

**PRIORITY?  
INSULATION!**

*A Recipe for Success*

# Priority? Growth! Stimulate Domestic Growth



 **eumeps**  
The voice of the  
European EPS Industry

 **eurima**  
European Insulation Manufacturers Association

 **exiba**

 **PU EUROPE**  
EXCELLENCE IN INSULATION

Swipe 



**Insulation is a powerful economic driver, with over 50% of the building sector's value-added coming from work on the building envelope.**

**As the essential first step in renovation projects, insulation stimulates sustainable growth by freeing up green energy for industrial decarbonisation.**

**For every €1 million invested in energy renovation, approximately 18 jobs are created, driving economic development across Europe.**



## Insulation as a Driver of **Sustainable Local Production**

- ▶ A large portion of the materials used in insulation are produced locally within Europe, supporting domestic manufacturing
- ▶ Local production of insulation reduces the EU's reliance on imported materials, strengthening its industrial base
- ▶ As Europe continues to electrify, insulation helps save substantial amounts of green energy that can be redirected to the decarbonisation of European industries



# Every **€1 Million** Invested Create **18 Long-Term Jobs**

- ▶ Energy renovation, particularly in insulation, creates an average of 18 long-term, local jobs for every €1 million invested
- ▶ The EU's Renovation Wave Strategy is expected to generate 160,000 new jobs by 2030
- ▶ These jobs are spread across manufacturing, installation, and maintenance, leading to steady employment in diverse sectors
- ▶ Job creation is sustained throughout the life cycle of renovation projects, combined with the stimulation of related industries, such as materials manufacturing and logistics



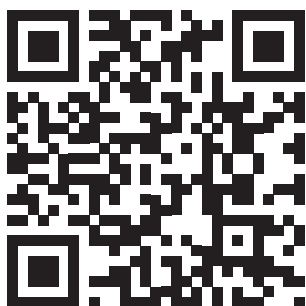
# 50% of Building Sector Value-Added is Derived from Work on the Envelope

- ▶ The building envelope, which includes insulation, contributes at least 50% of the total value-added in construction
- ▶ Focus on the envelope stimulates demand for a broad variety of local raw materials, directly contributing to a healthy economy
- ▶ Boosting renovation projects through insulation contributes to energy and economic targets across Europe

**PRIORITY?  
INSULATION!**

*A Recipe for Success*

*Visit our website*



*priorityinsulation.eu*

 **eumeps**  
The voice of the  
European EPS Industry

 **eurima**  
European Insulation Manufacturers Association

 **exiba**

 **PU EUROPE**  
EXCELLENCE IN INSULATION