I intend to present the Passive House concept as a "case study". I hope to motivate and encourage by talking about the energy (and carbon!) savings achieved by real projects that are being implemented to this standard. How it has grown over the last 30 years from a research initiative as proof of concept to now over 3 m² constructed and certified to the standard the world over. It a performance focussed design approach, optimising buildings under the local conditions and thus applicable to all sorts of contexts. It is case study example of how it can be done, how we can achieve real savings - we urgently need to work on spreading the knowledge/experience and implementing more of these kind of solutions.