

## Cool Roofs B-Roll

### *Scene-by-Scene Description*

Get the facts behind the footage available on the U.S. Department of Energy's (DOE) Office of Energy Efficiency and Renewable Energy (EERE) B-Roll Web site at [eere.energy.gov/news/b\\_roll.cfm](http://eere.energy.gov/news/b_roll.cfm).

**Video Title:** Cool Roofs B-Roll

*Video Only/No Audio*

**Location:** Milwaukee, Wisconsin and Parker, Colorado

**Shoot Date:** August 29, 2010

**Total Running Time:** 2:29

**Scene 1:** 00:05: An aluminum cool roof with a solar photovoltaic (PV) array on top of an urban ecology center. By reflecting sunlight, roofs made of materials like aluminum can reduce the annual air-conditioning energy use of single-story building by up to 15%.

**Scene 2:** 00:42: A nature center displays its aluminum cool roof with PV panels. Cool roofs can decrease carbon emissions by reducing a building's need to use fossil-fuel-generated electricity for cooling.

**Scene 3:** 01:36: A white vinyl roof is installed on top of a new police station. A vinyl roof can reflect more than three-quarters of the sun's rays and emit 70 or more percent of the solar radiation absorbed by the building envelope.

### *Learn More about Cool Roofs*

Traditional dark-colored roofing materials absorb a great deal of sunlight, which in turn transfers heat to a building. Cool roofs use light-colored, highly reflective materials to regulate building temperatures without increasing electricity demand. A cool roof can reduce roof temperature by up to 100°F—and as the amount of heat transferred into the building decreases, so do energy costs. Cool roofs can also reduce the “heat island” effect in cities and suburbs along with associated smog and carbon emissions.

Comprehensive information about cool roofs, including guidelines for selecting roofing materials, can be found on the EERE Building Technologies Program Web site at [eere.energy.gov/buildings/cool\\_roofs.html](http://eere.energy.gov/buildings/cool_roofs.html).