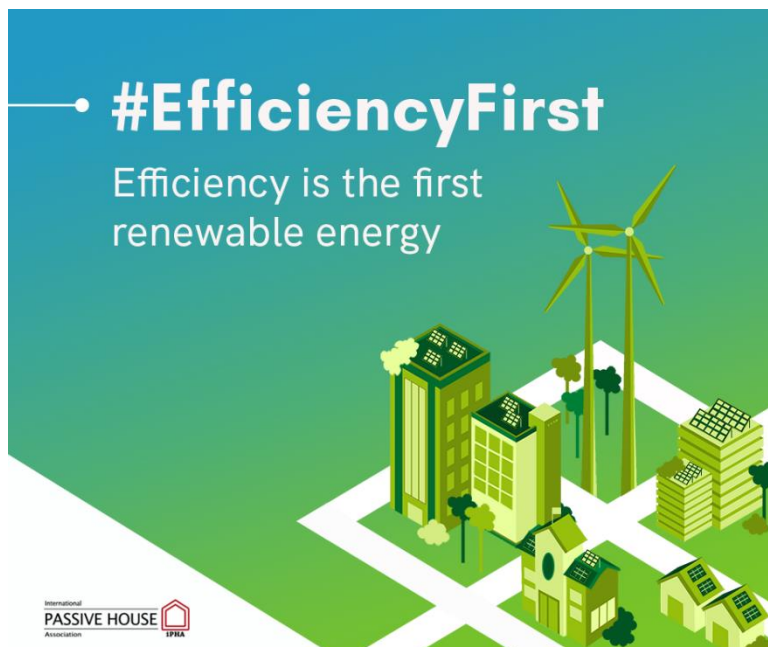


Efficiency: The first renewable energy

Campaign to promote the importance of energy efficient buildings starts today

Darmstadt, Germany. The International Passive House Association and its partner organisations launch the global “Efficiency: The First Renewable Energy” campaign today. Using the hashtag #EfficiencyFirst, the campaign aims to raise awareness for

the vital role energy efficiency in buildings plays in meeting our climate goals. The campaign also demonstrates that energy efficient buildings provide a comfortable, healthy and sustainable built environment. The launch includes a competition for social media followers.



The campaign #EfficiencyFirst of the iPHA starts today. The aim is to rise awareness for the vital role energy efficiency in buildings plays in meeting the climate goals. © iPHA

The International Passive House Association (iPHA), founded by the Passive House Institute in 2010, launches the campaign “Efficiency: The First Renewable Energy” today, starting with the social media competition #ExplainPassiveHouse. Social media followers of the network iPHA are asked to post descriptions of how a Passive House building works using everyday household objects. The competition will run until March 1. The

winner will receive their choice of Passive House Designer or PHPP expert course or tickets to the 25th International Passive House Conference on September 10-11, 2021 in Wuppertal, Germany.

Global network

The International Passive House Association (iPHA) is a global network uniting both Passive House experts and enthusiasts alike. Together with its 22 partner organisations all over the world, iPHA works to spread knowledge about the Passive House standard worldwide and foster a greater public understanding of its benefits and achievability. The network makes information available and facilitates active exchange among industry professionals, policymakers and the media and public.

Reduce demand

The United Nation's Intergovernmental Panel on Climate Change (IPCC) highlights the substantial action needed to limit global warming. Currently, 35 percent of global energy consumption stems from the building sector alone. The operational stage is the largest contributor to carbon emissions. The majority of this stemming from heating and cooling demand. The past decade has seen an increased awareness of the need for renewable energy and reducing embodied energy. Using the slogan "Efficiency: The First Renewable Energy", the #EfficiencyFirst campaign aims to inform the public on a foundational aspect of sustainable buildings that is too often overlooked: energy efficiency.

#EfficiencyFirst

Over the course of 2021, the iPHA network will be running a series of activities and events. All of them aim to promote the significance of an efficiency first approach to building design; wherein buildings are planned, constructed and retrofitted to have an extremely low heating and cooling demand. Planned activities include a range of talks and informational sessions; explanatory materials for print and online publication; the International Passive House Open Days and more. The campaign is expected to run until the end of the year 2021.

Find out more about the #EfficiencyFirst campaign on the International Passive House Association's website: <https://www.passivehouse-international.org/>

● **Explain Passive House Competition**

Our visual Passive House example is in need of a retrofit!

Share your explanation of how a Passive House works using everyday objects and the hashtags **#ExplainPassiveHouse** and **#EfficiencyFirst** between February 15 and March 1 to win!

International
PASSIVE HOUSE
Association 

Visit our website to find out more!

How do you explain Passive House? The visual comparison between a "passive" and energy efficient isolated thermos versus the highly energy consuming coffee maker searches for imitators. The #EfficiencyFirst social media competition runs until March 1. © iPHA

● **Efficiency: The First Renewable Energy**

#EfficiencyFirst

General Information

Passive House buildings

With the Passive House concept the heat loss that typically takes place in buildings through the walls, roof and windows is drastically reduced. With the five basic principles – high-quality thermal insulation, windows with triple glazing, avoidance of thermal bridges, an airtight building envelope, and a ventilation system with heat recovery – a Passive House building needs very little energy. Passive House buildings can therefore dispense with *classic* building heating systems. Such buildings are called "passive houses" because a major part of their heating demand is met through "passive" sources such as solar radiation or the heat emitted by occupants and technical appliances.

In a Passive House building, the heat is retained for a long time because it escapes very slowly. For this reason, active heating is needed only during extremely cold days and only a small amount of energy is required for this. A Passive House building also offers an advantage in the summer: the excellent level of insulation ensures that the heat stays outside, therefore active cooling usually isn't necessary in residential buildings. A Passive House building consumes about 90 percent less heating energy than an existing building and 75 percent less energy than an average new construction.



The world's first Passive House building in Darmstadt.
© Peter Cook

Passive House & NZEB

The Passive House standard meets the EU requirements for Nearly Zero Energy Buildings. According to the European Buildings Directive *EPBD*, all member states must specify requirements for so-called NZEBs in their national building regulations.

These came into effect in January 2019 for public buildings and apply for all other buildings since this year 2021.

Pioneer project

The first Passive House in the world was built in Darmstadt-Kranichstein (Germany) 30 years ago by four private homeowners. Prof Wolfgang Feist was one of them. Ever since the homeowners moved in with their families in 1991, these terraced houses have been regarded as a pioneer project for the Passive House standard.



Prof Wolfgang Feist.
© Peter Cook

Passive House and renewable energy

The Passive House standard can be combined well with on-site renewable energy generation. Since April 2015, the new building classes "Passive House Plus" and "Passive House Premium" have been available for this supply concept.

Passive House Institute

The Passive House Institute with its headquarters in Darmstadt (Germany) is an independent research institute for highly efficient use of energy in buildings. The Institute founded by Prof Wolfgang Feist holds a leading position internationally with regard to research and development in the field of energy efficient construction. Among other things, Prof Wolfgang Feist was awarded the DBU Environmental Prize in 2001 for developing the Passive House concept.

International Passive House Conference

The 25th International Passive House Conference takes place in the German city of Wuppertal on 10-11 September 2021, accompanied by online events. www.passivehouseconferene.org

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