



ALCUE NET – Latin American, Caribbean and European Union Thematic Workshop on Renewable Energies and Energy Efficiency



The European Photovoltaic Technology Platform

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Origin and Objectives

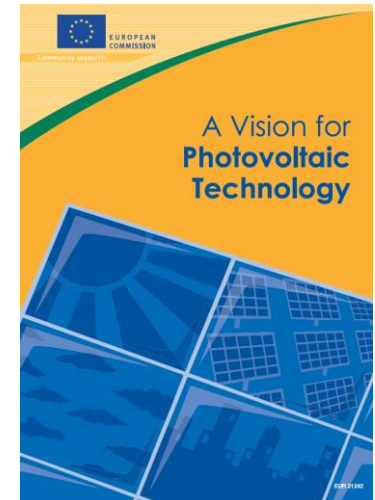


The EUPVTP was created on 2005 by the European Commission

- To contribute to a rapid development of a world-class cost competitive European PV for a sustainable electricity production.
- Involve all stakeholders in the formulation of research programmes.
- Ensure links and coordination between industry, research and market.
- To implement the strategic plan.

Mission Statement

- The Platform is an independent and objective body which aims to be the recognised *point of reference for key decision and policy makers*.
- The Platform's Mission is to develop a strategy and corresponding implementation plan for education, research & technology development, innovation and market deployment of photovoltaic solar energy, to realise its Vision.

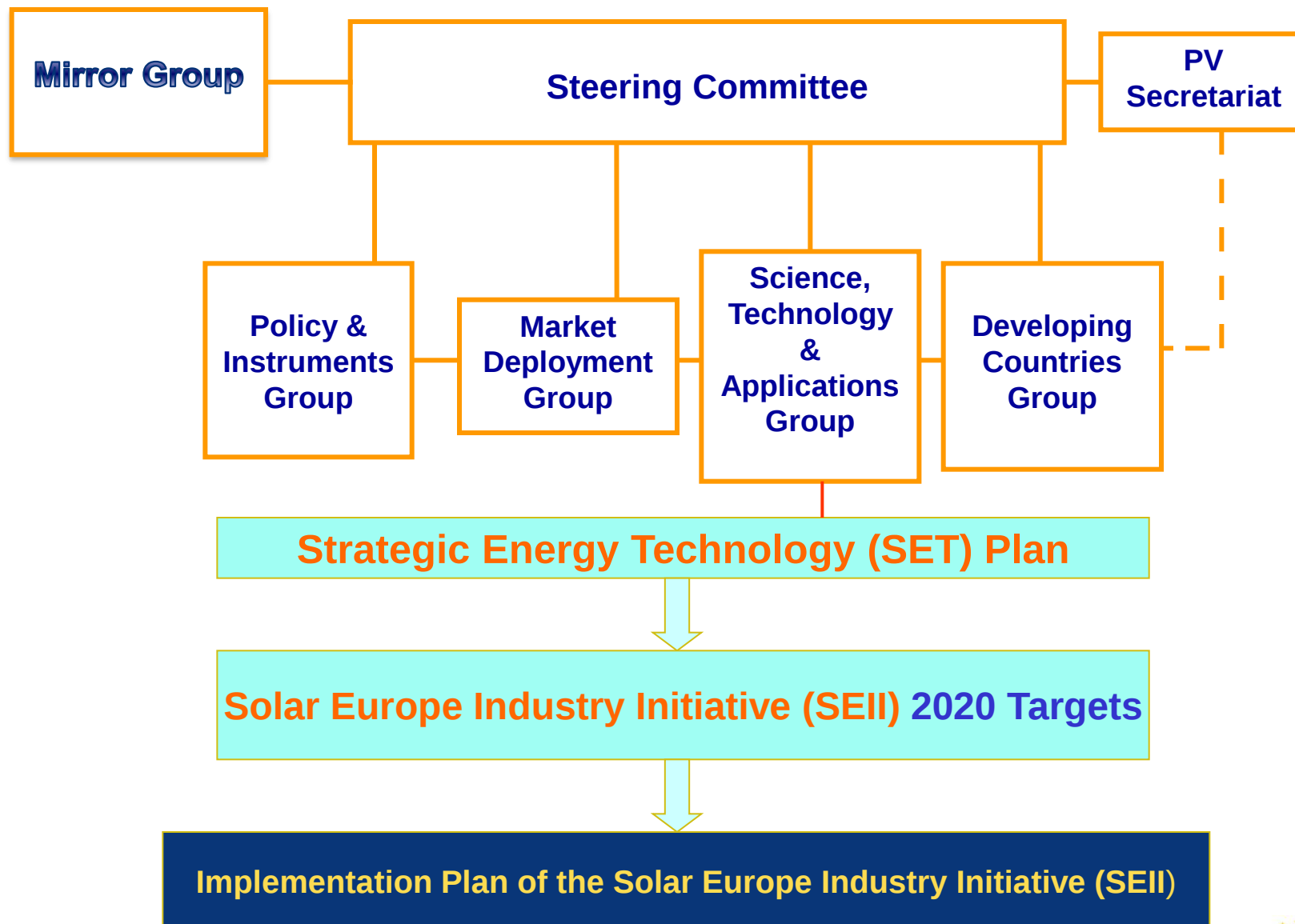


EUPVTP contribution



- ✓ • Industry, research community and governments interacting in one body
- ✓ • Position statements and recommendations with one voice (e.g. FP 7, EC Directives, SET Plan)
- ✓ • R&D, Policy and market facilitation
- ✓ • Dedicated projects
- ✓ • Events, workshops and publications
- Establishing links and coordination of PV RTD Programmes and Networks of Excellence: **IEA PVPS; PV-EC-NET; PV-NAS-NET; PV-Policy Group and PV-ERA-NET**

EUPVTP structure



PV Secretariat

- The PV Secretariat (PV SEC) is a supporting entity to the PV Platform financed by the EC.
- **Role:** to provide organizational support and **coordinate the flow of information** between the Platform stakeholders, the working groups and the Steering Committee.
- **Composition:** it is a consortium of 4 partners:
 - **WIP (coordinator)**
 - **EPIA**
 - **EUREC Agency**
 - **EC JRC (Joint Research Centre).**

Mirror Group

- **Role:** coordination with all national programs, to provide an **interface between the activities of the platform and the public authorities** responsible for PV research and dissemination programs in the EU Members States.
- Promote the European Research Agenda and the Implementation Plan in the members and associated states.



Most common questions about PV are being answered through these 10 Fact Sheets developed by WG1.

Your sun your Energy Campaign



Home > Your Energy

YOUR ENERGY



Energy is essential to our survival. With the growing knowledge about the dangers of global warming, we can also agree that the way to obtain our energy is important, too. Changing the source of our energy from fossil fuels to renewable energies like solar has never been more critical. The good news is that it has also never been more possible.

Photovoltaic solar energy is rapidly gaining popularity worldwide. From **remote villages** where photovoltaic panels are the only viable source of energy to suburbs and large **cities** where homeowners and **businesses** generate solar electricity on their rooftops and sell back all they cannot use to the electric utilities, the demand for solar power is growing significantly.

Solar energy gives every citizen the power to produce his or her own clean, carbon-free electricity, a profound and direct expression of one's environmental good will. It's your sun, it's your energy!



Your Sun Your Energy campaign

The Your Sun Your Energy campaign promotes the benefits of PV, educates those who are not familiar with its applications, and provides accurate and up-to-date materials on PV for use by the public and by the mainstream media. It aims at helping both current and future generations discover the opportunities and maximise the unlimited potential of solar energy. By building grassroots support for PV deployment, it helps create new markets and influences the political debate.

Launched in December 2010 by a group of partners including EPIA and the European PV Technology Platform from the European Commission, the campaign really took off in 2011 – adding several new language editions, increasing its presence on social media, and updating content more frequently.

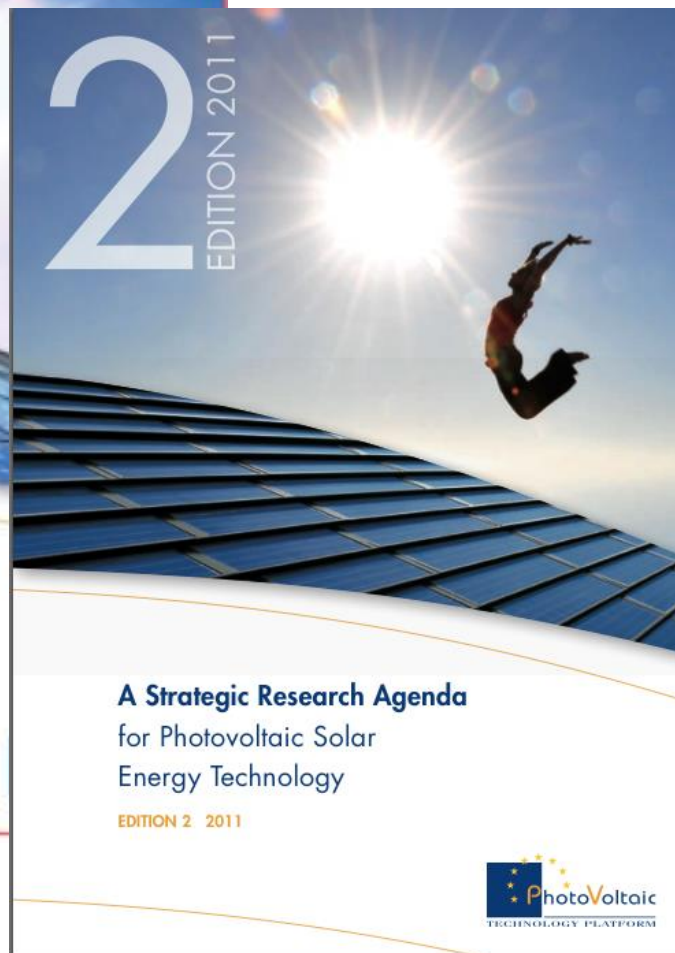
The effort is attracting important notice. In November 2011, Your Sun Your Energy was honoured by the European Public Affairs Awards as the Digital Campaign of the Year.



NEWS YOUR SUN YOUR ENERGY WINS DIGITAL CAMPAIGN OF THE YEAR AWARD!

Your Sun Your Energy has been honoured with a European Public Affairs award as the **Digital Campaign of the Year 2011**. YSYE was one of three online campaigns shortlisted for the award, and ended up winning more than 60% of the votes cast in an online election that took place from 13-26 October. The award was announced at a ceremony in Brussels on 9 November.

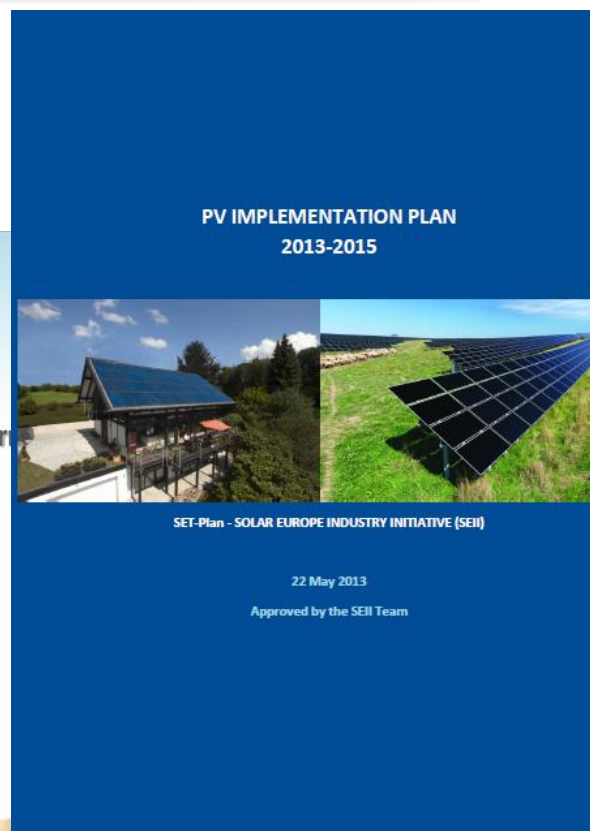
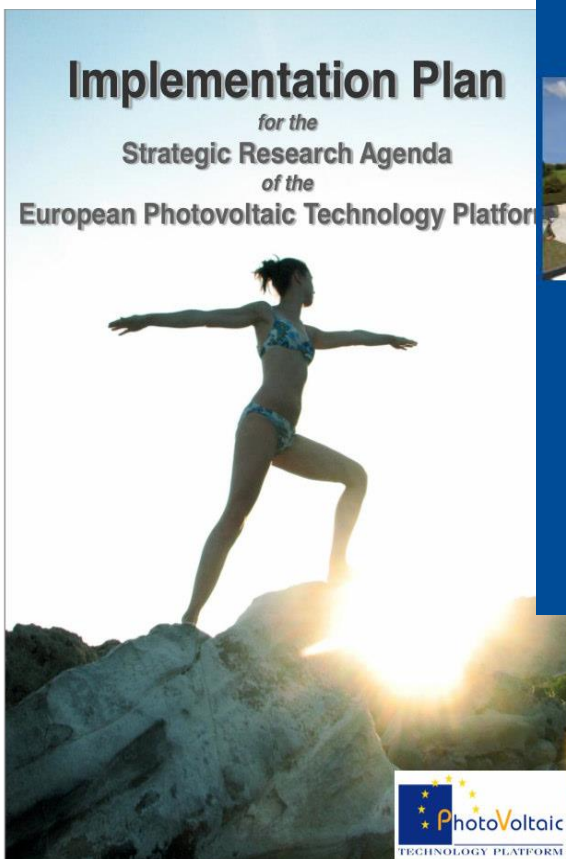
Strategic Research Agenda



Describes *what*
needs to be done

Implementation Plan

Edition 1, 2009



Edition 2, 2013

Describes *how* the SRA findings and recommendations can be put into place

EU 2020 targets

- 20% contribution of renewables
(*≈35% for electricity*)
- with a major role of the European industry in realising the target

EU Strategic Energy Technology Plan



EU Strategic Energy Technology Plan

European
Industrial
Initiatives
(*EII's*)

European
Energy
Research
Alliance
(*EERA*)

SET-Plan
Information
System
(*SETIS*)

European Institute of
Innovation and
Technology (EIT)

Knowledge &
Information
Communities
(*KIC's*)



Solar Europe Industry Initiative



Solar Europe Initiative

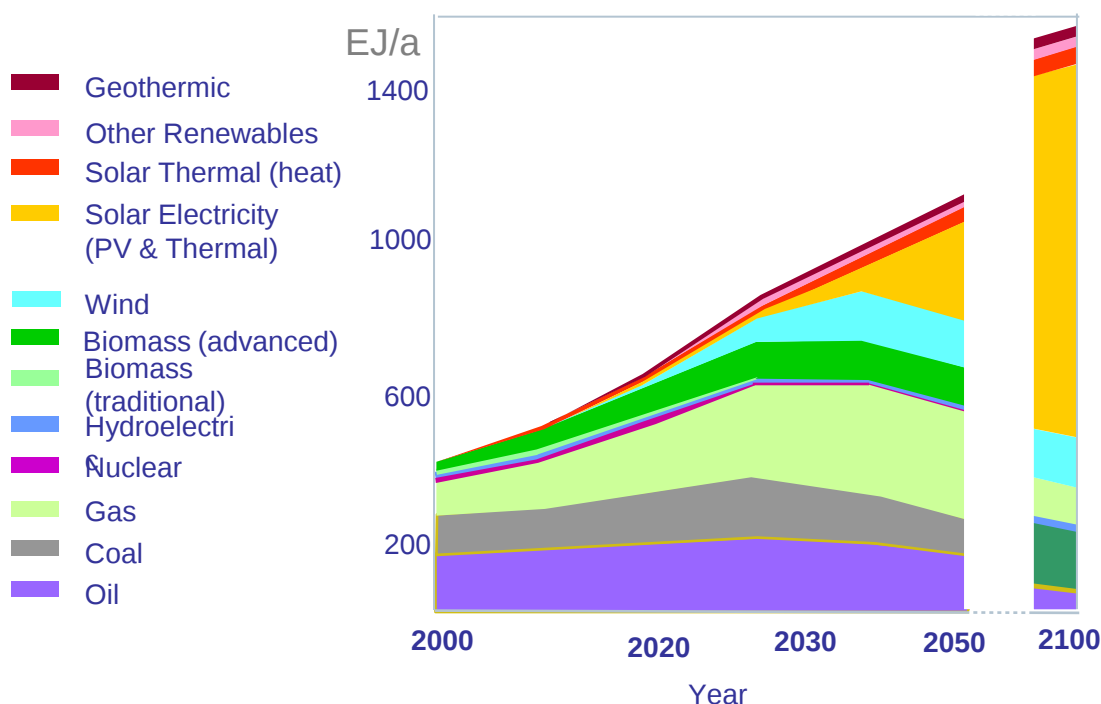


features

- Lead by Industry. Leading position of EU PV industry on the global PV market
- Large scale, with major impact already on a 'short' term (2020)
 - Boost research and innovation
 - Accelerate deployment of technology
 - Deliver progress beyond business as usual
- Cost shared

Photovoltaic Solar Energy: The Road Ahead

- Towards PV Competitiveness
- Towards a Balance Market for PV
- Towards added value from PV



- **Solar Europe Initiative**
PV TP must prepare a concrete proposal sooner as possible
- **Energy Efficient Buildings** Joint Technology Initiative Experience
- **3rd Industrial Revolution** Special attention to Smart Grids

Solar Europe Initiative

enablers

- Prepare for GW-scale manufacturing (materials, processes and equipment)
- Prepare for GW-scale installation with emphasis on building-integrated and building adapted PV (where the need for dedicated products is most urgent), grid integration and closing materials
- Ensure adequate human resources for the rapidly growing PV sector
- Realize effective communication and increase awareness.

Solar Europe Initiative

Enablers for large-scale deployment

2010

**COST
REDUCTION**

volume
+
innovation

INTEGRATION

grid
+
built
environment

market deployment

R&D + demonstration

**Solar Europe
Industry Initiative**

PV system integration

smart grids & integration
of other renewables

2020

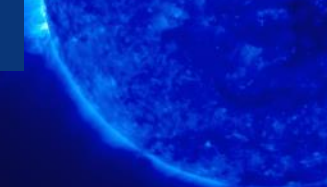
and beyond

**LARGE-SCALE
DEPLOYMENT**

up to 12%

&

**COMPETITIVE
SECTOR**



Solar Europe Industry Initiative

Scope and relation with other Initiatives

Interaction with
other initiatives

**Energy Efficient
Buildings PPP**



**Smart grids
initiative**



Green Cars PPP



Technological
component

SEII

Cost reduction

*Quality &
reliability*

*System
integration*

Beyond 2020

Non-technological
component

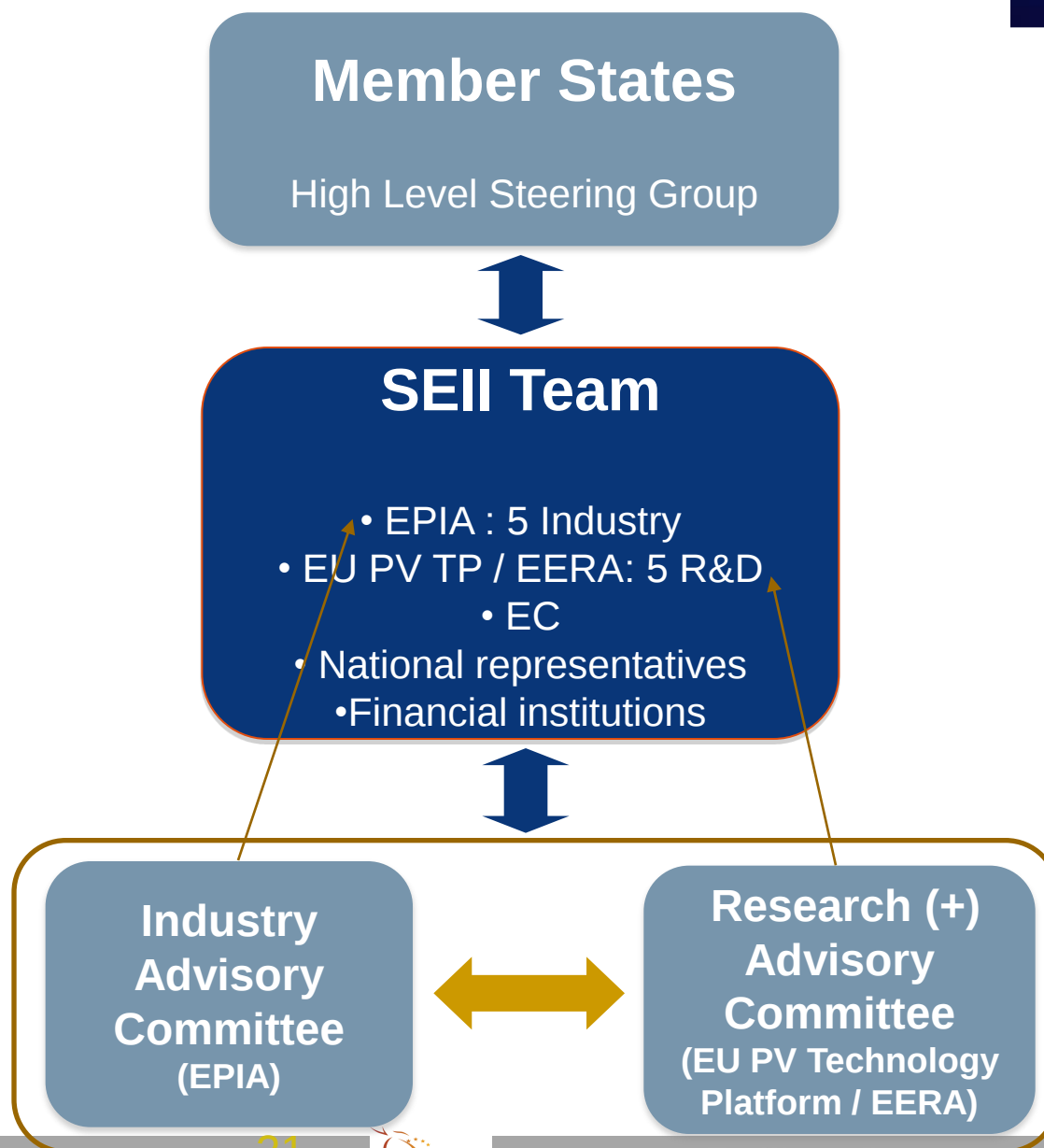
**Education
&
training**

Awareness



Solar Europe Industry Initiative:

Governing
Structure



Future actions

Continue to be the independent reference for photovoltaics:

- collect, develop and communicate high-quality information
- develop and implement joint strategies and approaches (e.g. financing, update Strategic Research Agenda)
- establish effective interactions and networks with other technology platforms, initiatives and partnerships



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Thanks for your attention

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