

## Press Release

### POLYURETHANES supports FREE initiative

POLYURETHANES is pleased to announce its support for the Future of Rural Energy in Europe (FREE) initiative which was launched on 24 June in Brussels to ensure that policy makers across the EU address the specific energy needs of rural communities.

FREE was launched at the first ever Rural Energy Day. Europe's countryside came to Brussels for a day of celebration, discussions and demonstrations next to the European Parliament to highlight the importance of sustainable rural energy solutions within the EU. As an initiative representing the most effective solutions for building insulation but also as the main insulation material used in the cold food chain, the Polyurethanes campaign participated on the day by hosting a stand and communicating with a wide audience from EU institutions and interested organisations on the environmental benefits of polyurethanes through increasing energy-efficiency in rural areas.



One of the aims of FREE, launched at the Rural Energy Day, is to change the fact that rural communities –which represent over 50% of Europe's population - are often disadvantaged by energy policy. Buildings account for more than 40% of the European Union's energy consumption and 36% of our CO2 emissions. Finding ways of lowering the carbon footprint of buildings in rural areas is therefore all the more vital. The most important application of polyurethanes in buildings is insulation. Dramatically decreasing heat loss in the winter, while keeping the house cool in the summer – Polyurethanes contributes to significant energy savings.

Polyurethanes joined the FREE initiative to remind policymakers of the importance of rural areas when it comes to energy policy and carbon savings. This is especially relevant for polyurethanes as rural houses tend to be older and therefore more poorly insulated.

As rural areas differ across Europe, FREE will not only focus on EU policymakers and politicians in Brussels but will also include national and regional FREE initiatives in nine Member States; Belgium, Denmark, France, Germany, Ireland, Italy, Netherlands, Poland and the United Kingdom. POLYURETHANES is not the only supporter of the FREE initiative which already has on board organisations including Glass for Europe, COGEN Europe, Baxi Group, the Polish Podlaskie Region, CEJA (Young Farmers of Europe), and Euromontana (representing communities in mountainous areas). Going forward FREE will become a platform for discussions between interested parties on rural energy issues.



More information on the FREE campaign can be found on <http://www.rural-energy.eu/en/home-en>

More information on ISOPA's polyurethanes campaign can be found on [www.polyurethanes.org](http://www.polyurethanes.org)

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*ISOPA is the European Diisocyanate and Polyol Producers Trade Association. Diisocyanates and Polyols are the main building blocks for polyurethanes. ISOPA promotes the highest standards of best practice in the distribution and use of these raw materials, ensures that all stakeholders can easily access accurate and up-to-date information on diisocyanates and polyols, and shows how polyurethanes help fulfil society's present and future needs. ISOPA's eight members are Bayer Material Science, BorsodChem, Dow, Elastogran, Huntsman, Perstorp, Repsol, and Shell Chemicals.*