

## Redefining our approach towards construction: The CONCERTO example

Monday, 08 January 2007

Brussels, Belgium: The first EU Sustainable Energy Week (EUSEW), January 29th to 2nd February 2007, aims to explore options for the successful management of energy resources. As part of getting the policy right the first EU Sustainable Energy Week will play host to a CONCERTO conference to take place on 1st February 2007 from 14.00 &ndash; 18.00 in the Charlemagne Conference Centre, Brussels, with the title &ldquo;Sustainable Construction &ndash; a good business?&rdquo;

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It has become clear that, even though European cities excel at providing their citizens with comfortable living, social and sustainable environments, climate change, greenhouse gas emission and rising energy prices increasingly threaten our natural habitats and resources and consequently the urban environment.

A large part of the construction industry strongly profits from, among others, the migration of people towards cities. However, through their creation, as well as their operation, buildings account for more than 50% of the overall energy consumption in Europe.

With the sharp increase in energy prices and most energy economists forecasting the same for many years to come, cities administrators, building owners and users, including construction companies, architects and other stakeholders need to prepare for radical change.

Integrated energy aspects must play a central role during all stages of the lifecycle of a building with all relevant players coming together to help achieve the goal of true sustainable future in the construction sector, as can be evidenced through some of the CONCERTO demonstration activities.

An integrated approach is beneficial not only for the environment, the citizens, but also for businesses. Sustainable construction is not only feasible, but can also be economically viable, holistic integration can be considerably more than the sum of its parts, which is fundamental to the underlining objectives of CONCERTO.

Key figures from the energy and construction sectors, together with other stakeholders and participants will discuss how the construction industry, can as a whole redefine its well tested approaches towards construction activities, which include environmental and energy objectives as central elements in the overall construction process.

This is your opportunity to find out more about CONCERTO, what is happening to the energy sector generally and we very much look forward to seeing you there.

EU Sustainable Energy Week, 29th January until 2nd February 2007

CONCERTO event &ndash; &ldquo;Sustainable Construction &ndash; A good business?&rdquo;

1st February 2007 from 14.00 &ndash; 18.00

More information on the CONCERTO event and the link to where you can register can be found on [www.concertoplus.eu/eusew/index.php](http://www.concertoplus.eu/eusew/index.php).

More information on the EU Sustainable Energy Week is available on

[www.eusew.eu](http://www.eusew.eu).

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Note: The CONCERTO initiative, co-funded by the European Commission, aims to promote the integration of Energy Efficiency measures and increased use of Renewable Energy Sources. Currently, 9 CONCERTO projects and their communities throughout Europe are working together towards a sustainable future. (For more information on CONCERTO please visit [www.concertoplus.eu](http://www.concertoplus.eu) )