



European
Commission

LIFE Herotile

Cool your house in a smart way

Industrie
Cotto Possagno



Industrie Cotto Possagno manufactures thousands of innovatively shaped, self-cooling tiles in Possagno, Italy.

Photo: LIFE Herotile

OUR STORY

Founded 20 years ago, Industrie Cotto Possagno has become one of the leading manufacturers of terracotta tiles in Italy. Our success owes much to the green roofing systems that we develop in-house and patent internationally. We engineer tiles that increase the energy performance of buildings to unprecedented standards.



Environment



Energy efficiency



Replicability

Larger with Life

Between 2015-2019, the EU LIFE Programme is investing €1.4 million in the €2.5 million Herotile project to develop and test a new shape of tile that could reduce the need for air conditioning in buildings across the Mediterranean. In partnership with other companies and universities, Industrie Cotto Possagno has engineered a roofing tile that allows air to flow through its structure and ventilate buildings naturally.

EU added value

- **Cutting Greenhouse gas emissions down 50%**
- **Utility bill savings for consumers**
- **Adapt EU cities to climate change**

Prospects

- **Tech-leadership in a global market**
- **Greener EU building standards**
- **Energy savings in the Mediterranean**

Achievements

- Halved the average **energy consumed** for summer cooling in Mediterranean buildings
- Cut reliance on air conditioning units and their emission of climate-forcing **fluorinated gases**
- Completed construction of a **pilot plant** to produce commercial volumes of the tiles
- Manufactured **9 000** self-cooling tiles in 2017 and launched production of a second model
- Studied the cooling properties of the tiles on refurbished **test-sites** in Italy, Spain and Israel

Policy support

- Reduce **domestic heating demand** in line with the Energy Performance of Buildings Directive
- **Low-carbon residential** sector as set out in the 2030 climate and energy policy framework
- Bring EU **energy efficiency** adoption closer to the 2020 target of the Energy Efficiency Directive

Contact

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Environment
& Climate
Action

