



PIMA Sponsors Bloomberg Finance's New Sustainable Energy Factbook

BETHESDA, MD, February 19, 2013 – The United States has seen a radical transformation in how Americans produce and consume energy, according to a new report from Bloomberg New Energy Finance (BNEF).

The report, "Sustainable Energy in America 2013 Factbook - *Energy Efficiency + Renewable Energy + Natural Gas = Growth Sectors of the US Energy Economy*, was commissioned by the Business Council on Sustainable Energy (BCSE) and sponsored by the Polyisocyanurate Insulation Manufacturers Association and several other BCSE members.

The report provides up-to-date, accurate market intelligence about the broad range of industries — energy efficiency, renewable energy and natural gas — that are contributing to the country's shift toward cleaner energy production and more efficient energy usage.

At a news conference in New York, PIMA President Jared Blum commented, "Efficiency is the most cost-effective energy producer because the cheapest BTUs you generate are those you do not have to – in other words 'negawatts'."

The Factbook highlights how energy efficiency is increasingly becoming a priority. U.S. utility budgets for efficiency expenditures reached \$7 billion in 2011 (the latest available date for which data exists), and financing for energy-efficiency retrofits has become increasingly sophisticated, propelling further greening of U.S. buildings. According to the report, energy demand decreased by 6.4 percent from 2007 to 2012, largely due to efficiency gains and despite economic growth.

"The 2013 Factbook serves to underscore that green construction is not an exception but rather standard operating procedure in this country," Blum said. "As building-product manufacturers, we understand our responsibility to provide an energy-efficient product that contributes to high-performing buildings."

The Factbook gives detailed market intelligence on how new technologies in the energy efficiency, renewable energy, and natural gas industries are making cleaner energy equipment more affordable and accessible.

"Significant changes are occurring in the U.S. energy sector that are boosting investment and accelerating deployment of a range of commercially available clean technologies," said Lisa Jacobson, President of the Business Council for Sustainable Energy. "The 2013 Factbook outlines these dynamics and provides the very latest data, not just on how much is being invested or how much is getting built, but on today's costs for these technologies. Our hope is that the report serves as a useful tool for policymakers and investors seeking the very best benchmarks in the energy sector."

The report, which is both quantitative and objective, will provide policymakers, investors, journalists, and industry professionals timely, accurate information on the various factors that are impacting the changing

U.S. energy landscape. The report looks at clean energy broadly — from natural gas to large-scale renewable including hydropower, from distributed power to demand-side energy efficiency — and is quantitative and objective.

About PIMA

For over 25 years, the Polyisocyanurate Insulation Manufacturers Association (PIMA) has served as the unified voice of the rigid polyiso industry proactively advocating for safe, cost-effective, sustainable and energy efficient construction. PIMA's members, who first came together in 1987, include a synergistic partnership of polyiso manufacturers and industry suppliers. Polyiso is one of the nation's most widely used and cost-effective insulation products available. To learn more, visit www.polyiso.org.