



European
Commission

LIFE Herotile

Cool your house in a smart way



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



LIFE supporting companies



The **LIFE Programme** has financed green innovation and clean tech solutions since its start in 1992. One of today's key priorities for LIFE is to support close-to-market projects delivering innovative environmental solutions, ensuring that they are sustainable and capable of being widely taken up by society in general, and the economy in particular.

The **Close-to-market initiative's** aim is to help and assist the LIFE projects with market potential to develop towards successfully maintaining project results via commercialisation and upscaling of the proposed innovative solutions.

How can LIFE support beneficiaries with close-to-market activities?

- Expert review of the close-to-market stage of your project and assessment of the close-to-market potential.
- Help with determining milestones and action points based on project readiness and assisting you with their progress during your project's whole lifecycle.
- Flexibility to use the LIFE project budget to get the necessary expertise including market analysis, detailed business plan preparation, coaching etc.
- Linking you with a network of advisers including the Enterprise Europe Network, coaches and accelerators.
- Assistance with financing and contacts with the investor community through events, introducing you to the SME Instrument and the European Investment Bank Group.
- Networking opportunities through LIFE platforms in order to build business partnerships with other key players.
- Gaining additional publicity for your innovative green solutions through the Innovation Radar platform and via dedicated handouts promoting close-to-market activities of LIFE.

“LIFE can help you to sustain and thrive even after the end of the LIFE project.”

LEARN MORE

 ec.europa.eu/life  [LIFE programme](#)
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HOW TO APPLY FOR LIFE FUNDING

The European Commission organises annual calls for proposals.
Full details are available at <http://ec.europa.eu/environment/life/funding/life.htm>
<https://ec.europa.eu/easme/en/your-close-market-proposals-tips-applying>

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