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HEAT4U Project: new logo with a competition of ideas

Together with the HEAT4U Project, one of the most important international research projects in the area of climate change and energy efficiency applied to the built environment, which also falls under the Seventh Framework Programme for Research (FP7) promoted by the European Commission, a Logo Contest has been launched, involving young designers aged between 18 and 30.

The Award Ceremony has been held today, at the Pininfarina headquarters in Cambiano (TO). Together with the three finalists, the ceremony has been attended by representatives of companies taking part to the HEAT4U Project and by some professors of IAAD in Turin (Applied Art and Design Institute) who have joined the initiative, confirming that the contest has created a profitable cooperation between business world and academia.

Welcoming the hosts, Mr. Paolo Pininfarina has emphasized the value of the competition of ideas, able to develop synergies with young talented students. Afterwards, the president of Robur Mr. Benito Guerra has shown that this competition represents a further step to support the training of young people to the challenges of a changing world. While Mrs. Carla Finocchiaro of CF Consulting explained the competition of ideas, pointing out that the language of young students has been able to communicate innovation and sustainability, representative values of the HEAT4U Project.

After a tough selection among the several works received, the jury -chaired by Mr. Paolo Pininfarina- has selected the three logos representing the project. Andrea Monopoli and Erik Caresio -both students of IAAD- placed second and third respectively, while Luigi Annunziata, student of the Academy of Fine Arts in Rome, placed first. The logo design emphasizes the challenge of the Project, namely to implement the gas absorption heat pump technology – which is currently used for heating condominiums, commercial and industrial buildings, and public administration facilities – also in the area of single-family detached residential homes. What is even more important is the goal of building heat pumps that can be installed in existing buildings, which, according to recent studies carried out by the European Union, account for approximately 49% of the overall energy consumption in terms of primary energy, and for 36% of greenhouse-gas emissions. Gas absorption heat pumps shall also be presented as a means for improving the heating efficiency of the existing residential building stock, which, by itself, accounts for over 60% of the built environment in enlarged Europe.

Used in existing buildings, the gas absorption heat pump technology would increase the energy efficiency of such buildings by over 40% thanks to the use of renewable energies derived from the environment (air, ground, water). Each gas absorption heat pump used in a single-family detached residential home would bring about an annual saving of 0.8 tons of oil equivalent and would prevent the emission of 2.1 tons of CO₂, which equals the amount that is absorbed by 300 trees. By using this technology, each household might compensate for the CO₂ emissions produced by their car.



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The benefits of the gas absorption heat pump technology have already been broadly certified in the existing version developed for the light-commercial market. Over 6,000 absorption heat pumps presently installed in Europe allow to save 9,600 toe (tons of oil equivalent) every year and to prevent the emission of over 25,000 tons of CO₂.

For information to the press:

Laura Vavassori

Via Parigi 4/6, 24040 Verdellino/Zingonia (BG)

T +39.035.888293

F +39.035.4821335

info@heat4u.eu

www.heat4u.eu



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