

Press Release
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Rockwool Chief denounces renovation package in Denmark

The chief executive of Denmark's leading insulation company has said the renovation package was a poorly executed quick fix.

Rockwool chief executive Eelco van Heel has blasted politicians for being short-sighted when it comes to climate change and stimulus initiatives.

Denmark has hosted a number of climate conferences and appointed its own climate and energy minister in 2007 to spread the message internationally about the need for change.

But the CEO of Rockwool, the world's biggest steel wool insulation manufacturer, has said that Danish politicians need to spend more time at home, concentrating on long-term initiatives.



Speaking with Berlingske Tidende newspaper, Van Heel said that while Denmark may be known as a green nation internationally, the details of its efforts are not as efficient as those of other countries like Germany, Austria, Britain and France.

'They are working more long-term than we are here in Denmark. They're not doing as our politicians did, who said that in four months they would provide 1.5 billion kroner that then lasted for only three weeks before being used up. Compared to short-term solutions like the renovation pool, other countries are thinking many years ahead.'

The government's stimulus package of 1.5 billion kroner was quickly snapped up by eager homeowners in April looking for funding assistance to renovate their homes in an energy-efficient way.

While insulation materials were not funded under the terms of the pool, Van Heel was more concerned with the delays and short-comings of the initiative.

'The intentions were okay, but knowing for months in advance that it was coming meant the whole industry came to a standstill. Many tradesmen actually had nothing to do because people were waiting for the extra money,' Van Heel said.

For more information please visit <http://www.rockwool.co.uk>