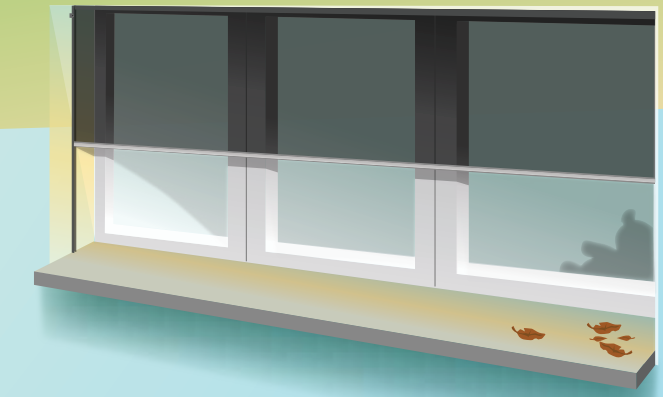


ENERGY SAVING IN BUILDINGS STARTS WITH SMART SOLAR SHADING

IF WE CHANGE NOTHING AIR CONDITIONING ACTIVE COOLING



IF WE INSTALL SMART SOLAR SHADING PASSIVE COOLING



+60%
of all buildings in Europe will use AC for cooling by 2050

+870TWh
extra energy needed to power the additional indoor cooling

+58%
more CO₂ will be emitted, the equivalent of 22 million cars

€ 285.000.000.000
unnecessary money spent on energy

+0%
no extra AC units needed for buildings by 2050

+62% energy savings
equal to the final energy consumption of the 47 million people of **Spain**

+0%
no additional AC units means **no surplus CO₂**

= the gross national product of Finland + Luxemburg saved
no increased energy demand through the use of Smart Solar Shading

2050

nearly **50%**
of all buildings will use active cooling.

STATUS QUO (28%)
when Smart Solar Shading becomes the standard

ACT NOW! OR BY 2050 NEARLY 50% OF BUILDINGS IN EUROPE WILL USE ACTIVE COOLING!

Data based on "Solar shading – Synergising mitigation of GHG emissions and adaptation to climate change. The potential to disrupt rising cooling demand and overheating in European buildings", Guidehouse Germany GmbH, 5 november 2021. Results based on 2020 prices and available data.