

estec (2009)
Munich, Germany • 25-26 May



Dear Sir/Madam,

“Get ready for the global solar thermal boom” by attending the **4th European Solar Thermal Energy Conference (estec2009)** that will be held at the Hotel Bayerischer Hof in Munich on **25-26 May 2009**.

estec2009 is **the largest conference on solar thermal energy worldwide** and the premier international information platform to exchange views on current technological, political and market developments with international key experts from industry, research and politics.

Updated Conference Programme available online:
www.estec2009.org/programme_information.asp

Register **online** before 8 May and benefit from preferential rates:
www.estec2009.org/registration.asp

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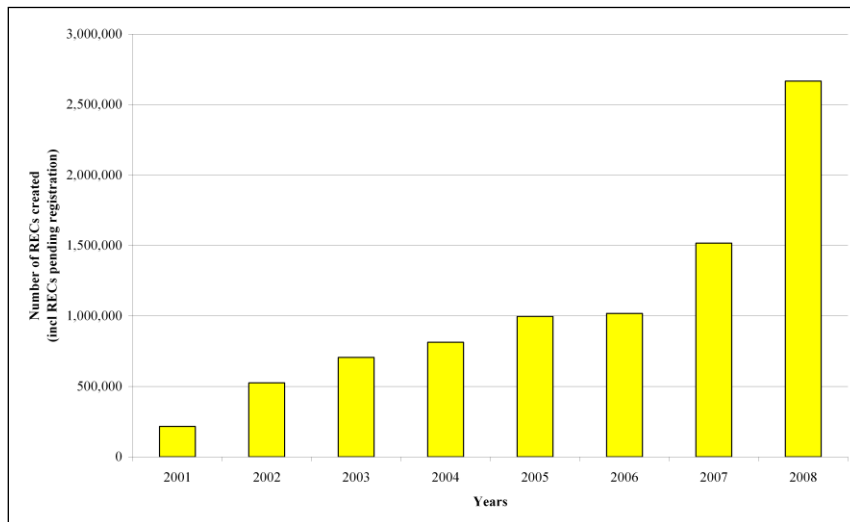
Australia: Solar water heating market boosted by public support programmes

The solar water heating market has been developing in Australia for over 30 years. After a downturn from the mid 1980's, the market for solar water heaters in Australia has been dramatically increasing again since the beginning of the 2000's with the **introduction of public support schemes**. Both the **federal government** and several **state governments** have implemented incentive programmes fostering the use of solar water heaters.

The main federal support programme is the **Mandatory Renewable Energy Target (MRET)** scheme which was launched in 2001 in order to tackle climate change and reduce greenhouse gas emissions. Thanks to a market-based certificate trading scheme, the MRET aims at delivering annually 9,500 GWh of electricity from renewable energy sources by 2010. The impact of this scheme proves to be very positive at the national level as shown by the enormous increase of **Renewable Energy Certificates** and solar water heaters benefit from

this scheme as far as they replace electric-only water heaters. **By now, almost 570,000 Australian households are already equipped with solar hot water heaters.**

Development of Renewable Energy Certificates for solar hot water (as at 31/12/2008)



Source: Green Markets, 2009

Additionally, a number of states have their own support programmes, which results in differing levels of sales across the country. A key feature of these regional programmes is **the offer of rebates** for the installation of solar water heaters. It is namely the case in New South Wales, Victoria and Queensland which are the most populated states.

More details on the latest national and regional incentive measures and their impact on the solar water heaters market will be presented by **Ken Guthrie** in the **session B1 “Latest reports from international markets”** on Monday 25 May 2009 from 17:45 to 19:00.

For more information, download the estec2009 updated Conference Programme: www.estec2009.org/programme.

Solar Ordinances (Obligations) in Europe: Helping solar diffusion at local level

In December 2008, the European Parliament and Council agreed on the new **Directive on Renewable Energy Sources**. Article 13 of this Directive foresees an obligation, for all the Member States, to ask for a minimum contribution from renewables in delivering energy for new buildings and major refurbishment.

This favourable general framework will need some effort in order to be implemented at national level, since very often local authorities still require training to develop the competencies necessary to efficiently operate RES obligations.

In this scenario, the **“ProSTO” project**, which is partially funded by the **Intelligent Energy-Europe Programme**, aims at helping to implement Solar Thermal Ordinances (STOs). It does so by identifying the success factors, the barriers and the needs of the local authorities.

Then, the “**ProSTO toolbox**” shall help Communities in the implementation of the obligations at the local level. The toolbox includes:

- A **best practice database** (motivation of local politicians, how the market developed, which flanking measures were implemented, the legal base and the administrative procedures)
- **Model documents** for STOs (local law, quality requirements on products or installation, calculation rules, procedures for quality control)
- A **catalogue with recommendations and references** for flanking measures
- The **STO development blueprint**, i.e. a step-by-step process for developing and implementing a STO on local level.

For more information on solar obligations, you are invited to visit www.solarordinances.eu and to attend the **estec2009 session A1 “Solar Obligations”** which will take place on Monday 25 May from 16:00 to 17:15 in which **Riccardo Battisti** will present the main outcomes of the “ProSTO” project.

Please, download the updated Conference Programme: www.estec2009.org/programme.

Conference Dinner: Come and experience Bavarian *Biergarten* tradition



We are pleased to invite you to the estec2009 conference dinner which will be held on **Monday 25 May 2009 from 20:00** onwards at the **Augustinerkeller**.

In addition to excellent networking opportunities, you will be able to discover the local beer and taste the regional food specialities in one of the oldest and most traditional beer gardens of Munich.

Come and enjoy the warm atmosphere of the Bavarian way of life for what promises to be a fantastic evening.

Tickets for the dinner can be purchased at a rate of 60 €.

Note that participation to the dinner is limited. It is advisable to register online for the dinner via <https://www.sutter-ticketing.de/shop/index.php?event=7&site=items>.

Save the date: European Solar Days, 15-22 May 2009



After the success of the very first “**European Solar Days**” in 2008, the second edition will take place from **15 to 22 May 2009**.

This initiative – which brings together major players from the solar sector throughout Europe – is coordinated by ESTIF in close cooperation with EPIA.

Thousands of events will be held in **12 participating countries. Hungary, Norway and Sweden** join the European Solar days for the first time this year. Single initiatives are also planned in Belgium and in the United Kingdom.

A wide range of events such as exhibitions, conferences and open days will take place in each country. 2009 Solar Days seem to exceed expectations in France and Germany with respectively more than 1,000 and 5,000 events planned in these countries.

Enerplan, the French solar association, organises in Paris a major **conference for mayors and city managers** to give them the opportunity to exchange about the implementation of interesting solar energy initiatives at local level.

Roger Hackstock, Managing Director of Austria Solar, will present the European Solar Days in **session B2 “Awareness-raising and marketing”** on Monday 25 May from 16:00 to 17:15. For more information on events in your area, please go to www.solardays.eu and visit the national Solar Days websites.

To learn more about solar thermal initiatives in France, you can contact **Richard Loyen** who will hold a presentation in **session C1 “Latest national reports from traditional EU markets”** on Tuesday 26 May from 9:00 to 10:30 and visit www.journees-du-solaire.fr.

Conference at a glance

| | |
|-----------------------|--|
| Dates: | 25-26 May 2009 |
| Venue: | Hotel Bayerischer Hof Promenadeplatz 2-6 80333 Munich www.bayerischerhof.de |
| Participants: | Over 600 expected |
| Target groups: | 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

- Registration:** Online registration via www.estec2009.org/registration.asp
- Language:** English
- Programme:** The updated Conference Programme is available under:
www.estec2009.org/programme_information.asp
- Conference Dinner:** Monday 25 May 2009, 20.00
Augustinerkeller, Arnulfstrasse 52, Munich
- Organiser:** European Solar Thermal Industry Federation (ESTIF)
- In co-operation with:** German Solar Industry Association (BSW-Solar)
Intersolar 2009

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