



Energy

dena Solar Roofs Programme.

www.exportinitiative.de

The dena Solar Roofs Programme opens up international markets.

The willingness to use solar technology is growing around the world. More and more German companies are actively looking for attractive export markets. The Deutsche Energie-Agentur GmbH (dena) – the German Energy Agency – is helping these companies to enter export markets through its Solar Roofs Programme. Co-financed by the German Federal Ministry of Economics and Technology the programme supports German solar energy companies by successfully realizing reference projects in new markets.



The dena Solar Roofs Programme – for an environmentally friendly energy supply.

The idea behind the Solar Roofs Programme is to create reference solar roof installations around the world. Located on the roofs of representative institutions, these projects impressively present high-quality German solar technology. The installation of the solar roof systems is accompanied by comprehensive marketing and training programmes. The goal is to create an understanding of the possibilities and various applications of solar technology. This includes training local experts, as well as building up local sales and marketing partnerships.

The companies and institutions involved are actively supported by dena and its network, which includes embassies, Chambers of Industry and Commerce as well as political and economic decision-makers in the hosting countries. Establishing this network helps to build up sustainable business relationships in the country.

A win-win situation for everyone involved.

The solar roofs projects help to improve acceptance of renewable energy sources in promising markets around the world. Each one is a veritable lighthouse

project for the use of solar technology. The accompanying knowledge transfer promotes the development of new markets through local added value in sales and marketing, as well as installation and servicing. By using solar energy generation systems the countries not only support global climate protection but also increase their independence of conventional energy sources.

Participating in the Solar Roofs Programme benefits the institutions in many different ways. They profit from reduced operation costs and increased real estate value.

Furthermore, taking part in the programme raises general interest for the institution and serves to enhance the institution's image by an environmentally friendly energy supply with the use of "renewables – Made in Germany".

Moreover, the training and educational measures in addition to the solar facility are an example of renewable energy in practice. By creating regional networks with universities, institutes and stakeholders from the world of politics, economics and media the topic is placed in the centre of public attention.

A door opener for markets around the world.



■ Countries taking part in the Solar Roofs Programme

The programme helps German solar companies to establish business relations in the country with the professional and effective support of dena's international solar network partners and existing marketing channels. Legal obstacles, custom regulations and approval procedures are worked through together and made manageable for future projects. The companies gain practical experience with local sales and installation partners. The installed system clearly demonstrates what the company is able to contribute to local markets. As a result the company builds up long-term networks and creates solar clusters.

The third profiting party in the dena Solar Roofs Programme is the hosting country. By show-casing cutting-edge solar technologies the programme is aiming at opening up emerging markets. The utilization of renewable energy potential and independency of fossil fuels contribute to the countries energy targets and especially to the global environmental and climate protection.

The accompanying media coverage, the network, and the excellent reputation of the participating institutions create a broad public awareness that is substantial for further endeavours.

The numerous follow-up projects as well as the founding of local subsidiaries by participating countries

evidently illustrate the success of the dena Solar Roofs Programme.

Projects around the world.

The dena Solar Roofs Programme started in 2004 and has carried out more than 35 projects to date around the world, including projects in the Russian Federation, Spain, Canada, China, Chile, Senegal, India, South Africa, France, Indonesia and Italy.

The Solar Roofs Programme is a public-private partnership and is co-financed by the German Federal Ministry of Economics and Technology within the initiative „renewables – Made in Germany“

Contact.

Deutsche Energie-Agentur GmbH (dena)
German Energy Agency
Gabriele Eichner
Project Director Renewable Energies
Chausseestrasse 128a
10115 Berlin, Germany
Tel: +49 (0)30 72 61 65-714
Fax: +49 (0)30 72 61 65-699
eichner@dena.de
www.exportinitiative.de





This publication is available free of charge as part of the public relations work of the Federal Ministry of Economics and Technology, and may not be sold. It may not be used by political parties or campaigners or electoral assistants during an election for the purposes of campaigning. In particular, it is forbidden to distribute this publication at campaign events or at information stands run by political parties or to insert, overprint, or affix partisan information or advertising. It is also forbidden to pass it on to third parties for the purposes of electoral campaigning. Irrespective of when, in what way, and in what quantity this publication reached the recipient, it may not be used even when an election is not approaching in a way that might be understood as suggesting a bias in the federal government in favour of individual political groupings.