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For Immediate Release

### **Global Cool Cities Alliance Launches *Cool Roofs and Pavements Toolkit***

January 12, 2012 – The Global Cool Cities Alliance (GCCA) has launched a Cool Roofs and Pavements Toolkit to help cities, regions, organizations, and building owners develop and deploy successful cool surface initiatives. The Toolkit is an on-line resource that GCCA will build up over time with targeted tools for a range of audiences. It is being launched with the publication of a primer and implementation guide; available for download at [coolrooftoolkit.org](http://coolrooftoolkit.org). These documents, which were developed in collaboration with R20 Regions of Climate Action, are designed to be helpful to cool surface novices and experienced cool program managers alike.

“This guide is user friendly and full of helpful information. It captures best practices and expert knowledge in an easy to use format. It will be useful to both seasoned practitioners and those just learning about cool roofs and pavements,” says Alex Dews, Policy and Program Manager, Mayor’s Office of Sustainability for the City of Philadelphia.

The benefits of deploying cool surfaces are realized at many levels. Increasing the reflectance of buildings and paved surfaces can reduce the temperature of buildings, cities, and even the entire planet. Cool buildings are more energy efficient and comfortable. Cool cities and regions have lower incidences of heat and pollution related illness, produce a better quality of life for its citizens during hot seasons, and help reduce peak electricity demand. Deploying cool roofs in temperate and tropical cities and regions worldwide could partially offset the warming effect of greenhouse gas emissions. These results can be achieved with readily available and cost-effective materials and technology.

“Promoting cool surfaces is a no-brainer for cities and regions interested in sustainability and climate adaptation, or simply creating a better quality of life with fewer resources. This guide makes it easy to develop and deploy successful policies and programs to reap those benefits.” says Dr. Arthur Rosenfeld, Distinguished Scientist Emeritus at Lawrence Berkeley National Laboratory.

GCCA is a non-profit partner to R20 Regions of Climate Action (R20) and is the technical advisor on its cool roof and pavement initiative. R20's mission is to help states, provinces, regions and other subnational governments around the world develop, implement, and communicate low-carbon and climate resilient economic development projects, policies, and best practices. R20 includes 25 member regions and 39 partner organizations.

“The R20's low-carbon projects will produce global environmental benefits as well as local economic benefits in the form of reduced energy consumption and greenhouse gas emissions, enhanced local economies, new green jobs, improved public health, and increased climate resilience. This guide will be an essential tool for our members to help them achieve these goals.” says Terry Tamminen, former Secretary of the California Environmental Protection Agency and Advisor to the Founding Chair of R20.

GCCA works with cities, regions and other stakeholders to accelerate a world-wide transition to highly reflective, cooler, and healthier cities. Its mission is to advance policies and programs that increase the solar reflectance of our buildings and paved surfaces to promote cool buildings, cool cities and to mitigate the effects of climate change through global cooling. GCCA's goal is to ensure that a range of mechanisms, from municipal action to advancements in research and development, act in concert to accelerate the adoption of cool surfaces. Learn more at [globalcoolcities.org](http://globalcoolcities.org).