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Important Dates

- ★ 3rd General Assembly of PV Platform 6 June 2008 in Ljubljana, Slovenia
- ★ InterSolar 12-14 June 2008
- ★ EPIA AGM & French Photovoltaic Symposium, 26 & 27 June 2008, Aix les Bains, France
- ★ European PV Show, Valencia 1-4 September 2008

Next issue

- ★ N°2 - OCTOBER 2008



Dear Reader,

This is the first Internal Newsletter of the European PV Technology Platform. This one was developed to improve our information flow between Working Groups (WGs).

Each issue will develop different topics or projects handled by the WGs. We want this one to be short and easy to read. Any input or remark are welcome.

Have a good reading and see you in Ljubljana !

Barbara Rudek
WG2 Leader

PV awareness through ...



« MTV promised to double the amount of money PV Industry is ready to give for a campaign on and with MTV » said Barbara Rudek. We continue investigating with them to see how the partnership can be developed with them.

WG2 MTV Campaign

Over 17 million people tune into MTV Networks each month. MTV Networks remain dominant in the music market, taking a 52% share of music. MTV Networks attract a commercially desirable young and upmarket audience. An MTV European Campaign for PV will gain the attention of millions of young people throughout Europe. It is an ideal platform to promote PV. An 'EU PV Youth Campaign' will run several months, including TV spots, active elements and an integration into the MTV website. Additionally, it is attracting VIP's awareness from the Music and movie scene. This can cause a supplemental effect if we can win VIP's speaking in favour of solar electricity.

WG2 - New action plan

Area of activity	Target group
1 - Awareness on PV	· Construction sector
	· Finance sector
	· Education sector (Universities, schools)
	· Citizen (youth)
2 - External visibility of the Platform	· PV Sector
	· Decision Makers
	· Research
	· Others
3 - Internal Com. of the Platform	· Platform members

WG2 Objectives

- Overcoming market barriers
 - Contribution to a European leadership
 - Clear cooperation with the target groups
- by**
- Developing a long term strategy for information procurement and dissemination
 - Identification of promotion channels and increase awareness of PV
 - Initiating and promoting education programmes for PV
 - Bringing building industries and professionals in the position to use PV as a building product
 - Mobilize all existing means for market deployment

Highlight on Awareness of PV:

- ★ For the construction sector, WG2 is working on developing a leaflet meant to be for architects to familiarize them with solar architecture.
- ★ For the education sector, WG2 will promote PV to universities and develop a concept of training courses. At present an overview on courses or studies in PV in Europe is being held. Project to use E-Learning is currently being checked by our team. PV Education posters for schools is currently finalized.

Many ideas/campaign concepts etc... are developed, BUT – NO money for implementation is currently available!

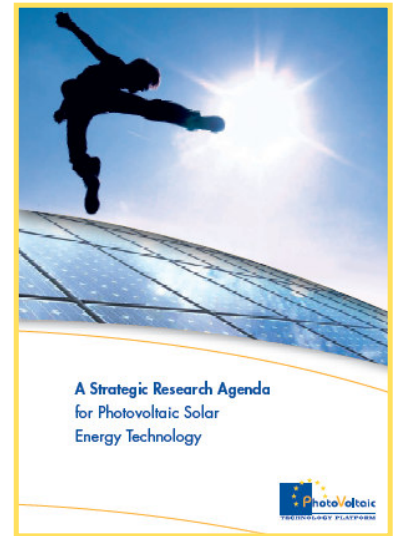
WG3 First major project... the SRA report

Wim Sinke - WG3 Chairman reported that WG3 has finished its first major effort last year, as the Strategic Research Agenda was published.

The publication is the first consolidated view on R&D to be done to realise the full potential of PV, also marked an important achievement of the Platform as a whole. The quantitative description of the possible development path of PV technology as described in the SRA has proven to be very important in positioning PV in the portfolio of energy technologies.

Moreover, the overall short term target for PV development as described in the SRA, i.e. to reach grid parity with retail electricity in the South of Europe by 2015 (at the latest) and in most of Europe by 2020 has developed into a simple, but extremely useful message for communication about PV. It shows that PV is very near competitiveness in the important market segment of systems on private houses (provided net metering applies).

However, the SRA also shows that this is by no means the end of PV development and price reduction. In the longer term PV is expected to become competitive with basically all major electricity generating technologies, especially when total costs are taken into account (e.g. for CO2 storage).



Download it on:
http://www.eupvplatform.org/fileadmin/Documents/PVPT_SRA_Complete_070604.pdf



« The Mirror Group, that represents Member States Delegates, is working very closely with all WGs in order to link the European level with the national level », said Francis Féraux Mirror Group Vice-Chairman.

Its target is to improve the deployment of PV into countries according to the EU and PV platform requirements.

You can find the SRA report on our website !

Mirror Group main highlights

- ★ Facts sheets translation from English version to national languages
- ★ To answer to Barrier Questionnaire made by WG1
- ★ Receive candidature to member states which not yet represented into Mirror Group

Facts sheets translation are or will be available in:

French, Slovenian, Italian, Greek, Romanian Polish, Danish, German, Lithuanian, Turkish and Dutch.

Download them on: <http://www.eupvplatform.org/index.php?id=133>

WG1 current activities

WG1 mission ...

... Provide information, analysis and tools which are relevant for policy development in the different areas and to support the formulation of positions and proposals of the PV Technology Platform in policy related.

- ★ Dissemination of a feed-in tariff model in the form of a comprehensive spread sheet
- ★ Translation of the PV fact sheets and dissemination throughout Europe (in co-operation with Mirror Group)
- ★ Analysis of the regulatory framework and administrative barriers towards deployment of PV in Europe (in co-operation with Mirror Group)
- ★ Analysis of R&D expenditure in the private sector (in co-operation with WG3)
- ★ Overview and proposals concerning relevant policy developments, e.g. Proposal for a Directive on Renewable Energies, SET Plan

WG2 Team Picture



WG2 is happy to welcome New Members:

- ★ Leendert Verhoef, New Energy TV, Netherlands
- ★ Stuart Brannigan, Yingli Green Energy Europe
- ★ Martin G. Hake, SANYO Component Europe Solar Division, Germany
- ★ Ingo Hagemann, Architekturbüro Hagemann, Germany
- ★ Jon André Løkke, Renewable Energy Corporation AS, Norway
- ★ Antonio Iumicisi, Ministry for the Environment, Land and Sea – Dpt for the Env. R&D, Italy
- ★ Sophie Grenier, Solar Solidarity, Belgium
- ★ Daniela Schmidt, Suntech Europe, UK
- ★ Stefano Banetta, Arendi S.r.l. c/o Euroenergy Group S.r.l, Italy

From Left to Right:

Marie Latour (EPIA), Genevieve Richez (Vesuvius), Marijke Lammers (Eco Stream), Barbara Rudek (Sharp), Brannigan Stuart (Yingli), bottom - Stefano Banetta, top - Martin G. Hake (Sanyo), Jorge Matos (ENC), Antonio Iumicisi (Ministry of Env. – Italy), Massimo Bastiani (Ecoziano), Francis Féraux (Mirror Group), Ingo Hagemann (Architecture office Hagemann), Daniel Fraile Montoro (EPIA), Leendert Verhoef (New Energy TV), Evelyne Schellekens (European Association. of Electrical contractors), Ingrid Weiss (WIP)m

Missing on the picture:

Jean Louis Bal (Ademe), Antonio Berni (ETA), Sophie Grenier (Solar Solidarity), Marc Jedliczka (Hespul), Jon André Løkke (Renewable Energy Corp. Norway), Miklos Palfy (Solart System Ltd), Stanislaw Pietruszko (Warsaw University of tech.), Daniela Schmidt (Suntech Europe), Stefano Banetta (Arendi S.r.l)

Editorial information

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