



June 2003



## SolTherm News

### I. Campaigns, initiatives and workshops

### II. Tools and publications

### III. Increased subsidy for solar collectors in Upper Austria

### IV. Conferences and presentation

In conjunction with the ESTEC conference and Inter-solar trade fair of June 2003 in Freiburg, Germany, SOLTHERM - Europe cordially invites you to an informal meeting

- to ask your questions about SOLTHERM,
- to discuss solar thermal issues,
- to socialise with people engaged in marketing of solar products and
- to become a SOLTHERM-partner!

on Wednesday June 25, 2003 in the afternoon. If you are interested, please send an email to Mr Bart van der Ree (soltherm@ecofys.nl) for further information.

### I. Campaigns, initiatives and workshops



a) Cardedeu Solar. A model of solar campaign at a municipality level. The local authority of Cardedeu, 15,000 inhabitants, approved on 2002 a solar ordinance that requires to all new build-

ings of the municipality to incorporate solar energy for hot water production. Following this line, the

town hall, with the cooperation of the regional energy agency (ICAEN) and a solar user's association (SEBA) launched recently a solar campaign which aim is to facilitate to Cardedeu actual inhabitants introduce the solar thermal technology in their homes. The campaign has been designed following the SOLTHERM scheme and includes: local technicians training to attend consults, involvement of local plumbers which haven't work with solar installations to participate in the SOLTHERM campaign, diffusion by means of a massive leaflet distribution to all homes, local TV advertisements and public presentations. The campaign service has an

office, a web page and a „solar telephone“.

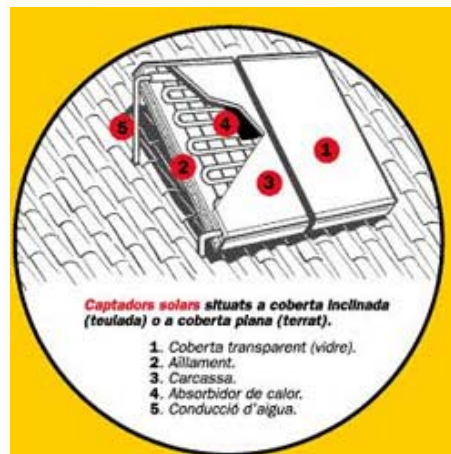


image from campaign material

For further information [www.soltherm.org](http://www.soltherm.org) or Trama Tecnoambiental Barcelona Mr. Jaume Serrasolses [tta@tramatecnoambiental.es](mailto:tta@tramatecnoambiental.es) and: [www.cardedeusolar.org](http://www.cardedeusolar.org)

### b) Solar-league - ranking solar municipalities in Upper Austria

The second round of the Upper Austrian solar league was finished recently with 44 municipalities participating. Participants of the solar competition for becoming the leading regional solar municipality achieved an increase of 7,000 m<sup>2</sup> solar thermal & photovoltaic installations. Decision was taken by counting the increase of solar thermal collectors & photovoltaic installations within one year. The winning municipality of Tumeltsham achieved an increase of 21.8 m<sup>2</sup> per 100 inhabitant. The municipality of Unterweikersdorf took the second place with 12.45

m<sup>2</sup> increase followed by Gutau with 12.4 m<sup>2</sup> additional solar installations.

For further information [www.soltherm.org](http://www.soltherm.org)  
or O.Ö. Energiesparverband  
Mag. Christine Öhlinger  
[christine.oehlinger@esv.or.at](mailto:christine.oehlinger@esv.or.at)

#### c) Rhône-Alpes region: Working group „SOLTHERM objectives“

A working group gathering the main actors in thermal solar energy in the Rhône-Alpes region was created in order to define a communication plan over 3 years. The objectives fixed by this group are to reach after 3 years the yearly figures of 10 000 m<sup>2</sup> of collectors for collective installations (550 m<sup>2</sup> in 2001), 1 500 individual solar water heaters (280 in 2001) and 200 combined solar systems (100 in 2001). Two meetings were already held and a communication agency has helped us establish a list of actions to be carried out. The following step will consist in defining priorities among these actions before implementation. The working group will go on with the follow-up and the analysis of solar energy progress in the Rhône-Alpes region by accompanying the communication campaign through the 3 years.

For further information [www.soltherm.org](http://www.soltherm.org)  
or Rhônalpénergie-Environnement  
Ms Christine Joder  
[christine.joder@raee.org](mailto:christine.joder@raee.org)

#### d) Operations „Coup de Soleil“

Rhônalpénergie-Environnement is carrying out with 3 municipalities or gathering of municipalities local communication campaigns for the installation of individual solar water heaters in some targeted areas of these municipalities. A consultancy will be launched in order to obtain reduction in prices of materials and of installation and, after a large information to inhabitants, free estimates will be proposed.

For further information [www.soltherm.org](http://www.soltherm.org)  
or Rhônalpénergie-Environnement  
Ms Christine Joder  
[christine.joder@raee.org](mailto:christine.joder@raee.org)

#### e) Paese del Sole - 7 local campaigns ready to be launched in Italy

Paese del Sole is a new initiative supporting local promoters of solar thermal energy in Italy. The first seven local campaigns will be launched this summer with the support of the European Commission and many local authorities. A national call centre and the web site [www.paesedelsole.org](http://www.paesedelsole.org) (in preparation)

will connect the local campaigns and provide them with quality promotion and information material. Main target groups are private homeowners, installers and local authorities. Know-how and service provider at the national level are Ambiente Italia, Assolterm and target GmbH. The seven campaigns are located, from North to South, in Lombardia, Modena, Gorizia, Roma, Foggia, Lecce and Sicily. All local campaigns will apply for an associate partnership with SOLTHERM.

For further information [www.soltherm.org](http://www.soltherm.org)  
or Ambiente Italia  
Mr. Martin Ménard  
[martin.menard@ambienteitalia.it](mailto:martin.menard@ambienteitalia.it)

#### f) Solar Campaign Energy 21 in Upper Austria

As a part of the SOLTHERM initiative, a new and very ambitious campaign has started in Upper Austria: „Energy 21“. It aims to double solar thermal energy up to 2010 from 500,000 m<sup>2</sup> to 1,000,000 m<sup>2</sup> by raising awareness and to strengthen know-how for planning and installation of solar thermal. It focus on heavy industry, hotel and restaurant industry and solar thermal applications for multi family buildings.

For further information [www.soltherm.org](http://www.soltherm.org)  
Or Oberösterreichischer Energiesparverband  
[office@esv.or.at](mailto:office@esv.or.at)

## II. Tools and publications

Visit [www.soltherm.org](http://www.soltherm.org) for free download of the Soltherm Campaign Guidelines, European and country Market Reports and much more!

#### a) Rhône-Alpes Region: Regional SOLTHERM Newsletter

The development of the use of thermal solar energy in the Rhône-Alpes Region implies better information of the building sector (contracting authorities, consultants and project managers). To provide information on a regular way, Rhônalpénergie-Environnement publishes every 2 months an electronic newsletter on thermal solar energy. This letter gives information about carried out or foreseen installations, actions or gathering of noteworthy actions, events linked to solar energy, as well as call for tenders under way.

For further information [www.soltherm.org](http://www.soltherm.org)  
or Rhônalpénergie-Environnement  
Ms Christine Joder  
[christine.joder@raee.org](mailto:christine.joder@raee.org)



### III. Increased subsidy for solar collectors in Upper Austria

A new solar impetus is expected in Upper Austria due to the increase of subsidy. A 10 m<sup>2</sup> solar installation would now receive a subsidy of 1,850 € (for a standard flat plate solar system or 2,200 € for a evacuated tube system). Additionally the exchange and enlargement of existing installations is subsidised. Companies can even get up to 44 % of the investment costs for solar thermal systems (national & regional subsidy).

For further information [www.soltherm.org](http://www.soltherm.org)  
or O.Ö. Energiesparverband  
Mag. Christine Öhlinger  
[christine.oehlinger@esv.or.at](mailto:christine.oehlinger@esv.or.at)

### IV. Conferences and presentations

#### a) 1st Meeting of the Hellenic (Greek) National SOLTHERM Group

In April the 1st meeting of the Hellenic National SOLTHERM Group was realised. An abstract of the discussion can be found here:

Poor quality of hardware, installation and maintenance are a danger to the market. The solution to the quality problem is the adoption from the producers the CEN standards and the promotion of the SOLAR KEYMARK. Lobby should focus on the restoration of the tax deduction for RES and/or on the application of the lower VAT rate for STS as it is applied to other energy forms.

The penetration of the large / central STS is still very low in Hellas in sectors such as the industrial, tertiary (i.e. hotels) and the public.

A fact that it is very strange is that even with the significant financing of the STS from the Operational Program for Competitiveness (up to 40%) there were only few proposals. The reasons for that are numerous, where the most important ones were mentioned in the previous paragraphs, along with the hesitation from the businessmen.

Advertisement plays a significant role in the development of the STS market. Generally, STS are well known in Hellas and there is a lot of information available. Never-

theless, it is necessary to continue various promotion actions, especially concerted actions, from various parties including manufacturers and the State.

b) SOLTHERM and many other initiatives to promote the use of solar water heating in Italy have been presented at the workshop „La promozione del solare termico sul territorio“ which has been held on March 20, 2003 at the renewable energy fair Solarexpo in Verona.

#### c) Conference on Solar Thermal for multifamily buildings as starting point for concrete offers

During the conference on May 9th in Berlin, attendants from the housing industry took the opportunity to discuss about solar thermal applications for multi family buildings with renowned experts. Best-practice projects were presented, general conditions like the influence of tenantry laws as well as architectural and technical prospects were lined out. Within the initiative the Berlin Energy Agency offers independent consulting with the SolTherm BuildingCheck. Interested Companies have the opportunity to proof possible project ideas. The BuildingCheck includes consultancy for financing schemes and incentives. Concepts for the integration of solar thermal and technical requirements will be discussed. A concept will be lined out and economically assessed. Up to 5 projects can be supervised along the project development. Since March the internet platform [www.soltherm.info](http://www.soltherm.info) provides specific information for decision-makers of housing companies. Opportunities for solar thermal applications, framework conditions and especially developed tools to disperse solar thermal for multifamily buildings are to be discovered on this website.

For further information [www.soltherm.org](http://www.soltherm.org)  
Or Berliner Energie Agentur  
Mr. Frank Heunemann  
[Heunemann@berliner-e-agentur.de](mailto:Heunemann@berliner-e-agentur.de)



### Contact:

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)  
[www.klimabuendnis.org](http://www.klimabuendnis.org)

For further information to Newsletter:  
Klima-Bündnis, Silva Herrmann,  
[s.herrmann@klimabuendnis.org](mailto:s.herrmann@klimabuendnis.org)

For further information to SOLTHERM:  
Ecofys, Bart van der Ree,  
[soltherm@ecofys.nl](mailto:soltherm@ecofys.nl)