



Cool Roofs to Cool the World





Cool Roofs

A low-cost, no-regrets integrated adaptation-mitigation strategy.

Global Cool Cities Alliance

A new non-profit organization dedicated to world wide installation of white roofs and other cool surfaces.

Cool roofs can help cool down cities

Increasing the reflectivity of a building's roof leads to:

- **Cooler Buildings**
- **Cooler Cities**
- **Cooler Planet**

It is estimated that a campaign to use highly reflective roofs and pavements globally could have a cooling effect equivalent to “offsetting” **44 Gt CO₂**, or over a year's worth of world CO₂ emissions.



Global Cool Cities Alliance (GCCA)

The Global Cool Cities Alliance is dedicated to advancing policies and actions that increase the solar reflectance of our buildings and pavements as a low- or no-cost way to promote cool buildings, cool cities, and, most importantly, to mitigate the effects of climate change through global cooling.

GCCA Objectives & Programs

- **City-level action**
- **Corporate leadership**
- **Building codes and pavement specifications**
- **Financial mechanisms**
- **Research and development**

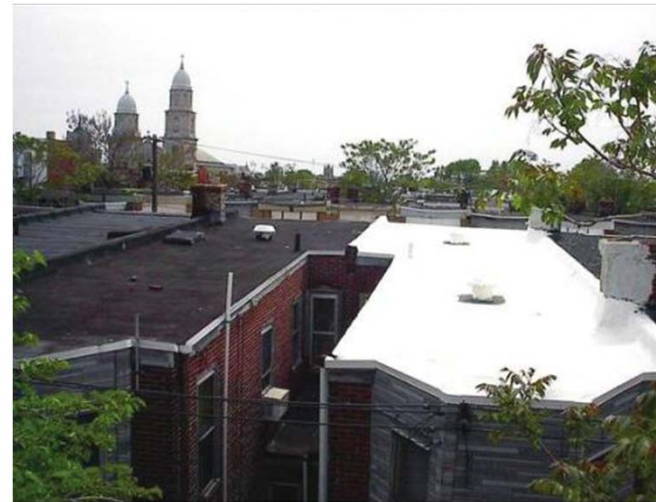
“In response to the sweeping climate change issues, and actions to curb the urban heat island effect, Taipei City is honored to be part of this Cool Cities program.”

- Lung-Bin Hau, Mayor of Taipei

And are gaining traction now across the US



Al Gore and NYC Mayor Bloomberg kick off NYC's Cool Roofs Initiative. Goal: 1 million sq. ft. of cool roofs installed in 2010.



Philadelphia's RetroFIT PHILLY "Coolest Block" contest.

"Cool roofs are one of the quickest and lowest cost ways we can reduce our global carbon emissions and begin the hard work of slowing climate change."

– Steven Chu, US Energy Secretary

GCCA Cities Network



Founding members of GCCA:
Athens, Chicago, New York, Singapore, Taipei



GCCA Emerging Partnerships

- **City of San Jose / US EPA Region 9 / Lawrence Berkeley Lab**
- **Clean Energy Ministerial**
- **Ernst & Young**
- **ICLEI**
- **R20**

Near term priorities

- **Roadmap and implementation guides**
(for cities, corporations, homeowners, schools)
- **Gathering(s) for city partners**
(growing to an annual conference)
- **Financing roadmap**
- **Promoting building codes and pavement specifications**
- **Developing an on-line resource library**

Longer term priorities

- **Technical assistance build out**
- **Development of standard monitoring protocols**
- **Cool materials market adoption**
(e.g. Developing a LEED-like certification)
- **Implementation of advanced building codes and pavement specifications**
- **Expansion of international work**

Thank you!

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