CONTENT

European Communications Pack

INTRODUCTION

Dear Madams and Sirs,

Solar thermal is a perfect answer to a crucial issue: a sustainable energy supply for our societies, in Europe and worldwide. That's why the solar thermal industry faces enormous opportunities in the coming years. However, there still are prejudices and information gaps about solar thermal.
In the last year, ESTIF has been successful in setting on the EU agenda the need for stronger policies to promote solar thermal, within the framework of an enhanced awareness for renewable heating and cooling in general. In its Communication of May 2004, the European Commission acknowledged that "considerable extra action is needed in this sector to enable the full 12% target to be reached …(that) will require a step change in national policies towards the use of renewable energy in heating" and "The Commission will bring forward further initiatives – if necessary, legislative proposals – to accelerate the fulfilment of the potential …"
ESTIF will continue its work to promote solar thermal. But we need your active support: policy makers in all EU Member States and beyond must be convinced of the need of stronger policies to promote solar thermal. The European Commission will only be able to act if there is enough political support throughout the continent.
The material provided here is aimed at motivating you to actively participate in this process, by using every available opportunity to push our aim: to create high acceptance and priority for solar thermal as a key element for sustainable heating and cooling. Please, let ESTIF know the results of all relevant lobby talks and give us your suggestions on how we can improve this material.

Ole Pilgaard, President of ESTIF
P.S.: wishing you lasting success in your work with this.

To which user groups will this be of interest?

This pack supports decision-makers in the solar industry, employees of solar associations, as well as industry multipliers in their policy development and public relations work.

What does this material contain?

The most important key arguments for the market introduction of solar technology are supplied in the following themed sections - energy, economical, environmental policy and engagement.

What purpose does this material serve?

The subsequent texts and graphics are intended to enable the above-cited user groups to give their active support to the solar associations' activities, thereby contributing to the creation of the best political conditions for the expansion of the European solar thermal industry.

On which target groups do the contents focus?

The primary intended use of this material is in dialogue with politicians, media representatives, as well as other opinion-makers and multipliers in society.

In what situations can the material be used?

The draft articles can be used to support arguments and to aid illustration in discussions with interested target groups.

How should this material be used?

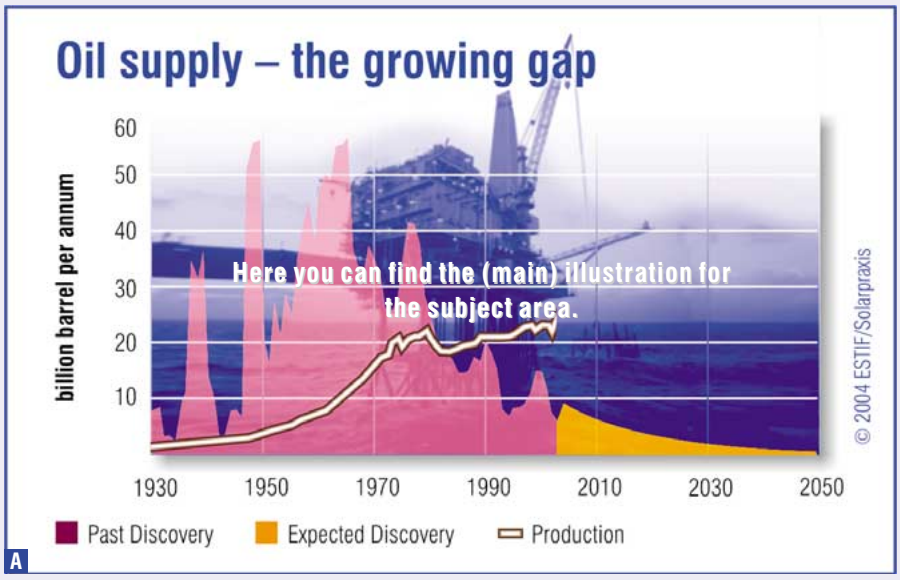
The press texts have been formulated in such a way as to be easily transferable into press releases without the need for any major changes. These press texts are also available in digital form on the enclosed CD. In addition, the graphics can be used in presentations, in discussions with local or national policy makers, for example. There is no charge for using the materials contained - provided that sources are properly acknowledged.

The enclosed CD contains all press texts and graphics in various formats, listed according to the pages in the printed edition. More information can be found on the use of footnotes on the next page.

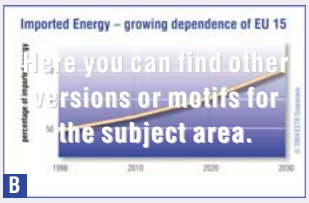
Who produced this material?

Both the conception and implementation of this material originate from the members of the European Solar Thermal Industry Federation (ESTIF). Special thanks go to the Board of Directors, the Advisory Council and Solarpraxis AG.

HOW TO USE THE FOLDER



Description *This contains the captions.*
More info *This refers you to related information located elsewhere in the folder.*
Reference *This provides information on quoted sources in the appendix and the names of associated files on the CD-ROM.*



A The filenames of the graphics shown. For example, "101B_OilGap1c.eps" - the names of the illustrations all adhere to the same system: "1" denotes the chapter, "06" denotes the page number, "B" identifies the specific version or motif followed by the individual file name referring to the illustration content . "1c" provides colour information and is used only for the greyscale versions. Finally, the letters after the full stop denote the file format. Your graphic artist or designer will easily be able to advise you on which file formats are best suited to which uses.

B Here you can find additional file names for the present versions and motifs (denoted by the 4th letter of the file name).

The questions on the right in this column are answered directly in the text. The answers are supported, where applicable, by the graphics provided (see above).

This column contains some questions that may arise in connection with the solar thermal subject.

An example text...
The term "solar thermal" designates the generation of heat from sunlight in the form of hot water.

An example question...
What is solar thermal?

The appendix contains the references, graphics, the source directory, as well as space for you to make notes.

What does the appendix contain?

This short text can be used to explain the illustration in presentations or to the press.

Press text

INTRODUCING ESTIF

Who is ESTIF?

The European Solar Thermal Industry Federation (ESTIF) was founded in 2002. Its members comprise manufacturers, service providers and associations that are active in the solar thermal sector. Together, they represent the majority of the solar thermal business in Europe.
ESTIF is a founding member of the European Renewable Energy Council (EREC) and shares the latter's headquarters in the heart of the EU area in Brussels.

What are ESTIF's objectives?

Some of ESTIF's objectives are:

- To promote solar thermal policies capable of driving the EU towards achieving its target of 100 million m^2 in operation
- To create an open and large solar thermal market by abolishing any technical or trade barriers and promoting harmonised standards and certification procedures
- To enhance EU initiatives aimed at integrating solar thermal in the built-up environment
- To support its members when dealing with EU institution programmes and policies concerning solar thermal issues
- To regularly provide its members with insider information on solar thermal issues
- To organise European-level solar thermal events, such as the ESTEC 2005

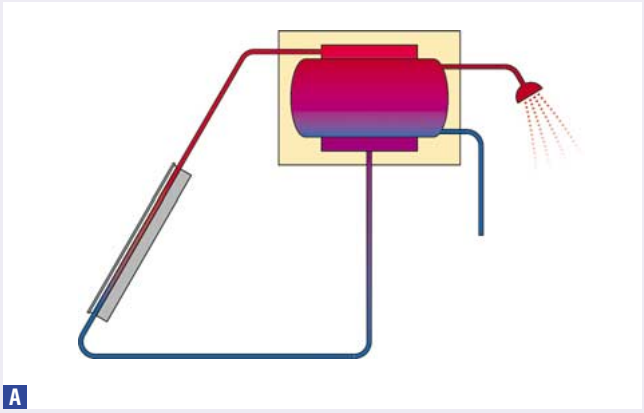
Where can I obtain more information?

ESTIF's website is continuously growing: Please visit www.estif.org

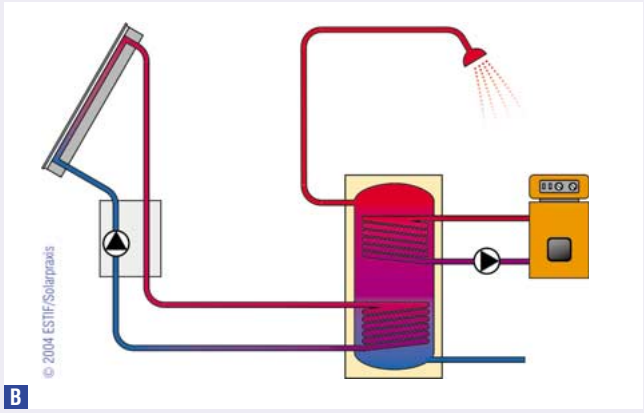
How can I contact ESTIF?

EUROPEAN SOLAR THERMAL INDUSTRY FEDERATION
Renewable Energy House
26, rue du Trône • B-1000 Brussels • Belgium
Tel: +32-2-54 619 38 • Fax: +32 2 546 19 44
Email: info@estif.org

INTRODUCING SOLAR THERMAL



A



B

C

D

E

A 004A_ThermosyphonSystem.eps
004A_ThermosyphonSystem.tif
B 004B_ForcedCirculationSys.eps
004B_ForcedCirculationSys.tif
C 004C_ForcedCirculationHouse.tif
D 004D_SolarHeatingHouse.tif
E 004E_SolarHeatingSystem.tif

Description: *Solar thermal systems offer a wide variety of system configurations ranging from quite simple thermosyhpon systems to forced systems in different configurations*

More info *"Solar Thermal Systems", Solarpraxis 2003; "Sun in Action II", ESTIF 2003*

What is solar thermal?

Solar thermal technologies transform solar energy into useful heat or cooling. Solar thermal technologies on the current market are efficient and highly reliable products, providing solar energy for a wide range of applications.

Which are the applications for solar thermal systems?

Domestic hot water is currently the most frequent application, although solar thermal is also being increasingly used for space heating in residential and commercial buildings, swimming pool heating, industrial and agricultural process heat, solar assisted cooling, district heating, and other applications requiring heat or cold. Solar thermal collectors can also be used to produce electricity (solar thermal power).

Why use SolarThermal energy?

Solar thermal provides clean, safe and renewable energy. Solar radiation is free, maintenance costs are very low and the systems work for decades. Solar thermal increases the predictability of heating costs and reduces dependency on fuels imported from unstable regions. Solar thermal is the modern solution for heating and cooling.

What are the ecological benefits?

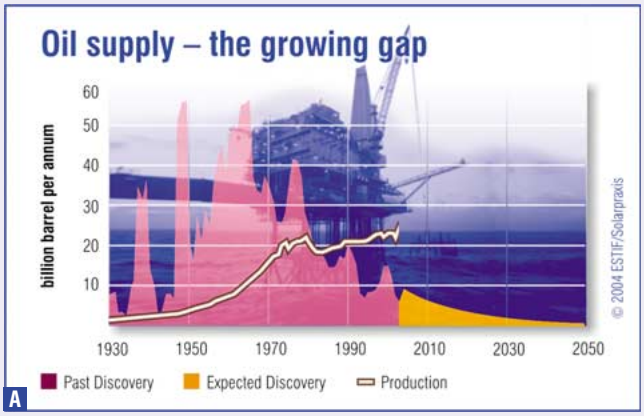
Solar thermal replaces polluting and imported fuels such as oil, coal, gas and nuclear, thus reducing the problems associated with those technologies. In particular, solar thermal:

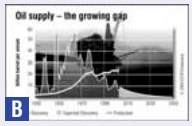
- helps to mitigate climatic change as it does not emit CO_2
- reduces the risk of ecological catastrophes linked to oil transport
- does not produce radioactive waste as in the case of nuclear energy

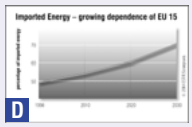
Can solar thermal be used globally?

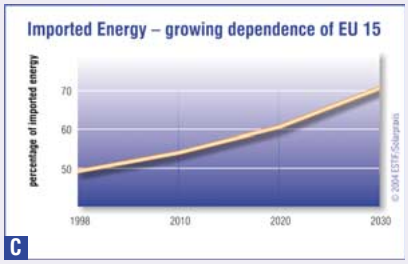
Solar thermal can be used at nearly all latitudes. Some of the largest solar thermal installations are located in Scandinavian countries.

SECURITY OF ENERGY SUPPLY









A 101A_OilGap.eps
101A_OilGap.tif
B 101B_OilGap1c.tif

C 101C_ImportEnergy.eps
101C_ImportEnergy.tif
D 101D_ImportEnergy1c.tif

Description *While the discovery of new oil sources is decreasing, the global demand and, therefore, the global production is rising continuously. The EU is becoming more and more dependent on energy imports, mostly from unsecure regions of the world.*

More info *Data provided on www.peakoil.net*

The EU already imports 50 % of its energy needs. This dependency will increase to over 70 % by 2030, mainly due to the depletion of the North Sea oil and gas reservoirs.

How dependent is the EU on energy imports?

Nearly two thirds of world oil reserves are concentrated in six countries around the Persian Gulf. Within the next two decades, their share of global oil production will be certain to show a strong increase, as reserves in other exporting countries simultaneously decrease.

Where will oil come from in future decades?

New discoveries of oil reserves have been declining since the 1960s. Since the 1980s, new discoveries are made at a lower rate than global oil is produced. The global oil output peak could be reached as early as 2006 (Oil & Gas Journal, 26 April 2004). However, after that peak, a long-term decline in oil production will be unavoidable.

When will global oil production begin to decline?

If alternative energy sources are not developed quickly enough, global economic and political instability, more conflicts and possibly shortages of energy supply are already on the agenda. For Europe, import dependency will become an increasing problem as large developing countries such as China and India increase their energy consumption.

What consequences will this have for us?

The main conventional alternatives are gas, coal and nuclear. Gas production will reach its peak a few decades after oil. A massive increase in coal usage would further boost climatic change. Most EU citizens are averse to nuclear power expansion, due to its incalculable risks for safety and health.

Are conventional energy sources an alternative?

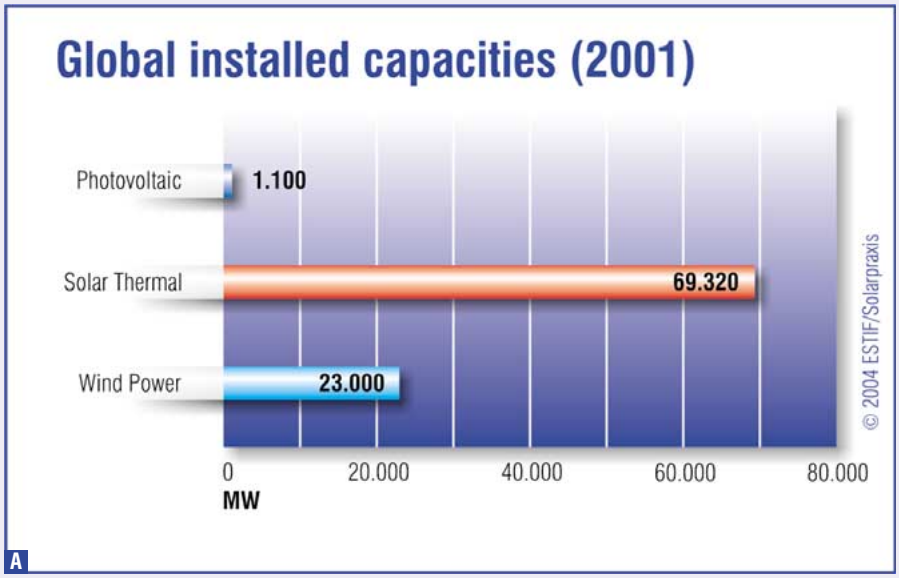
Renewable energies and energy savings are the only real alternatives available to secure the energy supply. The development of renewables must be forced as soon as possible to avoid serious risks for Europe's society.

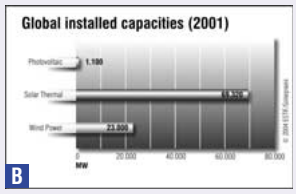
What are the real alternatives?

Solar thermal systems replace precious gas, oil and electricity used for heating or cooling purposes. In EU-15 alone, the potential usage of solar thermal equates to 58 Mtoe per annum, i.e. 30 % of the EU oil imports from the Middle East in 1999.

Can solar thermal energy really contribute to our energy supply?

SOLAR THERMAL IS A LEADING RENEWABLE ENERGY SOURCE





A 102A_GlobalCapacity.tif
102A_GlobalCapacity.eps
B 102B_GlobalCapacity1c.tif

Source *Solar Thermal data converted from Solar Heating Worldwide: Markets and Contributions to the Energy Supply 2001, IEA-SHC 2004; PV and Wind Power from UNDP's World Energy Assessment: Overview 2004 Update.*

Solar Thermal has been underestimated for years. This is partly due to the fact that it usually does not show up in energy statistics. Each kWh produced by a windmill is metered by the grid operator, but the heat produced by a domestic hot water system is not reported to a statistics body. Thus, the contribution of solar thermal to our energy supply mix is less visible.

Why do we hear so little about solar thermal compared with other renewable energies?

Taking a look at the installed capacity of different renewables the picture becomes much clearer: In 2001, more than 69 GW of solar thermal capacity were installed world wide – compared with 23 GW of wind power and 1.1 GW of photovoltaic (PV). This comparison is especially interesting as they all are 'intermittent' renewables, whose actual energy output fluctuates depending on solar radiation or wind speeds.

Where does solar thermal stand capacity-wise?

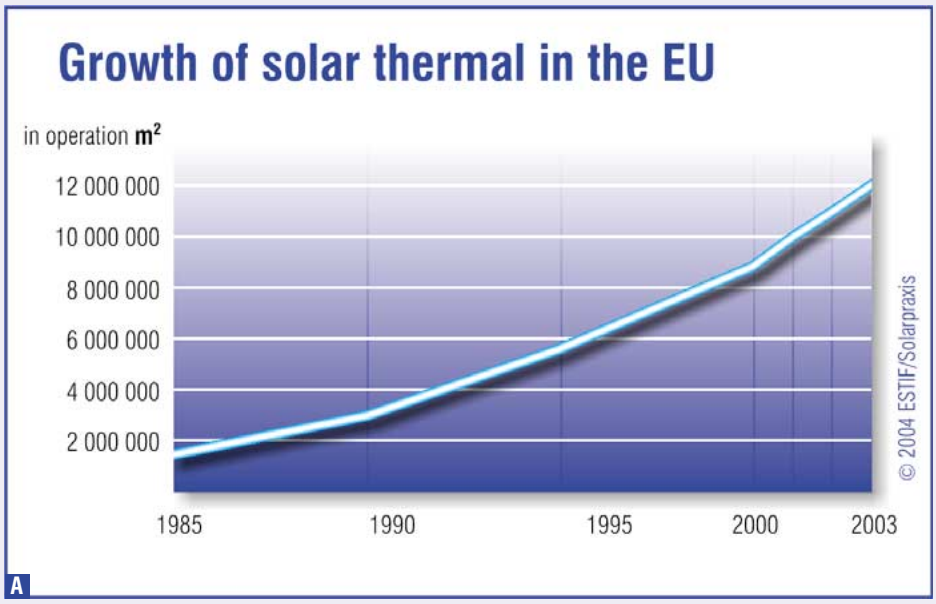
The installed capacity of solar thermal is derived from the solar thermal collector area in operation, based on a methodology agreed by the International Energy Agency's Solar Heating & Cooling Programme and major solar thermal trade associations. More information available at: www.iea-shc.org.

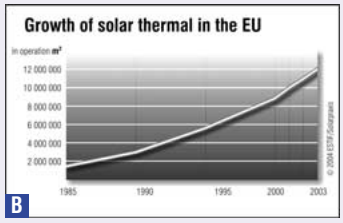
How is the solar thermal capacity calculated?

With 69 GW of installed capacity, solar thermal is already today one of the leading renewable energy sources worldwide. And the solar thermal potential is at least 100 times higher than the current installed capacity.

Press text

SOLAR THERMAL GROWTH OPPORTUNITIES





A 201A_SolarGrowthEU.eps
201A_SolarGrowthEU.tif
B 201B_SolarGrowthEU1c.tif
C 201C_DevelopMarket.eps
201C_DevelopMarket.tif

Description *During the last 20 years the installation of solar thermal systems in the EU has increased continuously, reaching 12 million m² at the end of 2003.*
Reference *Growth prospects and market launches compared (see pages 8 and 9)*
More info *"Sun in Action II", ESTIF 2003*

At the end of 2003 approx. 12 million m² of solar thermal collectors had been installed in the EU. These supply 4900 GWh of heat each year.

How many solar collectors have been installed so far in EU countries?

Up to 1.4 billion m² of solar thermal collectors could be realised in the EU countries (not including the new member states). These collectors would be able to provide up to 680,000 GWh of heat energy.

What potentials exist in the EU countries?

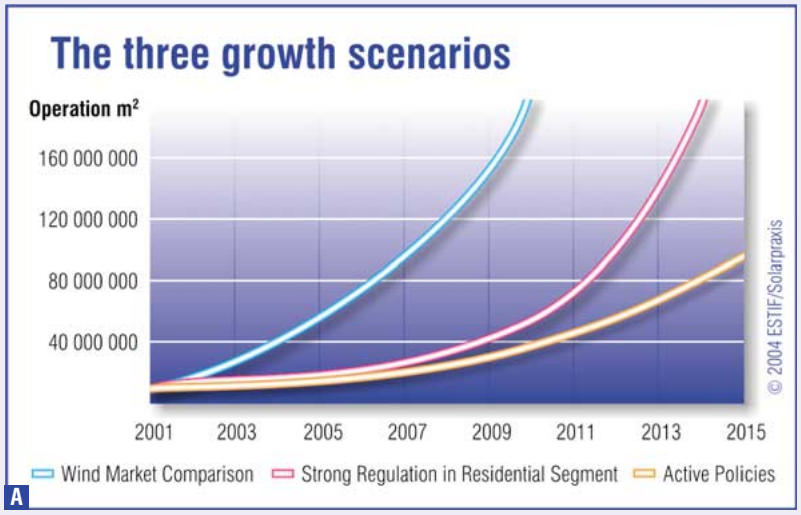
If the full potential of EU-15 were to be realised, the amount of energy produced by solar thermal would equate to 6 % of final energy consumption. Combined with energy efficiency solar thermal could supply a substantial share of the energy demand for heating and cooling.

Is this potential relevant to the overall energy mix?

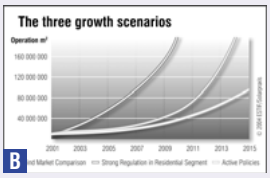
In the EU, 12 million m² of solar thermal collectors supply 4900 GWh of heat each and every year. By consistently developing this potential, this figure could rise to 680,000 GWh by the year 2040. This amount of energy equates to 6 % of the EU's current energy demand.

Press text

GROWTH PROSPECTS FOR SOLAR THERMAL



A



B

	2001–2015	2001	2010	2015		
	Annual growth rate (in operation)	In Operation m²	In Operation m²	In Operation m²	In Operation m²/1.000 capita	Annual Energy Output GWh/year
Current Policies	11.7 %	9.862.500	26.727.316	46.304.429	123	19.137
Active Policies	18.6%	9.862.500	39.480.068	99.560.429	264	45.442
Wind Market Comparison	39,6%	9.862.500	198.723.378	1.053.995.919	2.795	433.718
Strong Regulation (Residential Only)	23.9%	9.862.500	57.979.729	199.133.279	528	92.596

C

A 202A_SolarGrow.eps
202B_SolarGrow.tif

B 202B_SolarGrow1c.tif

C 202C_GrowScen.eps
("Sun in Action II", ESTIF 2003)

Description *If solar growth were to be comparable to the growth on the wind market, then, by the year 2015 there could be more than 1 billion m² of solar thermal collectors producing heat and replacing fossil fuel or nuclear power.*

Reference *Market launches compared (see page 9)*

More info *"Sun in Action II", ESTIF 2003*

The average annual growth rate in the past has been 11.7 %. If this growth continues, there will be approx. 46 million m² of solar thermal collectors installed by the year 2015. Setting the right political conditions could significantly speed up the use of the technology. This could lead to an installed total of 200 million m² of solar thermal collectors by the year 2015. The EU Whitepaper calls for 100 million m² by 2010; were Europe as a whole to have the same per capita rate of Austria, this would easily be met by that deadline.

How will the solar thermal market develop?

To achieve the 200 million m² breakthrough, solar thermal will need to play an important role in all areas of building services. If similar political instruments were to be adopted for solar thermal as those used to develop wind energy, this could easily be achieved.

Which political conditions are required?

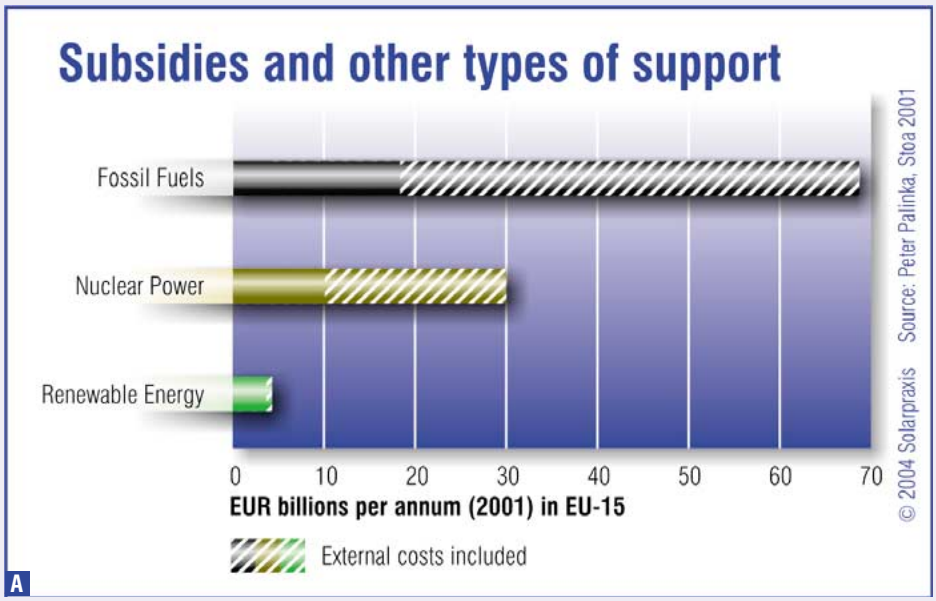
The "strong regulation" scenario refers to the residential sector only, the single most important market segment for solar thermal. It is assumed that binding regulations require the installation of solar thermal on newly built residential buildings or those undergoing major renovations (such regulations would thus exceed the scope of the original "Barcelona Model", which only applies to new buildings). If all EU-15 members enacted such regulations between now and 2015, the collector area in operation by 2015 in the residential sector alone would amount to 199 million m².

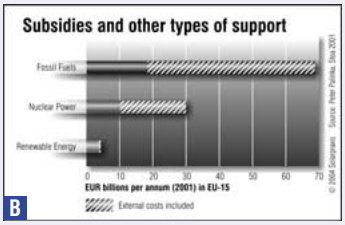
What does strong regulation refer to?

Solar thermal systems have a significant growth potential. A solar-friendly policy would enable the installation of a collector area of up to 200 million m² in Europe by the year 2015. There is a possibility that this policy may be legislatively adopted within the scope of the "Energy Performance Directive" or the "EC Directive on the Energy Performance of Buildings".

Press text

MARKET LAUNCHES COMPARED





A 203A_Subsidies.eps
203A_Subsidies.tif
B 203B_Subsidies1c.tif

Description *Today the annual costs of subsidising fossil fuels and nuclear power in EU 15, based on preferences, money transfer, tax reduction and inherited costs of past subsidies, are still much higher than the expense incurred by the technological introduction of all renewable energies put together.*

More info *F. H. Oosterhuis, "Energy Subsidies in the European Union" Report commissioned by the European Parliament, Amsterdam 2001*

Source *Peter Palinka, Stoa, Directorate A, European Parliament July 2001, http://www.europarl.eu.int/stoa/publi/pdf/briefings/504_en.pdf?redirected=1*

Each year, the EU spends approx. EUR 200 million on nuclear fusion research. According to industry representatives, a commercially viable fusion reactor cannot be expected until the year 2050 at the earliest. Until then some EUR 70 to 80 billion, based on today's purchasing power, will need to be invested – in a technology whose technical feasibility remains uncertain. In comparison, the conversion of the entire energy supply to 50 % renewable energies by the year 2050, which is already technically feasible, would cost around EUR 40 billion based on today's purchasing power.

How much money is currently being spent on nuclear fusion?

Based on estimations of the European Parliament more than EUR 28 billion are spent per year on direct funding, tax reductions or inherited costs of past subsidies. Add to that the not easily quantifiable external costs of fossil and nuclear fuels and the estimated costs amount to more than EUR 98 billion per year.

What levels of public funds are currently being spent on fossil and nuclear fuels in the EU?

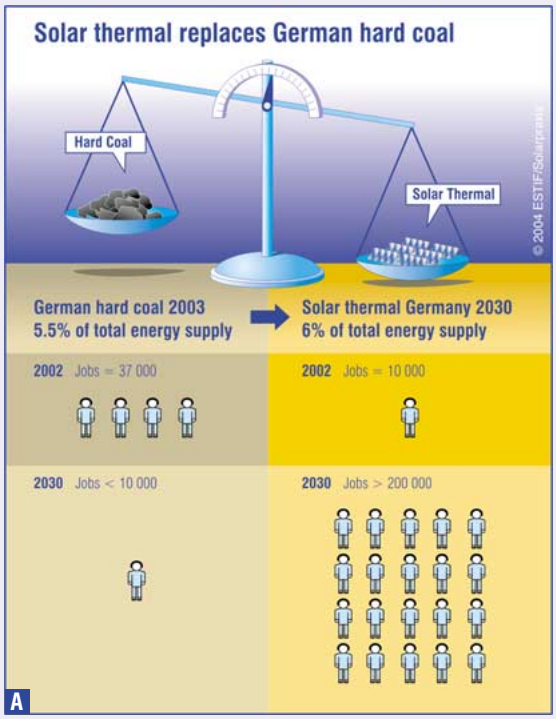
Renewable energies have achieved faster growth rates than those achieved by nuclear energy in the beginning. Compared with the high amount of subsidies and other support given to nuclear, the costs of developing solar thermal are minimal.

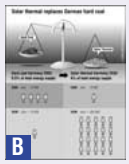
Funding at the level of subsidies currently granted to coal and nuclear – together with energy savings – would enable renewables to replace fossil and nuclear energy without placing any additional burdens on the economy.

Overall, increasing renewables in the energy supply mix would be of direct benefit to the European economy, e.g. by creating new jobs and fostering innovation.

Press text

THE SOLAR THERMAL JOB EFFECT





A 204A_SolarReplace.eps
204A_SolarReplace.tif
B 204B_SolarReplace1c.tif
C 204C_SolarJobs.eps
204C_SolarJobs.tif
D 204D_SolarJobs1c.tif

A Description *Solar thermal could provide more than 6% of the total energy consumption throughout Europe, meaning that it could replace the stone coal from Germany (which provided 5.5% of Germany's total energy consumption in 2002, thus creating many new and more healthy jobs, as well as providing new changes for the coal miners)*

C Description *The fast market growth of solar thermal would create up to 580,000 new jobs - most of them in Europe. After the initial growth phase, the market would then calm down and provide 350,000 jobs in 2040.*

Reference *"Renewable Energy in Europe. Building markets and capacity", European Renewable Energy Council (Editor), Brussels 2004., Energy Data Report (German Federal Ministry of the Economy, Germany 2003)*

If appropriate political and market conditions were to be developed, some 580,000 full-time jobs would be created by the year 2030. Solar thermal jobs create local income sources and are easily targeted for regional development.

How many jobs could solar thermal create in the EU?

Per generated 1000 GWh of supplied primary energy, the number of jobs in each industry is as follows:

Hard coal	90 jobs
Nuclear power	72 jobs
Solar technology	3960 jobs

How many jobs does solar thermal create in comparison to fossil and nuclear energies?

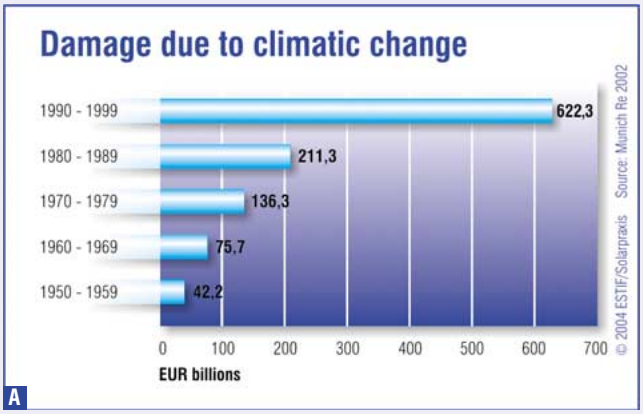
A mixture of job types would be created in the fields of manufacturing, engineering, installation and maintenance. A cross section of skill sets and economic rewards would be developed across several social economic groups within the workforce. The risk of job migration, to countries outside the EU, is low.

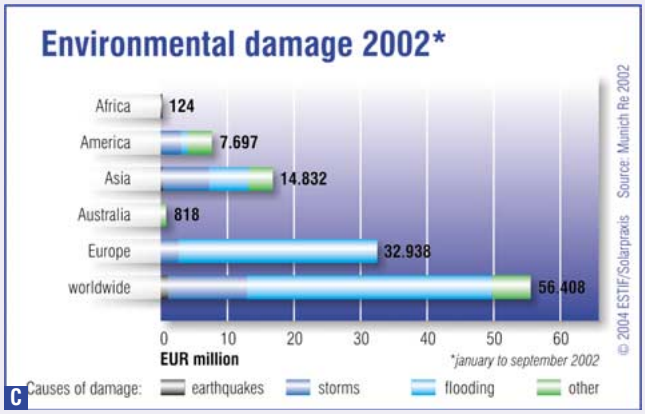
What type of jobs would be required?

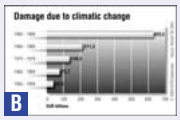
The active expansion of solar thermal usage in Europe would create 350,000 new full-time jobs. In the period of accelerated development to the year 2030, this figure would rise to 580,000. These jobs would be created in the European regions in industry, trade and commerce and, even in the context of globalisation, would provide stable employment that would last for decades.

Press text

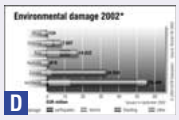
CLIMATIC PROTECTION AND SOLAR THERMAL






B

A 301A_ClimaDamage.eps
301A_ClimaDamage.tif
B 301B_ClimaDamage1c.tif


D

C 301C_EnviroDamage.eps
301C_EnviroDamage.tif
D 301D_EnviroDamage1c.tif

Description *The frequency of climatic disasters caused by humans is increasing, representing a heavy burden on the European economies, as a result of flooding for example.*
More info *Natural catastrophes Jan - Sept 2002, Munich Reinsurance 2002, www.munichre.com*

Thousands of scientists around the world are currently conducting research into climatic change. A broad majority of them consider it to be a proven fact that human influence is connected to the rapid warming of the earth's atmosphere. We can derive from this that human influence is seen as the main cause of the increased frequency of climatic disasters.

Is there any actual hard evidence of the greenhouse effect?

According to statements by large insurance companies, such as Münchener Rück in Germany, a direct correlation exists between the increased frequency of natural disasters and the human-influenced warming of the earth's atmosphere. Thus, the immense damage caused in recent years could be reduced in the long term if CO_2 emissions were to be cut back on a global level.

Have the environmental disasters in recent months had anything to do with the greenhouse effect?

Europe has felt the severe impact of climatic change in the form of an increasing frequency of extreme weather conditions, such as storms and flooding. In some regions, climatic change is causing droughts that lead to widespread famines. In other places, sudden deluges occur, with a high toll of dead and injured. All of these events cause massive economic damage for which the region in question has to foot the bill. These costs can be and often are crippling, especially for developing and emerging countries.

What will be the consequences of climatic change?

Climatic change and the resulting damage are placing an increasing burden on the economies of all countries. The costs of repairing the damage to the climate have risen drastically and will continue to do so. Insurers in particular are warning of a cost explosion that will ultimately have to be paid for by policy holders, i.e. consumers and businesses. The use of solar technology could slow down climatic change, leading in the medium term to the neutralisation of the damage caused to the climate.

Press text

BARRIERS TO GROWTH
AND STRATEGIES TO OVERCOME THEM

Which EU goals can be achieved by using solar thermal?

- Replacement of conventional energies: 6 % of EU final energy consumption (EU-15) could be replaced by solar thermal
- Security and diversity of energy supply, e.g. 30 % of EU oil imports from Middle East (1999) can be replaced
- Reduction of greenhouse gas emissions
- Reduction of emissions causing urban pollution
- Reduction of other external costs caused by fossil fuels and nuclear power
- Creation of local jobs and SMEs development
- Export of know-how and equipment

Which are the main barriers for growth?

- Higher upfront costs than conventional heating and cooling technologies
- Pay-back times often too long for commercial investment decisions
- Not yet perceived as a standard option for heating – therefore the decision-maker must be specially motivated
- Higher transaction costs (information, procurement, installation works) compared with the conventional heating (default option)
- Solar thermal not yet fully integrated into mainstream heating and construction sectors
- Low awareness of energy savings and environment
- Low awareness of solar thermal, especially among the relevant decision makers
- Lack of availability of motivated and specifically skilled installers
- Harmonised standards, certification and quality labels not yet widely recognised in the market and by public authorities – this barrier being solved through EN standards and Solar Keymark
- Applications with high potential not yet available in standard solutions (combisystems) or still in demonstration phase (solar cooling, process heat)
- Heating and cooling products do not have a high-tech image amongst most consumers and policy makers

What conditions are required for successful solar thermal markets?

- Cohesive market structures
- Internalisation of external costs of conventional energies
- Regulations making the use of solar thermal mandatory
- Stable and well designed financial incentive schemes
- Public campaigns promoting solar thermal
- General awareness of energy savings and environment
- High awareness of solar thermal, especially among the relevant decision makers
- Highly visible demonstration projects - often with public authorities serving as model
- Availability of motivated and specifically skilled installers
- High trust through quality products and recognised quality label
- Availability of standard products and applications – showing the success of solar thermal
- Inclusion of solar thermal in R&D programmes

Which strategies can help to overcome the barriers to growth?

- Set postive examples through the use of solar thermal in public buildings
- Raise awareness through the use of modern communication techniques
- Set national targets and initiate national/local support schemes
- Level the playing field through adequate financial incentives
- Help make solar thermal a mainstream technology through binding regulation
- Widen the cost-effective use of solar thermal through R&D programmes

ACTION ADVICE

What can I do as a member of District Council?

- Provide a regulation for the building of south-orientated roofs in your local building regulation
- Make solar thermal obligatory in your local building regulations ("Barcelona Model")
- Create a stable subsidy system at local level
- Use your own buildings buildings to demonstrate solar thermal applications
- Support local manufacturers: PR, incentives, help in personnel and property search, consulting in general
- Support specialised solar thermal training for your local installers
- Ask your local teachers for a stronger solar education in local schools
- Build up solar initiatives for the local promotion of solar information

What can I do as a member of Federal State Government?

- Give solar preferences in your building law
- Enforce a claim for south-orientated roofs for private home builders
- Create a stable subsidy system
- Use your own buildings to demonstrate solar thermal applications
- Support local manufactures: PR, Incentives, help in personnel and property search, consulting in general
- Support solar education in universities and schools
- Ask your MEP to look into where the EU monies for RTD and subsidies are spent.
- Offer media opportunity in the MEP's home constituency

What can I do as a member of National Government?

- Create a regulation for solar thermal in your national implementation of the European Building Directive
- Set up a renewable energy regulation for new buildings and major renovations to make sure that a certain percentage of renewable energy is used by the owners of buildings
- Create a stable subsidy or tax credit system
- Use your own buildings to demonstrate solar thermal applications
- Support solar education in universities and schools

What can I do as a member of the European Commission/ Parliament ?

- Work for an EC Directive to promote renewable heating and cooling
- Request that a solar thermal "obligation" be included in the EC Directive on the Energy Performance of Buildings
- Check possibilities of a renewable heat directive
- Spread awareness of solar thermal amongst Members of the European Parliament and officials at the European Commission
- Request additional R&D funds for solar thermal
- Work for the eligibility of solar thermal in EU structural funds

ACTION ADVICE

What can I do as a journalist?

- Be open to any news on solar topics
- Inform your readers about topics dealing with the climatic change, risk of today's energy supply, ...
- Make up your own mind: visit manufacturers or owners of solar thermal energy systems, ...

What can I do as a solar/heating company/wholesaler?

- Feed the press with your company information on the topic of solar thermal energy
- Inform local, federal and national politicians continuously about your solar news, to include:

- New plants
- New jobs in the solar industry
- New patents or newly developed products and machines
- New major installations of solar thermal energy in your region

- Use the graphics and information contained in this package for your seminars and press and political work
- Invite the press and politicians into your company
- Write letters concerning your job and turnover potential to the politicians representing your town
- Write letters to all political parties
- Inform politicians of all potential job increases or losses in case important resolutions need to be passed on solar topics discussed in the parliament
- Keep trying and don't be put off by setbacks; it will take years to build up a trustful relationship with the press and politicians
- Don't worry, many examples prove that this strategy works in the long run

Translation from the Hebrew of Section 7.66.00 of the Regulations under the Planning and Building Law, 1965.
ESTIF publishes the full text of the Israeli solar regulation, because it led to a massive use of solar thermal in Israel, with strong benefits for security of energy supply and environment in that country. ESTIF recommends public authorities in all countries to adopt similar regulations. A number of Spanish municipalities already did, starting with Barcelona. A solar obligation is currently being discussed at national level in Spain. Some municipalities in Germany and Italy are also introducing similar obligations.
While the principles are very simple, it is recommended to adapt the details to the specific conditions of each country and region.

Installation of Solar Water Heaters

Definitions

- 1 "Solar Installation"- An Installation for heating water by means of solar energy.
- 2 "Daily Heating Output of the Solar Collector"- As defined in the Israeli Standard 579, Part 1.
- 3 "Building" - Any structure, constructed of stone of any other material, including the addition of a story to a structure.
- 4 "Dwelling Unit" - As defined in Article 32 (D) of the Law (Planning and Building Law, 1965).

Erection of Building

- 5 No Building containing an installation for the supply of hot water shall be erected unless that installation is a Solar Installation, with the Daily Heat Output of the Solar Collector is to be no less than 167 kilo-joule per day (40 kilocalories per day) for each litre of volume of the storage tank.

7.66.02 Storage Tank

I) The Solar Installation shall contain a storage tank no less than 120 litres in volume for each Dwelling Unit.

II) Storage Tanks for Dwelling Units are aforesaid in Sub-regulation A) installed on the roof if the Building, shall fulfill one of the following requirements to the satisfaction of the local committee.

(1) The storage tank and solar collectors shall be integrated in one unit which shall not constitute a visual obstruction.

(2) The storage tanks shall be concentrated in a structure or structures which shall be architecturally integrated with the Building.

7.66.03 Solar Collector

- 1 The Solar Collector of the Solar Installation shall be in accordance with Israeli Standard 579.

Backup

A) The Solar Installation shall include a backup unit to provide energy for heating water when solar radiation is insufficient for the purpose.

B) The backup unit shall be capable of heating the water in the storage tank to a temperature of 500C.

C) A central heating installation may serve as the backup unit.

7.66.05 Non-Application

- 1 The provisions of the Regulation shall not apply to those parts of a Building or an additional story of a Building to be used for industrial or trade purposes or as a hospital, or to a high-rise (Building above 27 metres in height).

7.66.06 Exemption

- 2 The local committee shall be authorised to exempt the applicant for a permit from fulfilling the provisions of this Regulation regarding an entire Building, or part thereof, should it deem that there is no possibility of exploiting solar radiation to a significant extent as a result of shadows falling on the Building.

Validity Date

- 3 This regulation enters into force on 17th July, 1980.