



ES·SO

EUROPEAN SOLAR SHADING  
ORGANISATION

# Business Summit 2024

Good morning!

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A n d r e w   C h a l k



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# Business Summit 2024

## Our future projects

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A n d e r s   H a l l   –   H e r v é   L a m y



# Launching the Global Shading Day website: a step towards official recognition as a day of shading action

**GLOBAL SHADING DAY** Home What is Global Shading Day Benefits of Shading Insights Get Involved Contact

Countdown to Global Shading Day 2025 **XXX** DAYS **XXX** HOURS **XXX** MINUTES

VIDEO or SLIDER OF IMAGES

March 21 2025  
**Global Shading Day**  
Learn more >

**Save Energy, Stay Comfortable and Protect Our Planet**

Solar shading can reduce energy use in buildings by up to **60%** by 2050, potentially eliminating the need for air conditioning in many cases.

**Join the conversation**

Less than **50%** of EU's buildings are equipped with shading devices

"The technology for many passive cooling solutions is already available and has been for thousands of years."  
Not based on Passive Cooling - March 2021

**Global Shading Day stories**

- Southern Europe**  
Learn more >
- Central/Eastern Europe**  
Learn more >
- Northern Europe**  
Learn more >

**Send us your shading stories**

Have you installed shading? Share your stories with us so more people can understand the benefits of this sustainable technology.

Send your pictures and stories to [share@globalshadingday.co.uk](mailto:share@globalshadingday.co.uk)

**Do you work in the shading industry?**

Download our Global Shading Day marketing plan to help you get the most out of the awareness day.

For more information about the European Solar Shading Organisation visit [es-so.com](http://es-so.com)

**GLOBAL SHADING DAY**

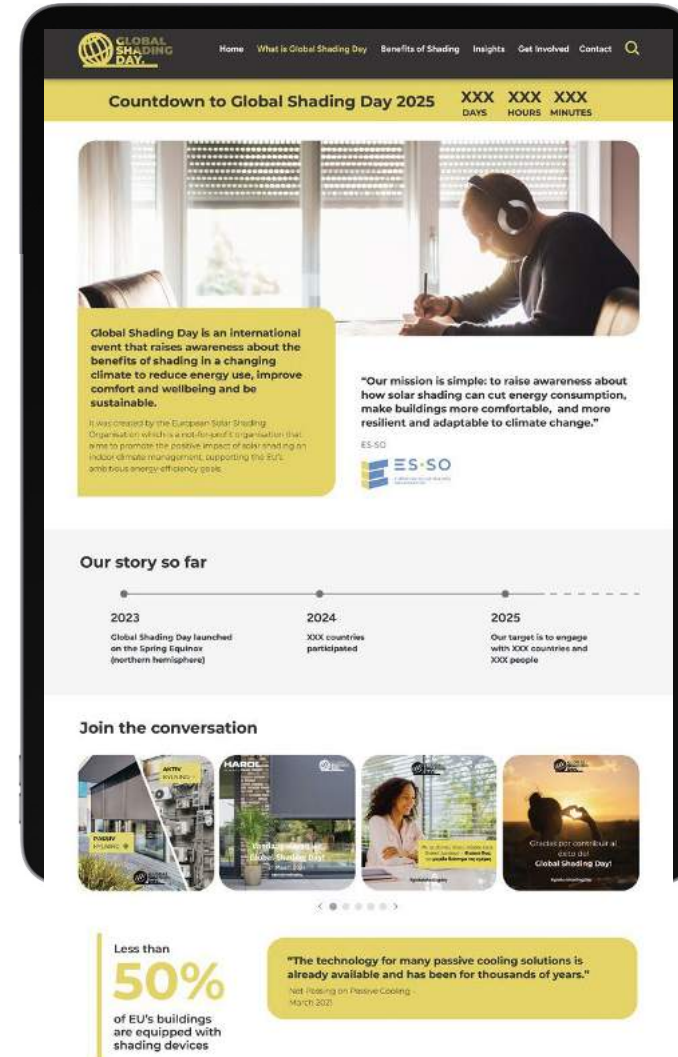
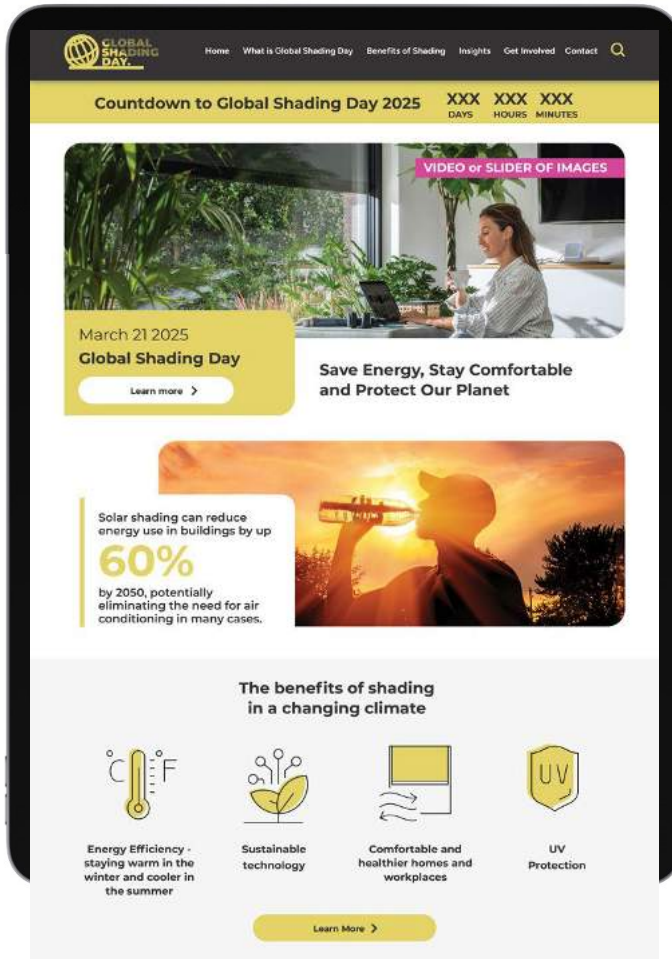
European Solar Shading Organisation  
Vilvoordelaan 128  
1930 Zaventem  
Belgium

Contact Us >

Connect with us  
in

ES-SO  
European Solar Shading Organisation  
Policy member of the European Global Green Deal and Circular Economy Action Plan

# Website design/visuals



Where do you live?  
Discover the impact of climate change where you are.



## How the Global Shading Day Website will raise awareness about shading

Your go-to resource for creating climate-resilient homes and sustainable spaces 



Our new website is dedicated to showcasing how shading can transform our homes, workplaces, and cities into climate-resilient spaces. Here's how it works:

- **Simple messaging** on shading benefits
- **Educational resources** for all audiences
- **Success stories & case studies**
- **Explaining** different types of shading
- **Inspire** action

# Encouraging everyone to support Global Shading Day



## Where do you live?

Discover the impact of climate change where you are.

Research shows that on a high carbon pathway, temperatures in Italy could increase by as much as 2.4°C by 2050

## Interactive map of Europe

Users can click on a country and an interesting statistic or quote pops up.



## Country Profiles

Profile countries/European regions that are already supporting Global Shading Day

## Download

Please share on social media and within your communities.



## Send us your shading stories

Have you installed shading? Share your stories with us so more people can understand the benefits of this sustainable technology.

Send your pictures and stories to [share@globalshadingday.com](mailto:share@globalshadingday.com)



## Encourage action

Calls to action throughout the website / download resources

# Help us make Global Shading Day a success in 2025



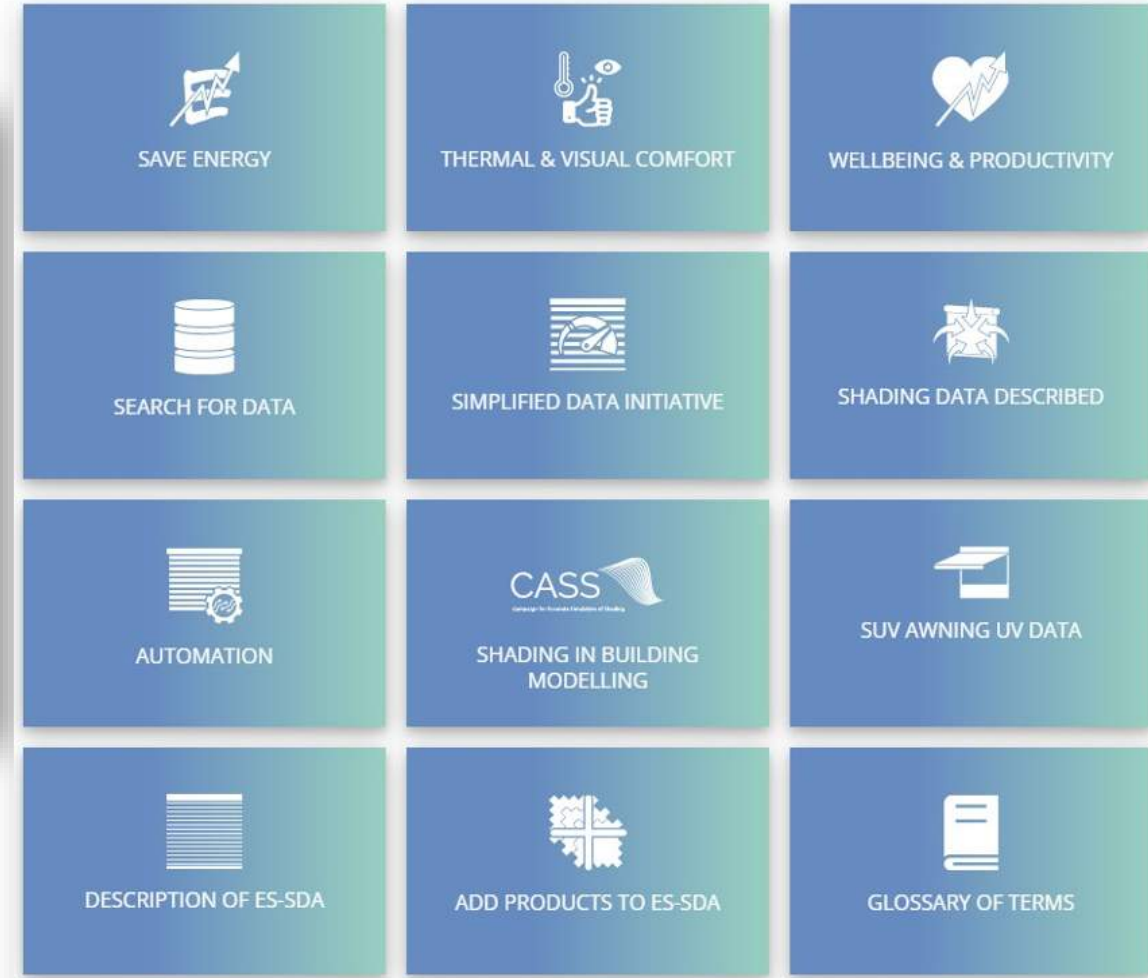
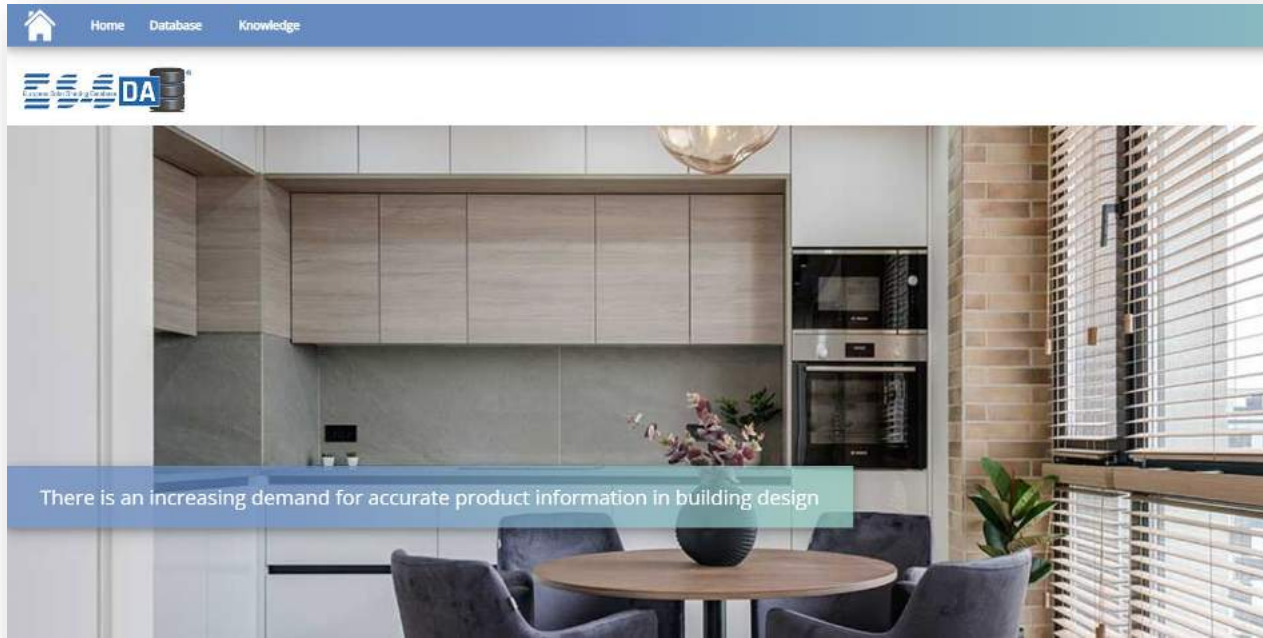
# Global expansion 2025 of the Global Shading Day



**An opportunity for you !**



# Updated ES-SDA web site







## Simulation softwares





# Simulation softwares

A huge challenge – with a solution



# Automating the connection

# Simplified management



13.000

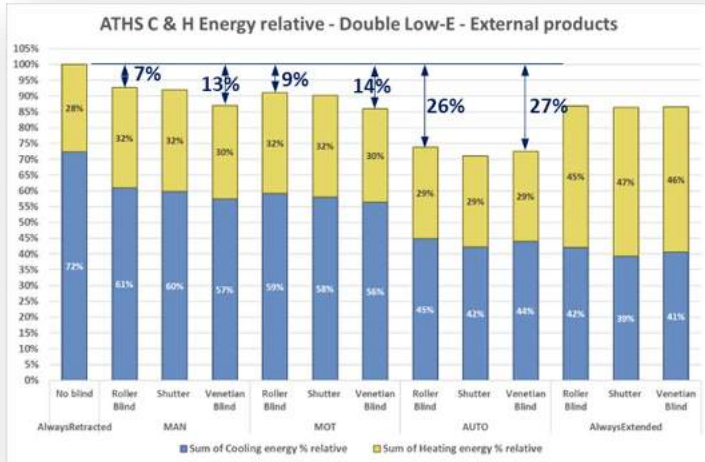
ESBO users

>5.000

IDA ICE users



# Control strategies implemented in ESBO





# Business Summit 2024

Dissemination of technical  
information

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H e r v é L a m y







# Dissemination of technical information

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# Example of the educational demonstrator





# Business Summit 2024

## New Construction Products Regulation

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H e r v é L a m y



# New Construction Products Regulation

# New CPR to be published in November 2024

**CE**



# New Construction Products Regulation

AT A GLANCE  
Plenary – July 2023



## Revision of the Construction Products Regulation

On 30 March 2022, the European Commission put forward a proposal to revise the Construction Products Regulation (CPR). During its July plenary session, the European Parliament is expected to vote on the report adopted by its Committee on the Internal Market and Consumer Protection (IMCO) on 23 May 2023. The report as voted would then form Parliament's position for negotiations with the Council.

### Background

The Construction Products Regulation ([Regulation \(EU\) No 305/2011](#), CPR) has applied fully since 1 July 2013. Its objective is to achieve the proper functioning of the internal market for construction products, by means of harmonised rules for their marketing in the EU. The CPR, which provides a common technical language to assess the performance of construction products, enables Member States to define the legal requirements towards construction works.





# New Construction Products Regulation

- # A few key points
  - # Environmental performance
  - # Data stored in a database
  - # Progressive application according to products
  - # Declaration of Performance and of Conformity



# New Construction Products Regulation

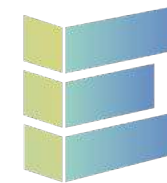
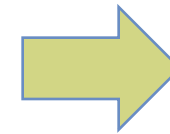
## # Main consequences for shading products

# 4 Product Standards instead of 3

# Revision of 10 Standards in 3 years

# 1 mandated characteristic to 13

# Target date for application: 2028



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## Introduction to Break out sessions

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A n d r e w   C h a l k



BREAK OUT SESSIONS from 10:00 -11:00



60 minutes discussion on 6 topics spread over 8 tables (same group lanyard colour as table setting in presentation area)



Per table 2 topics with questions



Task : give comments on the questions /topic and rank the topics on priority (5 very high – 1 very low)



Use the discussion form for comments and give to the table coordinator (member of ES-SO team)



11:00 -11:30 Networking coffee break : the covered terrace of Les Herbes



11:30 Presentation of Conclusions followed by Signing the Letter of Intent

# Our changing behavior as solar shading industry

We must shift our position and transform our approach towards a sustainable, green industry, providing natural cooling with health and wellness.

Questions TBD...



# Circular economy as an integral part of sustainable buildings

Questions TBD...

# Building best cases collectively

Why ?

professionals, regulators and society (consumers) to understand the benefits of shading

Questions TBD...

# CPR – the new Construct Product Regulation

The short-term impact of the new CPR on solar shading will demand new sustainable requirements

CE marking - Digital Passport - Declaration Core Indicators 2029 - declaration LCA indicators 2031 – ZEB Buildings

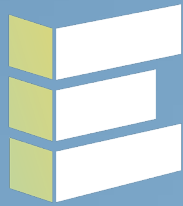
Questions TBD...

# The future of European competitiveness

- Geopolitics has become a part of a CEO's core job. Do you have this impression?
- The availability of materials for manufacturers.
- ES-SO as the leading driver to bring together the construction sector adapting buildings to climate change?
- **Questions TBD...**

# Global Shading Day 2025 to further professionalise

- How to make more connection with consumers : easy explained benefits, easy use of shading
- ES-SO creating a website on Global Shading Day : **will you make use of it?**
- Working from inside to outside : make awareness of the possibilities of solar shading in your own company, building the confidence inside the company :
- **Questions TBD...**



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## Networking Break

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11:00 – 11:30



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## Outcome break out sessions

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A n d e r s   H a l l



## Our changing behaviour as solar shading industry

- Knowledge is key to further professionalise our business : to implement the ES-SO Academy courses for all employees
- ES-SO smart solar shading advisors to be trained for introduction course to colleagues very positive
- At next Business Summit to include knowledge introduction session
- Final products manufacturers also to join ES-SDA, the European validated Shading Productdata Database
- Focus on renovation





# Circular economy as an integral part of sustainable buildings

- ES-SO's plan to prepare European common PCR's for solar shading is a good initiative as basis for collective EPD's – to set up a working group with different countries
- Need for information/ collaboration : communicate examples
- Look at other markets/organisations/countries how they are doing
- Our industry is about assembling different components – to find collective efforts; ex collective gathering of electronics with other electronic industries
- Communicate on the long life time of our products
- Study on how to simplify products avoiding the problem of simple repair



## Building best cases collectively

- **Best cases in schools : do measurements, social analysis thermal and visual comfort, conomic approach, interview with teacher**
- **Communicate in short videos which can be easily translated**



# CPR – the new Construct Product Regulation

- **Need for industry to be informed – representatives to join/listed in the ES-SO Technical Committee**
- **We need a solidarity approach inside the industry**



# The future of European competitiveness

- **Geopolitics becomes indeed part of CEO's core job**
- **Solar shading is part of adapting buildings to climate change : key communication**



# Global Shading Day 2025 to further professionalise

- **Website 2025 initiative is positive to continue the Global Shading Day campaign at the next level**
- **Simplified clear messages on benefits backed by scientific evidence**
- **Consensus on seasonal messages as one voice**



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**Business Summit 2024**

Signing letter of intent

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A n d e r s   H a l l



# Business Summit 2024

## Invitation to sponsoring

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ES-SO Projects 2025



## YEARLY SPONSORSHIP ES-SO PROJECTS

**Company X** (fill in name)  
supports the projects and activities of ES-SO  
for the benefit of the solar shading industry  
and  
will sponsor for 2025 its projects to the amount of  
**5.000 EURO**

### ES-SO will in return provide the following:

- ES-SO supporting company on **ES-SO** website/ logo and direct web link to the company on **ES-SO** website
- **Inclusion in the mailing list** of ES-SO supporting companies to receive direct information on the progress of its activities
- May delegate employees to be connected to updates from **ES-SO** Committees and where required become directly involved to assist in their activities
- Will be informed about the progress of **ES-SO's** projects at a webinar in October 2025
- **ES-SO Academy "advisor" & "expert": 5 free ES-SO certificates**
- **Guaranteed seat at the future business summit**

Details Company	
Company	
Street	
City - Postcode	
Country	
VAT N°	
Contact person	
Name	
email	
Mobile	
Signature	

To be returned to [ann.vaneycken@es-so.com](mailto:ann.vaneycken@es-so.com)





## SUPPORTING ES-SO PROJECTS

### ES-SO Projects 2025 - 2026

#### Website **Global Shading Day** and Toolkit 21 March 2025

- ✓ Supporting companies will receive for their marketing planning in February:
  - The link of the new website as the common source for demonstrating the benefits of solar shading;
  - The Global Shading communication toolkit with guidelines;
  - The ES-SO Press Release announcement Global Shading Day launched in February to which companies relate their press communication.

#### Building **Best Cases** together

- ✓ Create a resource to assemble testimonials / best cases for the industry on the benefits of shading related to energy savings, CO2 emissions, cost efficiency, health and well-being
- ✓ Cross reference through scientific resources (eg Salford, ...).

#### Validated Solar Shading performance Data (**ES-SDA**) connecting with building modelling simulation software (**ESBO**)

- ✓ Integration of product data (validation via ES-SDA and automatic input in ESBO)
- ✓ Detailed shading (gtot) calculations
- ✓ Implementation of solar control strategies

#### Sustainability common actions

- ✓ ES-SO developing the product category rules (PCR's) to be used for national Environmental Product Declarations (EPD's) for solar shading solutions.
- ✓ Support industry to integrate sustainability criteria as new requirements of the new Construction Product Regulation (CPR).

#### **EQWIN** Project Fraunhofer

- ✓ ES-SO as co-financer over three years a German government funded project with the objective to get the benefits of dynamic solar shading integrated in building simulations.

#### One voice promotion - further projects worth mentioning

- ✓ Dissemination of solar control strategies in ISO 52016/3 and /4.
- ✓ Dissemination of guidelines to architects and façade designers on solar shading operating in windy conditions.
- ✓ The ES-SO Academy smart solar training courses implementation in Europe.

### ES-SO supporting company benefits

- ✓ ES-SO supporting company on ES-SO website: logo and direct web link to the supporting company on ES-SO website.
- ✓ Inclusion in the mailing list of ES-SO supporting companies to receive direct information on the progress of activities.
- ✓ May delegate employees to be connected to updates from ES-SO Committees and become directly involved to assist in their activities where required.
- ✓ Will be informed about the progress of ES-SO projects at a webinar in October 2025.
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- ✓ Guaranteed seat at the future ES-SO Business Summit.



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## Business Summit 2024

Official closure and invitation lunch

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