

Energy Efficiency in Buildings – a forceful engine for sustainable growth and competitiveness

Date: 11-25-2009 10:47 AM CET

Category: [Energy & Environment](#)

Press release from: [RomanowPR](#)

Agency: **RomanowPR**



Stockholm, September 2009 - On September 14 and 15, 2009 Siemens was invited from the Ministry of the Environment of Sweden, Andreas Carlgren at a high level conference of governmental experts, practitioner and representatives from EU countries, China and the United States in Stockholm to discuss how climate change can be combated through sustainable urban development and how can cities contribute to employment and growth.

Andreas Schierenbeck as Siemens representative and Vice President of the European Building Automation Controls Association (eubac) provided the audience valuable insights from an industry perspective into energy efficiency practices for building as well as technologies and strategies best suited to reduce supply- and demand-side energy consumption.

During its EU Presidency, Sweden is arranging several informal ministerial meetings with a common theme: an eco-efficient economy. Besides the reports and exchange of ideas from EU government officials about the initiated measures regarding eco efficiency in their home countries it was the express desire of Minister Carlgren to give the conference an additional perspective of the challenge from the standpoint of a leading enterprise in environmental technology.

In his speech and later on in the open discussion Andreas Schierenbeck underlined that the challenges of the present - economic down-turn and climate change could, if met simultaneously, offer substantial business opportunities new markets and new jobs, creating a forceful engine for sustainable growth and competitiveness. To achieve this, a transition to an Eco-efficient Economy in Europe is needed. He reinforced his proposition among the consolidated findings from Building Automation regarding “Maximize Efficiency” as well as with facts and figures from the study on sustainable infrastructure in London which was release by Siemens last year during the Siemens Media Summit.

Beyond that he accented that the current financial crisis and economic downturn underscores the need to link a sustainable economic development with measures to handle the climate crisis in integrated policy responses. He pointed out that energy efficiency and sustainable urban development – in Europe and elsewhere – has to be on top of the broader policy agendas in tackling climate change. He invited the audience to help to ease the administrative conditions in order to release new business models, services and products that contribute to a response of the global climate challenge much faster.

The discussions at this conference provided a valuable input to the run up to Copenhagen Climate Summit in December with the main message that meeting international greenhouse gas reduction targets are possible without a dramatic shift in its citizens’ lifestyle.

RomanowPR was established in 2001 to meet the demand for high quality PR writing on technical subjects.

Its principal, Alexander Romanow, has extensive experience of the European press, having been the editor of a variety of technology-based magazines for over 18 years. He has also worked for other public relations companies, covering a wide range of high- and low-tech industries.

This experience of both sides of the press/PR divide enables the company to offer its clients a highly effective service for obtaining maximum press coverage for their products and services.

It also means that it knows how to communicate with journalists and understands what they are looking for - something that is far from universal with PR companies!

Media Contact

Alexander Romanow

Grüneburgweg 3

60323 Frankfurt am Main

Phone: +49 69 959 084 00

Mail: Alexanderromanow@web.de

[You can find this press release here](#)