Renewables Go Big

Setting the Pace of The Solar Age

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Secretary General
PV has unique fundamentals

- Unlimited power from the sun

- No material, environmental or industrial limitations
- Best in Class environmental Footprint
- Distributed power generation
- Seamless integration in highly dense urban environments
- Quick ramp up capability

![Diagram showing comparison of energy consumption and sources]
With prices halving every 8 years, competitiveness could be reached for up to 75% of the EU electricity market by 2020.
PV could contribute as much as 12% of the EU electricity demand by 2020

**2008**
- 19% new capacity installations in EU
- EU industry leadership
- 130,000 jobs
- 6 M tCO2

**2020**
- 12% EU electricity demand
- EU industry leadership
- 2,900,000 jobs
- 196 M tCO2

![Graph showing PV share of EU electricity demand](chart.jpg)
PV provides huge Benefits to EU Society

- Global Climate Change
- Energy Security of Supply
- EU Sustainability objectives
- Economic competitiveness
- Huge Net positive economic return to EU Society

PV is becoming a mainstream competitive and fully sustainable RES

Pv must become a centepiece of tomorrow’s EU energy regime
Your voice is key to accelerate transition to a low carbon EU society

- EC communication on financing of low carbon technologies
- Emissions Trading Scheme – 300 M allowances
- Recast Energy performance of Buildings Directive (EPBD)
- Member States Renewable Energy Action Plans (RAPs)
- Review of Energy Efficiency action plan
- ......
Thank You

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