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## SolTherm News

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#### I. Soltherm receives European prize for Best Renewable Energy Promotion

At 19 January 2004 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

#### 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.

#### 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.

## I. News from the countries

### a) Netherlands – Ecofys

In the Netherlands three campaigns together with municipalities were all set-up to stimulate the use of the Energy Performance Advice-instrument (EPA) of the Dutch government and the use of energy-saving measures and sustainable energy systems. Special effort was taken to position solar energy in these campaigns.

At this moment these campaigns are ended and over 4,000 EPA's have been carried out. The number of solar water heaters sold in these campaigns is not yet clear, but estimated at over 100 solar water heaters.

### b) Austria – ESV

In the region of Upper Austria, 650,000 m<sup>2</sup> solar thermal collectors have been installed over the last years, making Upper Austria a truly solar region with nearly 0.5 m<sup>2</sup>/inhabitant. In total, these collectors produce 230 million kWh heat annually and the Upper Austrian solar companies account for 25 % of the annual turn-over of 120 million € and are securing around 450 jobs.



The solar league is an Upper Austrian competition ranking solar municipalities. So far two rounds were carried out. Participants of the second round, which counted the increase of solar thermal collectors & photovoltaic installations within one year, achieved an increase of 7,000 m<sup>2</sup> solar installations. As a result of the promotion activities, more than 100 large-scale solar thermal systems have been installed in public institutions and companies totaling more than 3,500 m<sup>2</sup> collectors.

### Austria – AEE INTEC

Region Carinthia: Within a solar campaign in Carinthia the solar industry and the Carinthian government cooperate in good way, so that a subsidy of max. € 1400,- (for a 15 m<sup>2</sup> system, space heating + domestic hot water system) is possible. Results of the last year (2003): Because of the new subsidy system and good marketing measures 3000 systems can be installed. This stands for 5 times more installed systems than in the year 2002.

### c) Denmark – Ellehauge

Campaign activity with Århus County: The last institution out of 12 was visited in the first week of January. A report will be finished during the next week.

The website [www.altomsolvarme.dk](http://www.altomsolvarme.dk) has been well received in the branch and has been presented by a press release.



#### d) France – Ademe

For the second year, the campaign is displayed on the 22 regions of metropolitan territory. Major actions concern promotion for SHWD with diffusion of TV ads on national network of regional public TV channel France 3. Concerning direct results of TV ads diffusion during spring, 9 866 calls are received at free call number between may and october 03. At the end of 2003, manufacturers gave their installation sales estimation

- between 5 200 and 5 400 SHWD (23 to 25 000 m<sup>2</sup>)
- 400 solar combisystems (6 000 m<sup>2</sup>)
- 8 000 m<sup>2</sup> of collectors for collective applications that represent a total installed area of 37 to 39 000 m<sup>2</sup> in 2003 (40% rising compared to 2002). Number of Qualisol installers continue to rise to reach 4 290 in December 2003.

#### e) Germany – BEA

- Organisation of 3 expert workshops (the fourth is currently being prepared)
- Organisation of a conference for decision makers in the industry, dissemination of more than 7000 conference flyers via associations, Newsletters and press releases
- Conception and production of a brochure in close co-operation with a group of experts (7000 brochures, with 3200 disseminated to member organisations of GdW-Federal Association of German housing companies and 1800 disseminated to member organisations of BfW-Federal Association of German Real Estate and Housing Companies)

#### f) Greece – Cres

The first event has to do with the project SUN-TRAIN were a training seminar for installers will be

organised here in Athens either on March or April. The second event has to do with the organisation of a regional conference most probably in Crete either on June or July referring mostly to engineers and technicians regarding the promotion and application of Solar Thermal Systems. This conference will be organised within the scope of the Step Forward project.

#### g) Spain – TRAMA

During 2003 the campaign “Cardedeu Solar” has reached these figures:

- 5.000 leaflets distributed
- 1.500 Solar thermal user Guide published
- local TV advertising and a web page
- 30 local installers involved in the campaign
- 4 meetings in four neighborhoods of the town
- 1 theoretical and practical training course for the 30 local installers
- 50 projects of domestic solar heaters
- 56 m<sup>2</sup> of solar collectors contracted at the end of 2003
- one project of a solar installation for the Municipal Sport Pavillion for 140 m<sup>2</sup> of solar collectors



### Contakt:

Klima-Bündnis der europäischen Städte mit indigenen Völkern der Regenwälder e.V.  
Europäische Geschäftsstelle  
Galvanistr.28, D-60486 Frankfurt am Main  
Fon +49-69-717139-0  
Fax +49-69-717139-93  
[europe@klimabuendnis.org](mailto:europe@klimabuendnis.org)

For further information about the newsletter please contact Climate Alliance,  
Silva Herrmann [s.herrmann@klimabuendnis.org](mailto:s.herrmann@klimabuendnis.org)

For further information about the SOLTHERM Initiative please mail to [soltherm@ecofys.nl](mailto:soltherm@ecofys.nl) or visit the website [www.soltherm.org](http://www.soltherm.org)