



## **EVENT DESCRIPTION**

**Project partner: ESV**

**Round-table: "Triggering Market Development for Solar Process Heat"**

**Date & location:** 5 May 2011, Linz/Upper Austria

**Organiser:** O.Ö. Energiesparverband

**Number of Participants:** 14

### **Summary**

The round-table was organised in the afternoon of the regional conference "Solar Process Heat". Important regional stakeholders from solar thermal companies and from industries, which already use solar process heat, as well as consultants and representatives from solar thermal research and testing facilities met, to discuss strategies and ways to trigger further solar thermal market development. Concrete strategies for the next months were developed and discussed. The round-table discussion was very intensive and participants very much used the opportunity to exchange ideas.

### **Objective & main programme points**

The aim of the round-table was to discuss strategies how to trigger market development for solar process heat. Experiences of participants in this field offered the chance for exchange of ideas and for developing strategies for further market development.

Presently a new funding scheme is in place in Austria which allows for solar thermal plants to get a higher investment subsidy. However, the applications for the subsidy have to be brought forward by 1 September, which means that potential companies have to be informed very quickly.

The main programme points included:

- a tour-de-table (introduction of the participants)
- an overview of the experiences of the participants with solar process heat
- a brainstorming on the main barriers for solar process heat and how to overcome them
- a lively discussion on strategies to trigger market development
- concrete steps how to trigger installations making use of the recent investment subsidy (deadline 1 September 2011)

## **Conclusions & lessons learnt**

The participants very much appreciated and made use of the chance for exchanging ideas and for developing strategies for further market development together with other actors in the solar thermal field.

New ideas for solar thermal marketing were discussed, e.g.

- “EGEM for companies”: development of a promotion programme for companies similar to one which is in place in the region for municipalities (“Energiespargemeinde”)
- to put the focus on companies that are already ahead in terms of energy efficiency and use of renewables
- ways of a “solar marketing for industry”
- to communicate the development of the oil price in recent years as an argument for instable price development of fossil fuels
- to communicate what solar thermal installations can achieve (very often the benefits of solar thermal are not known or underestimated)
- a high potential for the use of solar process heat was highlighted for the following fields: saw mills, district heating and pre-heating
- how to intensify cooperation with the Austrian Solar Thermal Association and the industry associations

The participants highlighted also the benefits of the So-Pro checklist and planning guidelines for their daily work.

## ANNEX

The following documents are included in the annex.

- Programme
- Pictures

### Programme

- 13.00            Start of the Round-table  
Introduction by the chairperson Christiane Egger
- Tour-de-table:  
- Introduction of the participants  
- Overview of experiences with solar process heat
- Brainstorming:  
- Main barriers for solar process heat and how to overcome them
- Discussion of strategies to trigger market development
- Discussion of next steps
- 16.00            End of the Round-table

### Pictures

