

The background of the slide is a close-up photograph of green palm fronds. The fronds are long, narrow, and pointed, with a distinct central vein. They are arranged in a fan-like pattern, creating a sense of depth and texture. The lighting is soft, highlighting the natural green color of the leaves.

# International Outreach

Kurt Shickman

CRRC Board Member



# Strategic Goal

**The CRRC is a global leader in cool surface information**

- (1) Increase presence in global discussions of the impacts of heat on the built environment
- (2) Increase CRRC's role as an advisor to international entities interested in creating rating systems
- (3) Explore possible structures for extending CRRC programs into international markets



# Opportunities for CRRC

- Grow the number of markets utilizing CRRC test methods and procedures
- How do we fund those objectives to meet our goal?
- Large opportunity for growth
  - New revenue streams
- Beneficial for companies operating in international markets

# India Engagement

*India is a massive potential market for cool roofs and walls that is poised for growth, based on the pace of new building construction, the proliferation of cool roof requirements at the state level, and engagement from the national government.*



- CRRC India Outreach Project (Phase 1) approved by Board in late 2023
- December 2023 – February 2024
- Kurt Shickman as CRRC representative



# India Outreach – Phase 1 (Dec '23 – Feb '24)

- Identify and meet with key stakeholders
- Discuss collaboration, resource needs, and strategic action with stakeholders
- Travel to India
  - World Sustainable Development Summit
  - National Disaster Management Authority Heat Emergency Strategy Workshop
  - In-person meetings
- Dec 2023 – Feb 2024



Image credit: EPIC-India



# CRRC India Visit



Image credit: Kurt Shickman

- February 5-9, 2024
- 21 stakeholder meetings (~ 28 people)
- Special thanks to CRRC members Neetu Jain and George Daisey

# In-Person Meetings

**National Governments**  
(U.S. & India)

**State Governments**  
(Uttar Pradesh & Telengana)

**Technical**  
(CEPT University, Plaksha University, TERI Mahindra Lab)

**Civil Society**  
(IGBC, TERI, ASCI, AEEE, NRDC, CDRI, MHT)

**Industry**  
(Tile & Coatings manufacturers, EDS, Confederation of Indian Industry)





# World Sustainable Development Summit



Image credit: Kurt Shickman

Represented CRRC on the panel “Advancing Sustainable Building Practices: Role of Laboratories and State-of-the-art Infrastructure to Enhance Energy Efficiency & Thermal Comfort” with reps from the Ministry of Housing and Urban Affairs, Saint Gobain, Mahindra Lifespace, and JSW Cement





# National Disaster Management Authority



- Met with the Joint Secretary and the Head of NDMA (now the Assistant Sec Gen for UNDRR)
- Spoke at NDMA Heat Action Planning Conference
- Updating national heat emergency guidelines to include cool roofs and other longer term heat risk mitigation strategies
- 23 Indian state have adopted heat action plans of varying quality – the new NDMA guidance will drive new adoptions and revisions



# State of Play for Cool Roofs

- 500+ manufacturers/sellers
  - Mainly small companies
- Emergence of state-level policies
  - Green codes
  - 1–2% of market satisfy those requirements
- 90% testing primarily by one lab
  - ASTM standards



Image credit: NRDC & Aga Khan Agency for Habitat



# Opportunities and Challenges in India

## Growing demand to:

- develop Indian test standards
- build test lab capacity
- adopt accelerated aging

## Key barriers are:

- low awareness
- lack of product performance/quality mechanisms
- untrained labor
- technical challenges (e.g., outdoor weathering)



# India Outreach – Phase 2

- Continue advancing stakeholder relationships to integrate CRRC into local initiatives
- Identify and secure funding to provide advice and technical support to stakeholders
- Engage with local stakeholders to support their goals to translate American standard(s) for Indian adaptation



Image credit: Kurt Shickman



# India Outreach – Phase 2 (continued)

- Support/advise CRRC staff to optimize engagement of planned on-site lab training trips around India
- Work with CRRC staff and CRRC International Committee to:
  - Refine CRRC value proposition for international stakeholders
  - Develop and pursue a revenue strategy to self-sustain international engagement (e.g., fee schedules, funding opportunities)
- April – December 2024



# CRRC International Committee

- Meeting virtually in August
- External funding sources
- Other regions
- Email [sarah@coolroofs.org](mailto:sarah@coolroofs.org)





# International Outreach

## Staff Contact

Sarah Schneider

[sarah@coolroofs.org](mailto:sarah@coolroofs.org)

