

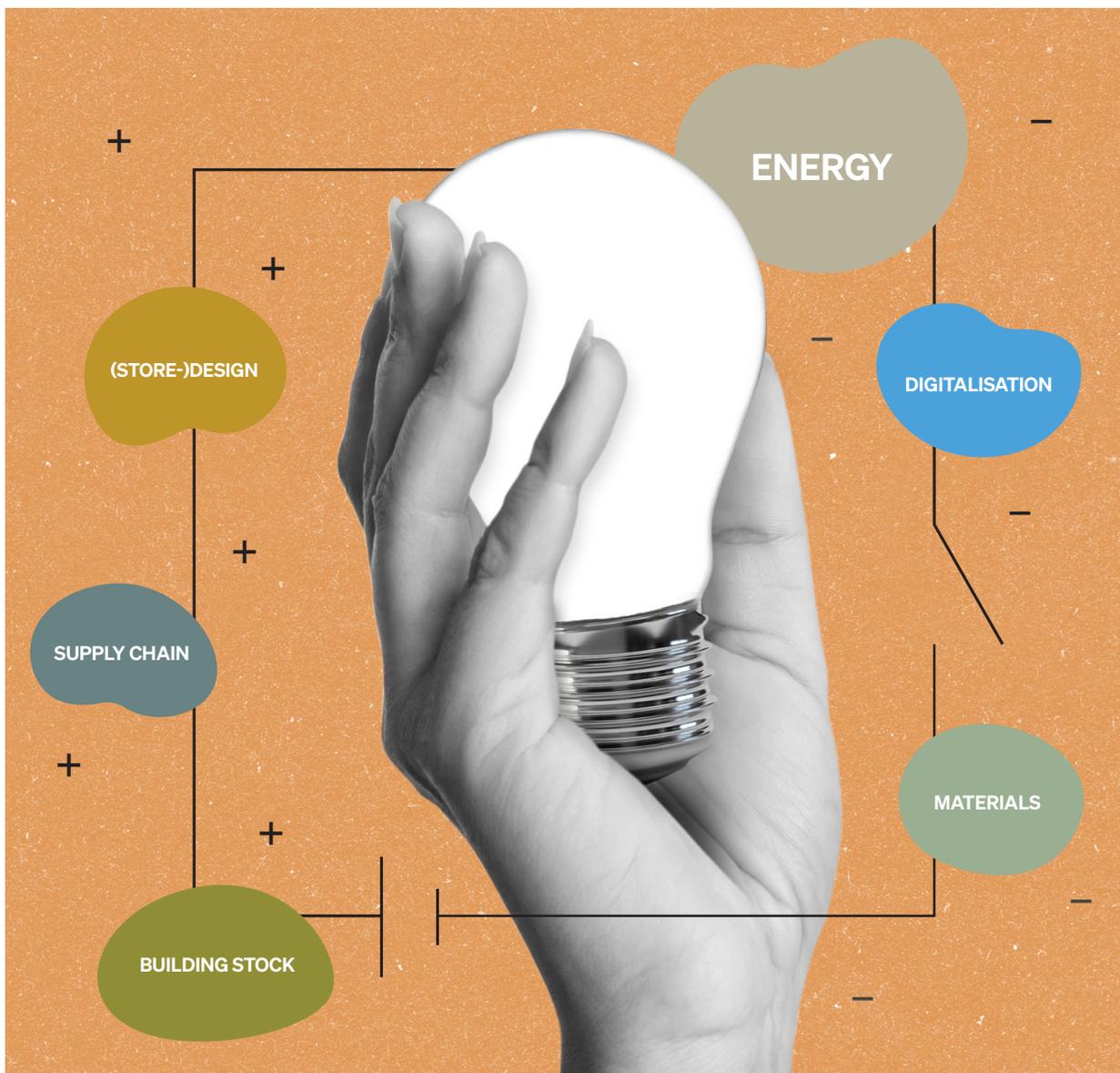
# inSites

Unlocking Insights from the World of Placemaking

No.2

## FROM CHANGE TO TURNING POINT

The role of energy for sustainable spaces



**umdasch**

THE STORE MAKERS

# INTRODUCTION

## Where trends meet spaces

inSites is the new online format from umdasch The Store Makers. It deals with developments, trends and innovations in the creation of spaces. The name says it all: the format aims to provide in-depth insights into different places (sites) - be it retail spaces, offices, food courts or other exciting meeting spaces. inSites shows what moves the placemaking industry: it uncovers backgrounds, sheds light on complex topics and focuses on the people who work every day to make spaces more functional, aesthetic and sustainable - in short: better.

### **inSites goes green in 2024**

Sustainability is the main theme running through 2024 inSites, with everything revolving around the umdasch Sustainability Guide. This was created by the Store Makers after the umdasch exhibition at EuroShop 2023. Under the motto „Plant an idea“, visitors to the most important industry event for the retail sector were invited to record their ideas for a sustainable point of sale on the umdasch Sustainability Tree.

Many exciting and valuable contributions were collected, from which a comprehensive guide with six sustainability focal points was created - with the most important resource at the centre: people. Because successful, sustainable spaces can only be created through joint action.

**Your Store Makers from umdasch wish you inspiring reading moments!**

## EXECUTIVE SUMMARY

The second issue of inSites is dedicated to energy efficiency in buildings and retail. As one of six sections on sustainability, it highlights the importance of energy-efficient building operations. Furthermore it illustrates why awareness of energy consumption is essential in the retail sector.

This trend paper discusses measures to improve energy efficiency. Specifically, it looks [at optimising the building envelope and operations](#). It also examines the [key energy drivers](#) in retail spaces and provides expert advice on how to optimise energy consumption. In particular, this paper focuses on [digital signage](#) and [lighting](#) in retail - and how these can be made more energy efficient with surprisingly simple means. Finally, the [importance of the energy transition](#) for a holistically sustainable future is highlighted.

# UMDASCH SUSTAINABILITY GUIDE

## The Way to Sustainable (Retail) Environments

The six focal points do not stand alone, but are interlinked. Follow the lines in the guide to see which topics influence the area of energy. These lines will lead you to the individual sub-chapters of the Trend Paper.

### (STORE) DESIGN



Refurbishment/Reuse  
Energy-Efficient Lighting

### ENERGY



Energy-Efficient Building Operation  
Renewable Energy  
Green Digital Signage

### DIGITALISATION



Building Information Modeling (BIM)  
Digital Solutions and Products

### MATERIALS



Sustainable Materials  
Recycling/Upcycling  
Sustainable Sourcing  
Certifications

### BUILDING STOCK



Sustainable Building Solutions  
Reduction of Emissions  
Use of Existing Building Stock

### SUPPLY CHAIN



Packaging  
Logistics  
Transparency, Integrity, Compliance

ECO-DESIGN

ENERGY  
TRANSITION

DIGITAL  
INNOVATIONS

CIRCULARITY

RENOVATION

COLLABORATION

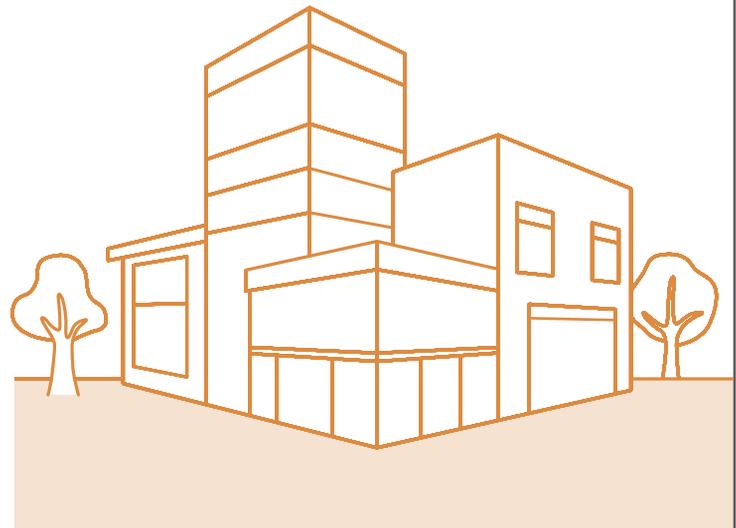
PEOPLE

## ENERGY-EFFICIENT BUILDING OPERATION

# OF GREY AND GREEN GIANTS

**Buildings are highly complex. This becomes particularly apparent in their day-to-day operation and when it comes to energy. There is much more to everyday terms such as electricity, heat and air than meets the eye.**

The figures [published by the European Commission](#) at the end of 2023 show just how important the issue of energy and energy consumption is: buildings account for around 40 per cent of total energy consumption in the European Union. Around one third of the building stock is not energy efficient and almost three quarters are more than 50 years old.



The release of these statistics coincides with the publication of newly adopted directives and guidelines to reduce emissions and energy consumption in the EU. The main objective of the European Union is clearly to decarbonise the building stock across the Union and reduce energy consumption.

Specifically, this is to be achieved by structurally improving the energy efficiency of residential and non-residential buildings. This will ultimately have an impact on the commercial sector. The focus is on buildings with the lowest energy efficiency. However, standards have also been set for new buildings, for example, that they should no longer emit emissions from fossil fuels.

## Total energy use in the European Union



Source: [European Commission](#)

**DOWNLOAD NOW**  
**TO READ THE FULL PAPER!**

