



Press Release

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ENERGY EFFICIENCY IS RELEVANT FOR ALL SECTORS, BUT TO VARYING DEGREES AS SOME SECTORS HAVE HIGHER POTENTIAL FOR OPTIMIZING THEIR ENERGY CONSUMPTION.

EU energy efficiency plan to provide a €60 billion yearly cost reduction, with up to 30% energy savings in real estate, manufacturing and transportation

*When it comes to energy efficiency, some sectors have explored all possible options while other sectors have much room for improvement, according to **Eurosif's new Energy Efficiency Report**. Real estate, manufacturing and transportation are the sectors with the largest energy-saving potential. These industries have yet to exhaust their options and require further research, development and investment in order to reduce their impact and manage relevant risks.*

The Energy Efficiency Report is 6th in a series of theme reports. oekom research provided the research for this project, which was overseen by a steering committee of representatives from Bank Sarasin, CM-CIC Asset Management, Henderson Global Investors and Robeco. This report is recognized at the EU level and **will be officially launched as part of EU Sustainable Energy Week on April 14, 2011.**

The two major drivers of energy efficiency are policy and market demand. Recent policy initiatives like the EU Commission's Action Plan for Energy Efficiency and rising energy costs put pressure on companies to increase their energy efficiency. Furthermore, "if the EU's 2009 Eco-design Directive were to be implemented fully, the end-use energy savings by 2020 could alleviate the need for another 98 Fukushima-sized nuclear reactors", according to calculations by the European Environmental Citizens' Organisation for Standardisation (ECOS).

Eurosif's Energy Efficiency report found that private and public consumers' increasing demand for energy-efficient products also stimulates the 'greening' of industries. Though product modernisation can be expensive, the financial incentives and competitive advantages that come from these drivers are key reasons that companies do and should continue to improve their energy efficiency.

Rolf D. Häßler, Director Product & Market Development at oekom research states:

Companies which structure their production processes in an energy-efficient way and help their customers to save energy through the quality of their products will give themselves a competitive edge in the international market.

This report also provides relevant guidelines for investors regarding energy efficiency and its growing significance in the financial sector. By choosing to invest in companies and/or countries that make energy efficiency a priority, investors maximise their profit as well as their impact.

Sophie Rahm, Eurosif Head of Research, comments:

Energy efficiency is a topic that cuts across all sectors and needs to be addressed at various levels. Of specific interest is the real estate sector, where a lot can be done to improve energy efficiency, such as retrofitting. Investors and regulations alike are both important catalysts for change in this space.

Eurosif has been involved in EU talks on this topic and is participating in a series of events addressing regulatory developments in the future through its policy initiatives.

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Note to the editors

Eurosif

Eurosif (the European Sustainable Investment Forum) is a pan-European network and think-tank of national Sustainable Investment Forums whose mission is to Develop Sustainability through European Financial Markets. Current Member Affiliates of Eurosif include institutional investors, financial service providers, academic institutes, research associations and NGOs. The association is not-for-profit entity that represents assets totalling over €1 trillion through its Member Affiliates. For more information, please visit: www.eurosif.org.

Eurosif publishes four sector and thematic reports annually. These documents continue to aid policy makers, companies and mainstream and specialist SRI investors to understand various risks and that are not consistently integrated into traditional financial analysis, but which have the potential to influence companies' shareholder value and fund managers' investment decisions.

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oekom research – the rating agency

oekom research is one of the world's leading rating agencies in the field of sustainable investment. The agency analyses companies and countries with regard to their environmental and social performance. oekom research has extensive experience as a partner to institutional investors and financial service providers, identifying issuers of securities and bonds which are distinguished by their responsible management of social and environmental issues. More than 70 asset managers and asset owners routinely draw on the rating agency's research in their investment decision-making. oekom research's analyses therefore currently influence the management of assets valued at over 90 billion euros.

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