



## Press Release

### Doing the right thing right

**In Frankfurt DAW SE presented the results of the Stakeholder Dialogue "The Future of Thermal Insulation"**

**Ober-Ramstadt, 23rd June 2015 (DAW) - Buildings are responsible for forty percent of the global energy consumption and contribute with one third to worldwide greenhouse gas emissions. Consequently, buildings and their energy consumption play a significant role when planning for energy efficiency going forward. One way of obtaining more energy efficiency is offered by building insulation – for new buildings and for reconstruction. At the same time thermal insulation is being discussed with increasing controversy.**

"Our particular objective therefore was to start up an open dialogue with the main interest groups," said the Chief Executive Officer (CEO) of DAW SE, Dr. Ralf Murjahn. With the motto "The Future of Thermal Insulation" the company was the first in the industry to present and discuss the central key questions on the subject of thermal insulation with advocates and critics from the sectors of architecture, the application trade, fire brigade, real estate industry, NGOs and private building owners and to develop possible solutions for the future with them. The jointly elaborated results of this dialogue were presented to the public on 10th June in the Gesellschaftshaus in the Palmengarten in Frankfurt. "We chose this location intentionally," said Ralf Murjahn. The listed building is an excellent example of energy-saving refurbishment using insulation materials and is regarded as a jewel in Frankfurt's architectural history.

With the G7 Summit in Elmau in mind, Murjahn highlighted the importance of climate protection and the need for action if the vision of the future defined in Elmau by the seven most powerful industrial nations in the world (G7) is to be realised. At their summit in Elmau the heads of state set the target of complete

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decarbonisation of the planet. This means that by the end of the century the worldwide emissions of greenhouse gases should be reduced to zero.

Professor Dr. Dr. Franz Josef Radermacher from the University of Ulm in his presentation "Sustainable construction and refurbishment: Green buildings of the future" pointed out that emissions are increasing annually by half a billion tonnes of CO<sub>2</sub>: "All the major actors report reduced CO<sub>2</sub> consumption, but emissions are increasing overall." Also because some production facilities have been moved to other parts of the world. "If we are serious about achieving the two-degree target, there is a lot to be done throughout the world," said Professor Radermacher. A large part of the fossil energy must remain in the earth if the CO<sub>2</sub> savings are to be achieved.

If you look at the individual sectors in which energy efficiency measures are being effectively implemented, then buildings are a big topic for consideration. The debate about the stock of buildings is not only about forty percent of the energy consumption, but rather it is also about fifty percent of the ownership values in the world. The path leading to this new world means modifying buildings. Those working in the field of energy-saving refurbishment are on the right road. However, here primarily the main concern is to do the right thing in the right way. Do you invest in cars, electrical power or in buildings to restructure civilisation? And how frequently do you do it? According to Radermacher, with the optimum procedure emissions could be reduced by sixty percent globally through building refurbishment by 2050 and by up to eighty percent by 2080.

Andreas Koch of the Hessian Ministry for Environment, Climate Protection, Agriculture and Consumer Protection referred under the title "Sustainable Hesse! Significance of energy-saving building refurbishment for a forward-looking state" to the Hessian climate protection plan, according to which Hesse is to be climate neutral by 2050. The Hessian State Administration should achieve this target as soon as 2030. Along with the expansion of renewable

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energies, the reduction in the energy consumption for this is a decisive factor. Koch: "Buildings are very important in energy saving, because we can push on in this sector." The refurbishment quota in Hesse is 0.75 percent and is to increase to 2.5 - 3 percent.

When is thermal insulation practicable – and when not? How are the current insulation systems to be evaluated in terms of functionality, design, disposal and fire protection? And what will be the thermal insulation of the future? These and other questions were addressed during the panel discussion which was moderated by Dr. Antje Grobe (Dialog Basis) and consisted of panel members Frederik Stahl (Fire Brigade HQ Frankfurt), Ulf Sieberg (consultant for energy policy and climate protection for the Nature Protection Association Germany [Nabu]), Professor Dr. Matthias Lengfeld (Lengfeld & Wilisch Architects), Karl-August Siepelmeyer (President of the Federal Association for Paints, Design and Building Protection) and Dr. Christoph Hahner (Director of DAW SE).

As a concrete result of the dialogue, Ulf Sieberg presented the project which was initiated on the question of cascade usage together with Nabu, the Dr. Robert Murjahn Institute (RMI) of the DAW SE Group and the Research Institute for Thermal Protection (FIW). This contained a detailed consideration of the insulation materials over their whole life cycle with ways of separation and material recycling. In addition, Sieberg pleaded for alternatives to oil-based insulation materials to be found.

The Stakeholder Dialogue has increased awareness of the problem so that the causes of fires are thoroughly investigated, said Frederik Stahl. With facades insulated with polystyrene it should be ensured that any fire-initiating objects are located away from the facade. This recommendation has already been taken up by the District of Darmstadt-Dieburg as a participant in the dialogue and it has appropriately informed its property occupants, in particular schools.

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Professor Matthias Lengfeld reported on the design of insulated facades. As an example he mentioned projects for the development of visually impressive surfaces on the Bauhaus styled Mathildenhöhe in Darmstadt. "High quality can only be produced together with the application worker and a supportive building owner," he emphasised and refused to decry any one or other constructional method in general. "My opinion is that thermal insulation composite systems and monolithic construction must exist side by side," emphasised Lengfeld.

According to Karl-August Siepelmeyer, energy-saving thermal insulation systems have proven themselves over decades. The quality of the application work forms the basis of this functionality.

Dr. Christoph Hahner thought that transparency and variety in the dialogue processes were prerequisites for innovations, as have been initiated by the Stakeholder Dialogue. DAW has taken into account the requirements of the stakeholders, for example, in that with hemp insulation it already offers an ecological alternative on the basis of renewable raw materials, said Dr. Hahner.

The group was unanimous in that all stakeholders had learnt from one another, that mutual understanding for one another had grown and a lively information network had emerged from the emotional discussion.

"There was a great deal of openness and the dialogue was characterised from the start by an objective atmosphere," says Ralf Murjahn in summing up. He also recalled the remark from Professor Radermacher: Doing the right thing right. The main thing is to "insulate rationally" with the right insulation thickness at the right location. Rationally and with an eye on harmonising energy efficiency with design – for the purposes of a sound building culture.

The dialogue on the sustainability of buildings and thermal insulation for a secure future is to be continued. The concluding report with the results and recommendations from the DAW Stakeholder Dialogue is available at

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[www.daw.de](http://www.daw.de) for download. Here, there is also a film clip about the event in Frankfurt which was could be followed online via a live stream.

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### Info box:

Current projects and on-going measures due to the results of the DAW Stakeholder Dialogue: The Future of Thermal Insulation

- Introduction of an ecological thermal insulation composite system based on hemp fibres (sold via the DAW brand, Caparol).
- Joint project with Nabu, RMI and FIW on the question of separation and material recycling of thermal insulation composite systems.
- Existing co-operation with a leading disposal company (Remondis) with the objective of recycling materials from removed thermal insulation composite systems.
- Affirmation of the fire-protection recommendations of the dialogue via the Frankfurt Fire Brigade with regard to the removal of possible fire loads (refuse containers) from the immediate vicinity of facades. Implementation by the District of Darmstadt-Dieburg (dialogue participant) has already occurred by informing its property occupants, in particular schools.
- Fire protection as a significant factor in the development of new products or systems in the DAW corporate group.

### Photographs:

1. DAW SE – press photo DAW Stakeholder Dialogue – keynote speaker Prof. Dr. Dr. Radermacher

*PC: "If we are serious about achieving the two-degree target, there is a lot to be done throughout the world," urged keynote speaker, Prof. Dr. Dr. Franz Josef Radermacher (University of Ulm) in his presentation.*

2. DAW SE – press photo DAW Stakeholder Dialogue - panel discussion

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*PC: The lively interchange of the workshops continued during the panel discussion which was moderated by Dr. Antje Grobe (Dialog Basis) and consisted of Frederik Stahl (Fire Brigade HQ Frankfurt), Ulf Sieberg (Nature Protection Association), Professor Dr. Matthias Lengfeld (Lengfeld & Wilisch Architects), Karl-August Siepelmeyer (Federal Association for Paints, Design and Building Protection) and Dr. Christoph Hahner (DAW SE) (from r.-l.).*

3. DAW SE – press photo DAW Stakeholder Dialogue – Dr. Ralf Murjahn – Prof. Dr. Radermacher – Andreas Koch

*PC: (from l.-r.) Dr. Ralf Murjahn (CEO DAW SE) together with the speakers at the concluding event Prof. Dr. Dr. Franz Josef Radermacher (University of Ulm) and Andreas Koch, Hessian Ministry of Environment, Climate Protection, Agriculture and Consumer Protection.*



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### Link list:

Report and video recording of the concluding event of the Stakeholder Dialogue of DAW SE.

<http://www.daw.de/verantwortung/nachhaltiges-unternehmen/daw-stakeholder-dialog.html>

Professor Dr. Dr. Franz Josef Radermacher, University of Ulm

<https://www.uni-ulm.de/in/iui-dbki/mitarbeiter/prof-dr-dr-f-j-radermacher-drhc.html>

Hessian Ministry of Environment, Climate Protection, Agriculture and Consumer Protection

<http://www.hessen-nachhaltig.de/de/>

Dialog Basis

<http://www.dialogbasis.de/>

Fire Brigade Frankfurt

<http://www.feuerwehr-frankfurt.de/index.php/projekte/wdvs>

Nature Protection Association Germany - NABU

<https://www.nabu.de/umwelt-und-ressourcen/energie/energieeffizienz-und-gebaeudesanierung/>

Lengfeld & Wilisch Architects

<http://www.lengfeld-wilisch.udh5.de/>

Federal Association for Paints, Design and Building Protection

<http://www.farbe.de/>

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### **About the company:**

#### **DAW SE, Ober-Ramstadt**

The DAW Group is the market leader in the building paints sector in Germany, Austria and Turkey. In Europe the company occupies third place for building paints behind two large international companies. With about 5.6000 employees in Germany and abroad and with an annual turnover of about 1.3 billion euros, DAW is Europe's largest building paints manufacturer in private ownership. The group of companies includes Caparol (paints, enamels, glazes, thermal insulation composite systems) and Alpina (the brand for DIY enthusiasts). The most well-known product is Alpinaweiß - Europe's most sold interior paint.

In 2011 DAW, as a sustainable company, was awarded the Silver Medal from the Verbraucher Initiative. In May 2012 DAW won the n-tv Medium-Sized Enterprise Award "Hidden Champion" in the Sustainability category and in June 2013 the "Health Media Award" together with Forbo for the joint project "Living Spaces".

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