organisation/company/institution/authority

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declares its willingness to participate as Endorser in the GreenBuilding Programme and to commit itself to carry out the actions described in the attached Promotion Plan, to help at least one new potential Partners per year to join GreenBuilding and to adhere to the general principles described in the GreenBuilding Endorser Guidelines. The organisation, through regular upgrade reports, will keep the European Commission informed of the implementation of the Promotion Plan.

The Name of the GreenBuilding manager appointed by the company is:

Name: _____
 Managerial Function: _____
 Address: _____
 Tel. / Fax: _____ / _____
 e-mail/ internet: _____

Director or person authorised to sign for the organisation:

Name: _____
 Managerial Function: _____
 Address: _____
 Tel. / Fax: _____ / _____
 e-mail/ internet: _____
 Signature _____
 Date _____

Attachments: Promotion Plan
 Assistance to GreenBuilding Partner:

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Please send the signed submission form to:
Paolo Bertoldi
European Commission, Joint Research Centre
TP 450
I-21020 Ispra (VA)

Tel. +39 0332 789299
Fax. +39 0332 789992
E-mail: paolo.bertoldi@cec.eu.int

Please send copy of the signed submission form to the National Contact Point (*list available on www.eu-greenbuilding.org*).