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Moscow

PRESS RELEASE

**Energy Efficiency in the Built Environment:
Round Table Results**

Russia is a difficult place to implement energy efficient projects due to the lack of an integrated approach and expertise, according to the participants of the round table “Practical Solutions to Energy Efficiency in the Built Environment”.

This event, organised by the Energy Efficiency Committee of the Association of European Businesses, took place at Marriott Tverskaya on the 28 of June, 2011.

Here are just a few of the speakers at the table:

- Hans-Kersten Hrubesch, President & CEO, **BSH Bytovaya Technika**
- **Jeroen Ketting**, General Director, **Lighthouse Russia**
- **Dominique Tissot**, Partner, **CMS, Russia**
- **Maxim Grishin**, Market Manager for the Eco-Commercial Building Program, **Bayer Material Science**
- **Ravil Gimadiev**, Head of Low Voltage Prescriptions, Building Technologies Division, **Siemens**
- **Nikolay Doroshenko**, Director, **MW Power**
- **Vladimir Ustinov**, Product Manager, **Lindab**
- **Serge Vignerie**, Marketing Director, **Legrand**
- **Konstantin Timoshechkin**, Business Development Manager Eastern Europe, **SGS Vostok Limited**
- **Nico Tillie**, Advisor, Sustainability, Energy and Climate Design, **Rotterdam Climate Initiative**

What are the challenges pushing back the development of the Russian market?

- There is no accurate information about the actual energy demand
- There is no incentive for the user to save energy
- The financial feasibility of energy efficiency measures can't be determined and investors are not ready to take risks
- Low energy prices in Russia discourage energy efficiency measures
- Energy providers are not interested in reducing the energy consumption

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“The costs of energy efficient buildings are higher in Russia than in Europe as all the materials needed are imported from overseas. At the same time, only around five Russian engineering companies have the experience needed. That is why we need European companies to implement energy efficient projects in Russia”, participants said.

The payback period of energy efficient buildings in Europe is 8 years, and the data on Russian market will be available in the near future.

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About the AEB

Founded in 1995, the AEB is an independent non-commercial association with a membership of over 600 companies from across the European Union and Russia. Our members range from large multi-national corporations to SMBs and are united by their commitment to forging stronger economic ties between the EU and Russia, as well as improving the business environment here in Russia.

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