

PRESS INFORMATION

Welcome to the 4th European Solar Thermal Energy Conference (estec2009) Hotel Bayerischer Hof, Munich, 25-26 May 2009

ESTIF welcomes the media to the 4th European Solar Thermal Energy Conference (estec2009).

The estec2009 press pack provides a comprehensive range of services and information to support you.

We aim to:

- Ensure that you have every opportunity to report new developments from solar thermal technology, markets and research development in Europe;
- Facilitate your interaction with the international experts speaking at the conference;
- Provide you with graphics and photographic material in order to help you work in an appropriate environment.

Website

News from estec2009 are available on the conference website: www.estec2009.org

Press conference

A press conference will be held on Monday 25 May 2009 from 11:30 to 12:30 in the Königssaal.

Further information (during and after estec2009)



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PRESS INFORMATION

About estec2009

The 4th European Solar Thermal Energy Conference (estec2009), which takes place on 25-26 May 2009 at the Hotel Bayerischer Hof in Munich, is the premier international event dedicated to solar thermal energy worldwide.

More than 100 speakers from over 25 countries worldwide followed the invitation the invitation of the European Solar Thermal industry federation (ESTIF) and will provide managers and industry experts with latest information not only on markets and trends, but also on technology and policies on solar thermal applications ranging from hot water preparation and space heating to industrial process heat and solar assisted cooling.

Hosted by ESTIF, in co-operation with the German Solar Industry Association (BSW-Solar) and with Intersolar09, the European Solar Thermal Energy Conference (estec) is held this year under the motto "Getting ready for the global solar thermal boom".

The increased economic concerns about the price of fossil fuels and electricity as well as the heightened awareness of climate change demonstrate the strong economic and environmental advantages of solar thermal. While the financial and economic crisis has affected a wide range of industries, solar thermal is holding its own. estec2009 will present detailed analyses of the market developments and discuss on how companies can benefit from the expected global solar thermal boom in the forthcoming years.

After the 2007 downturn, the European solar thermal market returned to dynamic growth in 2008. For the first time the newly installed capacity surpassed 3 GW_{th} in the European Union and Switzerland, four times the 2003 figures when the first European Solar Thermal Energy Conference took place.

Following the recent adoption of the Renewable Energy Directive which creates a favorable climate for the growth of solar thermal markets in Europe, estec2009 will also deliver updates on policies promoting the use of solar thermal energy.

More than 400 participants are expected at the estec2009 conference, which takes place again right before the Intersolar 2009 trade fair, allowing participants to attend both major solar thermal events in just one week.

estec2009 at a glance

Dates:	25 and 26 May 2009
Venue:	Hotel Bayerischer Hof, Munich
Organiser:	European Solar Thermal Industry Federation (ESTIF) in co-operation with the German Solar Industry Association (BSW-Solar) and Intersolar 2009
Participants' profile:	400 persons from 50 countries worldwide Managers, marketing and sales persons of solar thermal companies and suppliers, Executives of national and regional energy ministries and energy agencies, Energy market experts from private and public financing institutions, Marketing managers of energy utilities and energy contractors Technical researchers from universities and research institutes Market researchers Specialised press
Registration:	Online registration available under: www.estec2009.org
Website:	www.estec2009.org

Press contacts

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PRESS INFORMATION (background information)

What is Solar Thermal Energy?

Solar thermal is based on a simple principle: the sun heats up water contained in a dark vessel which acts as a heat transfer medium. This old mechanism is more relevant and promising than ever in the current energetic and environment context where heating and cooling are responsible for nearly 50% of Europe's energy demand.

What is the difference between solar thermal and photovoltaic?

Solar thermal and photovoltaic technologies both use the solar irradiation to provide energy. But whereas solar thermal systems produce heating and also cooling, photovoltaic (PV) devices generate electricity via an electronic process that occurs naturally in certain types of semi-conductor materials.

A brief historical overview of solar thermal energy

Solar thermal has been used for thousands of years before the first solar domestic hot water systems were built at the beginning of the 20th century in California. In Europe, the construction of solar thermal systems dates back to the 1970's, boosted by the oil crisis. During the 1990's solar thermal developed into a professional and high-tech sector with a very high potential for further growth.

A diversity of applications

Solar thermal is a proven technology with a broad range of uses. However, some applications are more wide-spread than others. Systems intended to supply domestic hot water are the most common and an increasing number of combi-systems additionally provide solar thermal energy for space heating.

Furthermore, solar thermal is increasingly used in other high potential segments, such as solar assisted cooling, industrial process heat and solar district heating.

A growing market

Solar thermal is now an established international industry which represents an ever growing share of the energy market. In 2008 the solar thermal capacity in operation surpassed 19 000 MW_{th} in the 27 EU Member States and Switzerland which is

almost five times more than in 1998! And the industry represents more than 40 000 full-time jobs.

Medium and long-term perspectives are highly favourable for solar thermal providing sufficient investment and R&D are made. Solar thermal could count over 450 000 jobs by 2020 and cover 50% of European heat demand in 2050.

Why chose solar thermal? Key benefits of solar thermal at a glance

Environmental benefits	Economic benefits
<ul style="list-style-type: none">- Inexhaustible- Reduces the dependency on imported fuels- Saves CO₂ emissions- Curbs urban air pollution	<ul style="list-style-type: none">- Creates local jobs and stimulates the local economy- Provides stable energy prices- Cost effective and reliable energy sources- Immediately available all over Europe

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The Renewable Energy Directive – An Outstanding Opportunity for the Development of Solar Thermal in Europe

Munich, 25 May 2009. An Agreement was reached in December 2008 between the European Parliament and the 27 EU Member States on a new directive to boost EU renewable energy use to 20% by 2020. For the first time, heating and cooling – responsible for nearly 50% of Europe’s energy demand – is covered by a European piece of legislation promoting renewable energies. The estec2009 conference will shed light on how this new Directive will change the framework conditions for solar thermal in the Member States.

Under the new Directive on the promotion of the use of energy from Renewable Energy Sources (RES), Member States must stipulate the use of minimum levels of energy from renewable sources “in new buildings and in existing buildings that are subject to major renovation”. The directive is a major step forward for the future of solar thermal energy in Europe.

The agreed Directive includes, for each member state, a legally binding renewables target for 2020 along with a clear trajectory to follow. By June 2010 Member States are required to draw up national Renewable Energy Action Plans, which shall define national sub-targets for the sectors electricity, transport and heating and cooling, and detail the measures that will be taken to achieve them.

“Major policy changes have occurred at the European level since the last estec conference in 2007”, says ESTIF Secretary General Uwe Trenkner. “The 4th European Solar Thermal Energy Conference (estec2009) is the place to catch up with the latest policy framework for our industry”. Selected conference sessions will help to assess the opportunities and challenges implied by the RES directive. estec2009, which takes place on 25-26 May 2009 in Munich, also aims to provide national solar thermal associations and companies with support for the implementation of this piece of legislation in their home country.

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Solar Thermal grows strongly in Europe – ESTIF publishes latest market statistics

Munich, 25 May 2009. The European Solar Thermal Industry Federations (ESTIF) publishes today its annual statistics of the solar thermal markets in Europe. The publication is presented at the 4th European Solar Thermal Energy Conference (estec2009), which opens its doors today.

“In 2008, solar thermal heating and cooling solutions gained favour in more and more countries”, says ESTIF Secretary General Uwe Trenkner. “The solar thermal market in the EU and Switzerland grew by over 60% to 3,3 GW_{th} of new capacity or 4,76 mil m² of collector area”. While the biggest push clearly came from the German market having more than doubled, demand for solar thermal technology increased strongly also in smaller markets, such as Ireland, Poland and Portugal.

Austria continues to lead continental Europe in per-capita numbers: With a total capacity in operation of 273 kW_{th} per 1000 inhabitants it trails only world champion Cyprus, which reached 623 kW_{th} per 1000 inhabitants at the end of 2008. And with 29 kW_{th} per 1000 inhabitants Austria’s newly installed capacity is more than what high-potential countries such as Spain, Italy or France have installed over the past 20 years.

Meanwhile, solar thermal is becoming a solid economic stimulator: The European turnover in solar thermal products surpassed the 3 billion Euro mark in 2008 and the industry now employs more than 40 000 persons on a full-time basis.

“Solar thermal is well-anchored in today’s markets – our solutions help consumers and society to reduce our carbon footprint and dependence on scarce, imported fuels” says Olivier Drücke, President of ESTIF. “This is also the key reason why we believe that our sector will be less affected by the current economic turmoil”.

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From Domestic to Industrial Use – A Wide Range of Opportunities for Solar Thermal

Munich, 25 May 2009. Solar thermal technologies are already used in a variety of heating and cooling applications. Technological developments and policy incentives are likely to increase the use of solar thermal for domestic as well as for commercial and industrial purposes. estec2009, the 4th European Solar Thermal Energy Conference, provides an overview of the state of the art in solar thermal technology and applications and about future developments.

Already today, existing solar thermal technologies are highly reliable, providing clean solar thermal energy for **hot water preparation and space heating**. So far solar thermal is most widely used in the residential sector. Even a simple solar thermal system can cover 40-60% of the domestic hot water demand. With some more initial investment, nearly 100% of the hot water demand and a substantial share of the space heating can be supplied with solar energy.

A specific session of the 4th European Solar Thermal Energy Conference (estec2009) will be dedicated to **solar cooling** technologies. Although they are not yet as widespread as heating systems, they have shown strong growth and have an enormous potential. So called Solar Combi+ systems provide hot water, space heating and cooling. They are at the edge of wide market introduction and substantial cost reductions are expected in the next few years, through technological development and economies of scale.

Conference participants will also learn about the state of the art of solar thermal technologies for industrial purposes. Indeed, solar thermal can also provide the heat needed in many **industrial processes**. Albeit still a small niche market, these technologies have a high potential and their development is one of the very next challenges for the market. Ordinary solar collectors typically provide temperatures around 60-100°C, that are suitable for many applications like food processing, water desalination, industrial washing processes etc. The effectiveness of medium-temperature collectors – producing heat at 100-250°C – has been proven already but standardization efforts are needed in order to further reduce their costs.

At the other end of the temperature spectrum solar thermal technology is also an ideal solution for **swimming pool heating**. Inexpensive unglazed collectors enable a longer bathing season without additional energy consumption. With glazed collectors one can achieve high solar fraction also beyond the summer months and use solar energy both for space heating and sanitary hot water.

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Solar Energy for District Heating - A Promising Technology

Munich, 25 May 2009. 9% of the heating loads in Europe are covered by block and district heating systems, and the new EU Renewable Energy Directive promotes the integration of renewables – including solar thermal – into these networks. The 4th European Solar Thermal Energy Conference (estec2009) will bring to the fore the improvements needed to fully utilise the potential of solar district heating.

More than 95% of today's solar thermal market is in individual domestic hot water and space heating systems. Large solar thermal systems still represent a very small share of the European solar thermal market and currently account for less than 0.5% of the total solar thermal capacity in operation in the EU. But the EU Renewable Energy Directive agreed in December 2008 specifically promotes also renewable energies in district heating and cooling.

Efficiency and cost are two key benefits of district heating systems. Although they represent only a small share of EU solar thermal, their combined capacity is higher than that of many small solar domestic hot water systems. Furthermore, where the heating and cooling networks already exist, the integration of solar thermal energy can often be realised at very low cost.

Sweden – which first introduced a solar district heating system at the end of the 1970's – is the leading country with 22 plants. However, Denmark currently has the largest solar district heating system in Europe (18 300 m² of collector area). In the Netherlands solar district heating systems are essentially used for collective housing, including homes for elderly. In Germany solar district heating systems have been used for new residential development areas, e.g. within the framework of the so-called "solar roofs" projects.

In spite of the very favourable climate, this technology has so far not been developed in Southern countries where solar district heating systems have a very high potential. estec2009 will identify the key technological achievements required – such as the improvement of the long-term seasonal storage and the further development of large solar collectors – for solar district heating systems to develop in the upcoming Southern markets and to improve in the traditional Northern countries.

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“European Solar Days” – From a Successful National Initiative to a Europe-Wide Awareness-Raising Campaign

Munich, 25 May 2009: The second European Solar Days were celebrated from 15 to 22 May with more than 500 000 citizens participating in 7 000 events in 15 European countries. Solar PV and Solar Thermal are replacing fossil fuels and nuclear energy in Europe.

The European Solar Days are a Europe-wide campaign to promote the use of solar energy for production of electricity, heat and cold. What once started in 2002 in Austria as ‘Day of the Sun’, is now a multi-country effort of thousands of local events organisers ranging from solar equipment manufacturers, to church communities and local governments. In 2008, the initiative was taken to the European level and the first European Solar Days took place in 13 European countries with over 4 000 events.

The second edition of the European Solar Days took place 15-22 May 2009 in 16 countries. More than half a million citizens participated in the more than 7 000 events in Austria, Belgium, Croatia, France, Germany, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

“The events are as varied as their organisers”, says Uwe Trenkner, Secretary General of the European Solar Thermal Industry Federation (ESTIF). “We have street festivities for children, educational events, exhibitions of solar technologies and much more. And we expect to grow even more in 2010”. Any stakeholder in the solar sector is invited to initiate events that promote the use of solar energy. On the Solar Days website (www.solardays.eu) contacts for each participating country are shown.

Solar energy is available everywhere in Europe and can be used for private and for commercial applications. The trend towards solar energy is not only visible in southern countries such as Spain and Portugal but also to be found in many other countries such as Germany, Norway and Sweden, where there is an ever growing number of photovoltaic and solar thermal installations. “With the right support framework these clean technologies will become ever more important pillars of our energy supply in Europe” concluded Adel el Gammal, Secretary General of the European Photovoltaic Industry Association (EPIA).

The European Solar Days are coordinated by ESTIF in close co-operation with EPIA and supported by 24 organisations at a national and European level. Furthermore, the Solar Days are supported by the Intelligent Energy-Europe Programme of the European Communities.

Further Information:

Comprehensive information on the European Solar Days is available at:
www.solardays.eu

Download this press release from: www.solardays.eu/press

The European Solar Days are a proud partner of the Sustainable Energy Europe Campaign: www.sustenergy.org

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The European Solar Days are supported by:



Intelligent Energy  **Europe**

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ESTIF, the Voice of Solar Thermal in Europe

The European Solar Thermal Industry Federation represents manufacturers, service providers and national solar associations. With more than 100 members from 19 countries, ESTIF represents more than 95% of the European market for solar thermal products.

ESTIF's mission

ESTIF's mission is to achieve high priority and acceptance for solar thermal as a key element for sustainable heating and cooling in Europe and with immediate effect to work for the implementation of all steps necessary to realise the high potential of solar thermal.

ESTIF's key activities

ESTIF is involved in a wide range of activities and projects aimed at fostering the use of solar thermal energy.

The main activities of ESTIF consist of:

- Representing the sector at EU level
- Promoting renewable heating and cooling at EU, national and local levels
- Shaping policies and helping to promote the Renewable Energy Directive at the national level
- Opening markets for solar thermal products and services
- Driving research and development through the European Heating and Cooling Platform
- Creating networks and supporting our members
- Organising major events such as the biennial European Solar Thermal Energy Conference (estec)

Some concrete examples

- European legislative framework for Solar Thermal:
Since 2003, ESTIF has promoted the "Barcelona Model" making solar thermal obligatory in new and existing buildings. The concept has been included into the recently agreed EU Renewables Directive.
- Research and development:
In collaboration with the EUREC Agency, ESTIF launched the ambitious **European Solar Thermal Technology Platform (ESTTP)** which aims at identifying the technological and non-technological conditions necessary to utilise the full potential of solar thermal for 2030. The ESTTP's Strategic Research Agenda can be downloaded from www.esttpp.org. In the beginning of 2009, the platform was enlarged to work on all renewable energies in

heating and cooling – the Renewable Heating and Cooling Technology Platform.

- Promoting renewable heating and cooling at EU, national and local levels:
In the framework of the **ProSTO** project, ESTIF brings its support and expertise to European local authorities in planning, developing, introducing and managing efficient solar thermal ordinances.
- Awareness raising and public campaigns:
ESTIF has also been coordinating since 2008 the “**European Solar Days**” which consist of a variety of events in different European countries.

ESTIF’s key publications

- Solar Thermal market reports
- Solar Thermal Action Plan for Europe
- Strategic Research Agenda

The Renewable Energy House in Brussels

ESTIF is also a founding member of EREC, the European Renewable Energy Council, with whom it shares headquarters in Brussels’ Renewable Energy House.

For more information about ESTIF, please go to our website www.estif.org.

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