

	<p><b>ES-SO vzw</b></p> <p>European Solar Shading Organization</p> <ul style="list-style-type: none"> <li>• <b>Sector/field of competence:</b> solar shading manufacturing</li> <li>• <b># National members: 12</b> countries, of which 8 professional associations and 4 individual, representative companies professionals</li> <li>• <b>Website:</b> <a href="http://www.es-so.org">http://www.es-so.org</a></li> </ul>
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**Claude GUEZ, President ES-SO vzw**

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Claude Guez, who is also the president of the French professional association SNFPFA (Syndicat National de la Fermeture, de la Protection Solaire et des Professions associées) was asked about the challenges being faced in trying to implement the Directive and how he feels cooperation with the EPBD Platform is helping ES-SO members.

***In your opinion, what are the main challenges of the Directive? (for the environment, for Kyoto objectives, for Europe, for Member States, for citizens, for professionals)***

Changing attitudes and behaviour towards energy consumption is probably the major challenge. Whatever the Directive proposes and the Member States will impose, it will be difficult to teach the population a sense of urgency about the energy situation. The comfort of the use of electricity, for example, has become a natural thing and energy is considered abundant. Not many people reflect about where it's coming from and how we will insure that it will always be available.

***What are the specific challenges for professionals in your field?***

Solar shading or, better, solar control, is not something that is clear in most people's minds. Where everybody will have an idea of what 'air conditioning' is, or even 'roller shutters', the notion of active, mobile solar shading systems is vague or unknown. We've got a big job to do to make it clear what our industry does and how the products contribute to energy efficiency.

***Is the Directive (and the new regulations related to the EPBD in each country) something restrictive or, on the contrary, an opportunity to encourage innovation?***

The Directive and its national action plans will hopefully encourage the use of existing, common sense solutions, like solar shading, to cut down the steeply rising cost of active cooling – but also

to improve the use of free, abundant solar energy to heat buildings. A scientific study that ES-SO commissioned shows clearly that the potential for saving energy and reducing dependence on imported oil is considerable and may reach a full ten percent of the total energy used in the building stock in the EU25. The regulations in each country should focus on encouraging smart energy use, rather than on restrictive or punitive measures – although no savings can be expected without some pressure, as human behaviour will not easily change. Energy certification will certainly affect real estate prices and that might prove to be a powerful instrument for positive change.

***What are the services provided by your organisation to help your members to prepare for EPBD implementation? (publications, Education Committee, Technical Committee, ...)***

Our twelve member states meet three times a year and stay in permanent e-mail contact. More specifically, among other things:

- ES-SO has the status of CEN-Liaison for TC33 and makes an effort to keep track of CEN-standards related to our business, to relay this to the members from 12 countries and to encourage their active participation in CEN-work
- ES-SO publishes articles in the trade's press (magazines published by the national trade organizations) or in the architectural press
- ES-SO participates in seminars and symposia to spread the message, often as speakers
- ES-SO has finalized a scientific study (by Physibel), mentioned above, about the potential energy savings from the use of automated solar shading systems

***In which manner is the EPBD Buildings Platform an interesting initiative for your organisation? (to help your members, to establish more contacts, to be the relay to discuss practical/technical questions, ...)***

Exactly that: to be a platform for the exchange of information, to channel the main issues into digestive and crisp summaries that the busy members will read and appreciate. Our industry is one of thousands of SME's and it takes an effort to get attention for the general interest of the business. Participating, as an umbrella organization, in the EPBD Buildings Platform is a source of international contacts and inspiration.

September 1, 2006

## ES-SO

The European Solar Shading Organization vzw  
a non-profit umbrella organization of the solar-shading industry

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Solar shading – the smart use of solar energy: letting the sun’s energy in during the heating season but keeping it out in summer -- is a building technology that is both simple and insufficiently recognized. Representatives of the industry from seven countries, meeting during an international trade show in 2003, realized this and decided a European effort was needed to bring under the attention of the European authorities what solar-shading can do for the comfort level and for energy savings in buildings. That was the basic idea behind the foundation of ES-SO vzw, a non-profit organization under Belgian law, established in the Brussels area in 2004.

The European authorities have issued a number of Directives and Green Papers calling for energy efficiency and reduced carbon emissions – and more initiatives are to be expected. Energy is a hot issue, and not only because of the steep increase in oil prices. The cost of energy has an influence on our economies’ competitiveness -- using less energy means improving our market chances, stimulating growth and jobs. And, of course, sustainability is still a major concern and the Kyoto targets are far from being met. At the same time, the symptoms of climate change are more and more frequent.

What we see is that the architectural trend is for large expanses of clear glass, often for office buildings but also for private dwellings. Transparency, abundant natural daylight, perfect view to the outside: so many reasons to use lots of glass. But when the sun hits hard, the solar energy will enter easily and heat up the building in no time. Obviously, the air conditioning industry will offer a solution – at the cost of greatly increased use of electricity. While the simple, intuitive and energy-saving solution of smart solar shading is often underestimated.

In 2005, ES-SO has commissioned and finalized a scientific study to quantify the energy savings from the use of shutters and solar shading systems. This study shows unambiguously:

- that solar shading has a powerful impact on the comfort level of occupants
- that solar shading and shutters often eliminate the need for active cooling systems
- that shutters and blinds will contribute to a substantial decrease of the cooling energy demand, also in northern regions
- that blinds and shutters will reduce the CO<sub>2</sub> production by more than 100 million tons per year, which is a powerful contribution to the Kyoto objectives
- that this is the equivalent of 43 Mtoe, or almost 10% of all energy used in buildings in EU25

The European solar shading industry counts thousands of small & medium-sized enterprises (SME's), has an annual sales volume in excess of 18 billion euros and provides more than 500.000 jobs.

ES-SO's current membership from 12 countries includes the professional solar shading trade associations of Belgium, France, Italy, Germany, Sweden, Austria, the Netherlands and Switzerland and prominent manufacturers from Spain, Ireland, the United Kingdom and Denmark, mostly because not every country has a dedicated trade association for the shading industry.

ES-SO's main objective is to summarize and formalize all information regarding the contribution of its industry to energy efficiency and energy savings and to communicate this information to the pertinent authorities (European Parliament, European Commission, Intelligent Energy Agency...) so that solar shading is taken into account when measures are encouraged or imposed to reach our energy savings targets and our environmental objectives of carbon emission reduction.

### **Administration**

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The European solar shading industry counts thousands of small & medium-sized enterprises (SME's), has an annual sales volume in excess of 15 billion euros and provides more than 500.000 jobs.

**Help us make this energy efficient building technology a standard part of every building!**