

**PRIORITY?
INSULATION!**

A Recipe for Success

Priority? Affordability! Affordable Solutions for Citizens



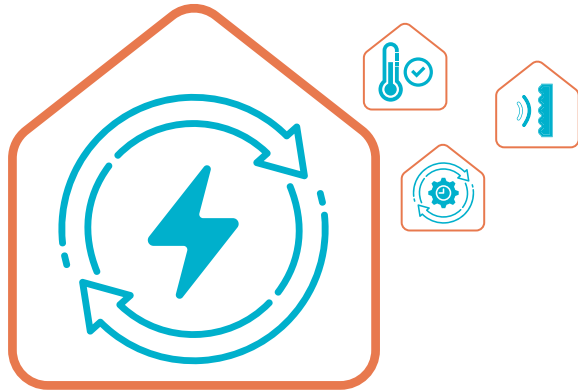
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EXCELLENCE IN INSULATION

Swipe 



Insulation is an affordable starting point for most renovation projects.

When it is implemented properly, it can reduce heating costs by up to €1,350 annually, making a big difference in the battle against energy poverty.

These saving help recoup the initial investment, and can be reinjected into efficient heating systems or simply improve the efficiency of existing heating installations for an even more resilient European building stock.



1 in 10 Europeans Affected by Energy Poverty

- ▶ Energy poverty impacts around **10% of EU citizens**, who struggle to afford adequate heating
- ▶ Insulation reduces energy bills, providing relief to low-income households and lowering their vulnerability to price fluctuations
- ▶ Insulation is a key strategy in national plans to reduce energy poverty and improve the quality of life for vulnerable populations



Up to €1,350 in Annual Heating Cost Savings

- ▶ Well-insulated homes can save up to **€1,350 per year** in heating costs compared to inefficient homes
- ▶ Insulation can pay for itself within just a few years, after which all energy savings directly benefit homeowners
- ▶ Lower heating costs mean more disposable income, improving financial stability for citizens



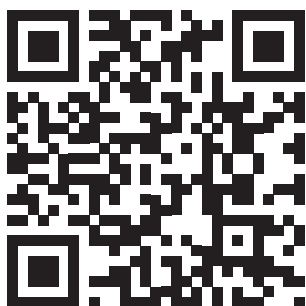
Improved Affordability for Decarbonised Heating Systems

- ▶ Insulation lowers the overall energy demand of buildings, which produces exponential savings. A reduction of 18% in energy demand results in 37% reduced heating costs
- ▶ Efficient heating systems, such as heat pumps, function best at low flow temperatures with high flow rates, which are difficult to maintain in poorly insulated buildings
- ▶ Energy-efficient buildings require up to three times smaller heating solutions. This directly correlates to lower costs of production and installation, and hence lower prices

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