

Press Release

Germany: Efficiency more important than design

Germans consider energy efficiency most important aspect when building a new home

Oct 20, 2014

Berlin (gtai) - Just four percent of Germans aged 30 - 40 consider tasteful design important when building a house, a recent survey by a German energy supplier found. By contrast, 34 percent consider energy efficiency the top priority.

"Germany is Europe's leading construction market and home to the EU's largest building stock. The country is an established forerunner in sustainability and has ambitious goals to reach almost climate-neutral building stock levels by 2050 as part of its ongoing energy transition," says Henning Ellermann, energy efficiency expert at Germany Trade & Invest.



What is important to Germans when building a house?

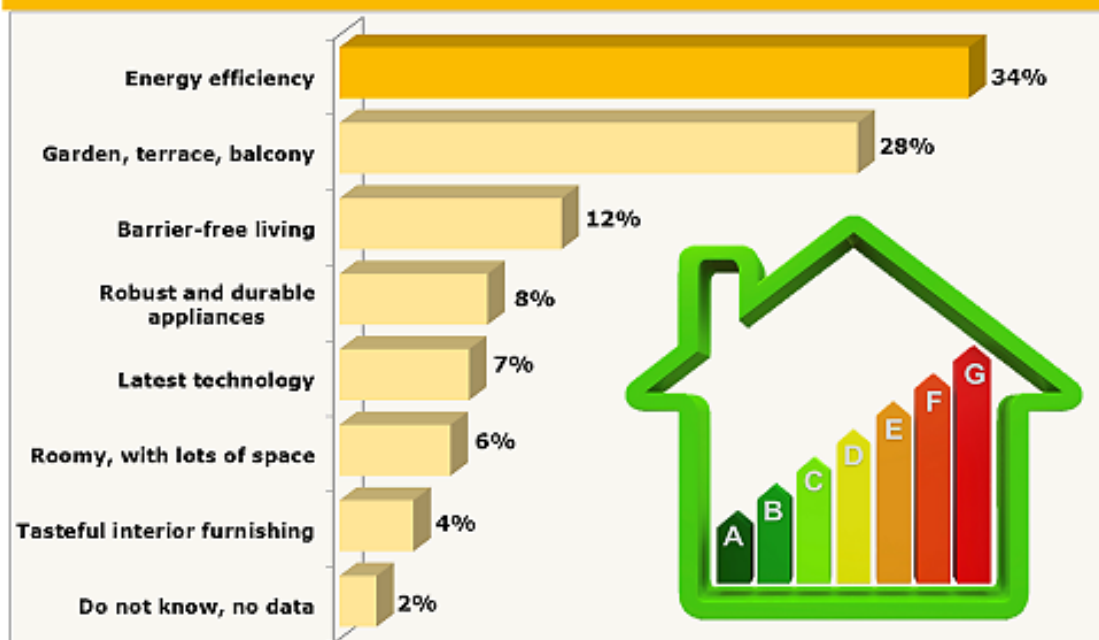


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Interested parties can find out about the German boom in green buildings and enjoy a beer and Bavarian snacks at Greenbuild in New Orleans on October 22 at 4 pm at booth #601. Henning will introduce Germany Trade & Invest and the services it offers; examine the latest German green building trends, market data, and business opportunities; and provide an overview of public funding schemes and incentive programs.

GERMANY: EFFICIENCY MORE IMPORTANT THAN DESIGN

He will be followed by Kay Killmann, president of the German Green Building Association and managing director at Alpha Energy & Environment, with a talk entitled "Green Building Certification in Germany – Where is the Market Headed and How Can You Participate?"

If you are interested in this free event and want to sign up, please click here on our registration form.

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