



# ZOOM IN ON YOUR ROOF

The ‘zoom in on your roof’ project uses a thermographic satellite map of the city that residents can employ to zoom in on their roofs to check the quality of their insulation. The project also runs a wide communication strategy to raise awareness, and provides a clever combination of tax reductions and advantages for people that want to improve their insulation.



## RESULTS

wide communication strategy  
&  
funding advantages  
&  
active promotion  
↓  
success in raising interest in energy efficiency and better insulated houses

## GRANTS

grants from city and region, and federal tax reduction  
&  
extra incentives for organic insulation  
&  
green loans for eco-friendly actions  
↓  
easy and convenient for citizens to act

## CHALLENGES

difficult to take high resolution images due to weather conditions  
↓  
improved map ready in 2014

“ *The project has led to a significant increase in requests for insulation grants, scans and energy loans. The thermographic map is an excellent tool to support and complement Antwerp’s environmental policy at a city level.*

Luc Redig,  
project coordinator, Antwerp



## NUMBERS AND FIGURES

40%  
federal tax  
reduction

1,600  
participants

1,000  
green loans

125,000  
website  
clicks

423,603  
m<sup>2</sup> insulated  
surface