

Project Description

The European Union and its Member States have made a clear commitment towards renewable energy sources and their large-scale penetration and have in recent years created a number of RES policy initiatives, which provide – if properly implemented – a suitable framework for the development of markets for renewable energy technologies.

As far as R&D is concerned, Europe has a long track record mainly through Community programmes in Renewable Energy related R&D, which forms the basis for the outstanding industry development in this area. Nevertheless, the market uptake of these R&D results is not always happening in the best possible way and therefore needs to be improved. Lack of information and limited use of synergies between various stakeholders (industries, governments, end consumers...) are still the key critical barriers towards Renewable Energy Technologies deployment into the market place.

This project, developed by a consortium of European renewable energy industry research associations, and key information multipliers aims at developing and implementing a concise, well targeted and thematic approach to ensure the dissemination and uptake of selected RES technologies in the market.

The project adopts the following 2-step approach:

- A **sectoral approach** with the objective of promotion and valorisation of selected technologies with relevant and strong socio-economic potential;
- A **geographical approach** with the identification of key market areas where those technologies first selected could be largely deployed;

At the end of the project, a **European high level closing conference** will be organised with the objective of integrating the sectoral and geographical findings and promoting the core results of the projects.

More specifically the project will look at renewable electricity technologies, renewable heating and cooling technologies and thirdly, the production and distribution of liquid biofuels. A key objective of the project is also to target New Member states in the EU and European Islands, along with Asian states and the mediterranean area where there is significant potential for RES as yet un-harnessed.

The renewable energy sectors to be marketed include:

- PV (photovoltaic)
- SHP (Small Hydro Power)
- Biomass
- Geothermal
- Solar Thermal

Project Actions carried out:

- **Integration of sectoral actions into one technology marketing campaign**
- **Targeted actions in selected Renewable Energy Technologies**
 - Renewable electricity technologies:
 - Renewable heating and cooling technologies:
 - Production and distribution of liquid and gaseous biofuels:
- **Development of sectoral information tools for identified key-technologies in the different RES sectors**
- **Targeted actions in selected geographical areas**
- **Organisation of a closing conference**

Project Description

The project "Creating Markets for Renewable Energy Technologies - EU RES technology marketing campaign" will address the following objectives:

- To **identify and accelerate** the implementation of cutting edge European renewable energy technologies into the market place at national, EU and global level;
- To **promote targeted renewable energy technologies** in selected areas in the enlarged European Union and outside the EU;
- To **use the results** from European research in the areas of renewable energy electricity, heating/cooling, bio-fuels and integrate those results into one technology marketing campaign;
- To **transfer the technology results** of European and Member State energy RTD into successful technology deployment within the market, for the benefit of all European citizens
- To **promote, disseminate and valorize the results** which address the following technologies:
 - **Renewable electricity technologies**
 - **Renewable heating and cooling technologies**
 - **Production and distribution of liquid and gaseous biofuels**
- To disseminate and spread information on the benefits and success stories of Renewable Energy Technologies through effective, well-balanced promotional programmes
- To use the unique potential of promotional schemes to identify lighthouse initiatives and to raise their profile as show windows in order to boost replication of best practise and innovative sustainable schemes throughout Europe
- To strengthen the position of the renewable energy sector

Project Title

Creating Markets for Renewable Energy Technologies
– EU RES technology marketing campaign

Contract Number

TREN/05/FP6EN/S07.58365/020185

Duration

June 2006 to May 2008

Global Project Cost

1 344 941,40 Euro

European Commission Contribution

1 098 748,32 Euro

EUBIA Contribution

EUBIA, along with AEBIOM, is responsible for the biomass marketing campaign. We have completed the outlining document for a series of brochures, each 16 pages long. Each of the 5 brochures are based on a different biomass technology or initiative. These are:

1. Pellets for Small-scale Domestic Heating Systems
2. New Dedicated Energy Crops for Solid Biofuels
3. Procurment of Forest Residues
4. Co-generation at Small-scale
5. Bioethanol Production and Use

Contract Number

- 1 European Renewable Energy Council - EREC
- 2 European Wind Energy Association - EWEA
- 3 European Photovoltaic Industry Association - EPIA
- 4 European Small Hydropower Association - ESHA
- 5 European Biomass Association - AEBIOM
- 6 European Biomass Industry Association - EUBIA
- 7 European Geothermal Energy Council - EGEC
- 8 Agence de l'Environnement et de la Maîtrise de l'Energie - ADEME
- 9 National Technical University of Athens - NTUA
- 10 Energy Centre Bratislava - ECB
- 11 GAIA
- 12 European Solar Thermal Industry Federation - ESTIF



The sole responsibility for the content of this leaflet lies with the authors. It does not represent the opinion of the Community. The European Commission is not responsible for any use that may be made of the information contained therein.



EUBIA
European Biomass Industry Association
Rue d'Arlon 63-65 • B-1040 Brussels, Belgium
Tel: +32 2 400 10 20 • Fax: + 32 2 400 10 21 • eubia@eubia.org • www.eubia.org