

NEWS

FOR IMMEDIATE RELEASE
DATE: MARCH 31, 2011

CONTACT: Tim Gay
PHONE: (202) 863-4215
E-MAIL: tim.gay@dutkoworldwide.com

CNAIMA Urges EPA to Allow Utilities to Use Energy Efficiency to Reduce Greenhouse Gas Emissions

Washington, D.C., March 31, 2011 – America’s leading association of insulation manufacturers has urged the Environmental Protection Agency (EPA) to promote energy efficiency by altering its rules and allowing power plants and utilities to “count” efficiency measures – including the installation of insulation – in federally mandated efforts to curb greenhouse gas emissions.

“By reducing the demand for energy, thermal insulation products help conserve non-renewable fuel supplies and reduce the amount of pollutants that are released into the atmosphere through the burning of fossil fuels,” the Council for the North American Insulation Manufacturers Association (CNAIMA) said in comments submitted in response to EPA’s “listening sessions” on proposed Clean Air Act rules changes.

CNAIMA’s recommendations, based in part on recent studies conducted by the Harvard School of Public Health and The McKinsey Quarterly, call for renewed incentives to encourage end-use energy efficiency. Incentives such as tax credits for the installation of insulation products, low-interest or interest-free loan programs for energy efficiency retrofits, or local government programs that publicize and recognize the benefits of energy efficiency, could make a significant impact in reducing the nation’s energy demand and overall emissions. Along with other studies, the Harvard and McKinsey data show that insulation is a cost-effective and readily available resource.

EPA has a number of programs, CNAIMA pointed out, which recognize that significant energy savings and pollution reductions can be achieved through increased building insulation – residential, commercial, and industrial. Now it’s time for EPA to extend that same philosophy to the rules governing the Clean Air Act enforcement of fossil-fuel burning power plants, CNAIMA said.

“EPA should not only allow utilities to use energy efficiency to reduce greenhouse gas emissions, but EPA should, indeed, actively encourage them to do so,” CNAIMA concluded.

###

About the Council of NAIMA

The Council of the North America Insulation Manufacturers Association advocates for policies and programs that encourage and incentivize increased energy efficiency through insulation in new and existing residential and commercial buildings and industrial applications. Membership in the Council of NAIMA is open to thermal and acoustical insulation manufacturers – regardless of insulation product type – and their suppliers located in North America.