



**Press release, 20 January 2004**

## **Soltherm Europe receives European prize for Best Renewable Energy Promotion**

**Yesterday evening Ecofys received on behalf of Soltherm Europe the European prize for Best Renewable Energy Promotion. The ceremony took place at the European Conference for Renewable Energy in Berlin, which is organised by the European Commission. Soltherm Europe is an initiative to promote solar heating systems in Europe and is coordinated by Ecofys.**

### **Campaign for Take-Off**

The European Union has set the objective of 12% for the contribution of renewable energy sources to the energy consumption by 2010. In 1999 the 'Campaign for Take-Off' was started as a means to raise interest for renewable energy sources among industry, investors and the public. The campaign focuses on sectors such as, solar power, solar heat, wind turbines and bio-energy installations. Within the framework of the Campaign for Take-Off, Mr. Robles Piquer, president of the jury, presented the prize for Best Renewable Energy Promotion to Soltherm yesterday evening.

### **Soltherm Europe**

For the sector of solar thermal systems, which includes solar collectors and solar heaters, the EU aims at 100 million m<sup>2</sup> of solar collectors in 2010. This would mean a reduction of European energy consumption by about 1.5%, or almost 20% of the EU's Kyoto commitments. To actually achieve the set goal an annual average market growth of more than 25% is needed. In January 2002 Soltherm Europe was established to contribute to a structural increase in market development.

### **Market development strategy**

As the European coordinator, Ecofys is the driving force behind the Soltherm initiative. Kees van der Leun, director of Econcert – the holding to which Ecofys belongs –, has been involved in Soltherm from the beginning. Van der Leun: "The challenge lies in stimulating the demand and at the same time creating a solid infrastructure capable of fulfilling this demand." Over the last two years Soltherm made good progress on both fronts. About 50 partners from 10 countries have joined Soltherm and a wealth of information and tools have been made available for different stakeholder groups: market analyses, campaign guidelines and tools, overviews of quality standards and certificates, etc. All of these are accessible through the website [www.soltherm.org](http://www.soltherm.org). Furthermore Soltherm Europe provides expert support for marketing campaigns. Van der Leun: "Currently ten campaigns are running in Europe. Campaigners have been able to learn a lot about effective methods by an intensive knowledge exchange between countries. We expect about 15 million m<sup>2</sup> of solar collectors to be installed in Europe by the end of this year." In order to further increase the market growth Soltherm Europe argues for a European solar ordinance, after the example of Barcelona where such an ordinance has been into force since a few years. In Barcelona it is obligated to use solar heating systems in new housing development and renovation projects.



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**Note for the editorial staff:**

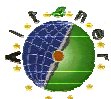
**Ecofys**

Ecofys ([www.ecofys.com](http://www.ecofys.com)) is a leading company in the field of renewable energy and energy efficiency. More than 150 employees in six countries deliver integrated sustainable energy solutions. Ecofys is part of the E-concern group ([www.e-concern.com](http://www.e-concern.com)), with the mission "a sustainable energy supply for everyone".

**Soltherm Europe**

The Soltherm Europe Initiative is an action network with the goal to make stimulate the market growth of solar thermals systems. Ecofys is the European project coordinator of Solthrm Europe. The following organisations are project partners within Soltherm Europe:

- Pan-European: Climate Alliance, ESTIF (European Solar Thermal Industry Federation)
- Austria: AEE-Intec (Arbeitsgemeinschaft Erneuerbare Energie), ESV (O.Ö. Energiesparverband), Grazer Energie Agentur
- Belgium: 3E
- Denmark: DTI (Dansk Teknologisk Institut) Ellehauge & Kildemoes
- France: ADEME (Agence de l'Environnement et de la Maîtrise de l'Énergie), RAEE (Rhônalpénergie Environnement)
- Germany: BEA (Berliner Energieagentur), BSi (Bundesverband Solarindustrie), Door2Energy
- Greece: CRES (Centre for Renewable Energy Sources)
- Italy: Ambiente Italia
- The Netherlands: Ecofys, Novem (Nederlandse Organisatie voor Energie en Milieu)
- Spain: ICAEN (Institut Català d'Energia), Trama Tecnoambiental
- United Kingdom: BRE (Building Research Establishment)



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