

THE “PHILOSOL” 2000 PROJECT

The purposes of the project:

1. propose the implementation of an Action Plan (AP) based on Technology Assessment Studies (TAS) and Solar Market Strategy Studies (SMSS)
2. promote to local solar thermal markets
3. reinforce of the existing business infrastructure
4. organise partenariat business trips (STIM=Solar Thermal Industrial Missions)accompanied by technology exhibitions

A large number of EU manufacturers of solar thermal equipment as well as numerous local manufacturers (SMEs) and business operators pursued the events

BUDGET: 250000€ + 430 000 €

FINANCING : **ESTIF, CRES, APISOLAR, ASSOLTHERM, ASENSA, STA, MOTIVA**

METHODOLOGY OF THE PHILOSOL

SELECTION OF TARGETED REGION



ELABORATION OF SMSS



FORMULATION OF ACTION PLAN



SELECTION OF ACTIONS



IMPLEMENTATION

Objectives of the Solar Thermal Industrial Missions (STIM)

The objectives of the STIM were to:

- **stimulate the awareness of the local authorities** relevant to the use and application of Renewable Energy Sources (RES) and especially of the Solar Energy taking into account their positive environmental impact
- **promote the use of solar energy technology** that has already known technological development in some areas of Southern Europe (i.e. Greece) and promote its penetration to new, less developed markets (such as Southern Italy and Southern Portugal or Portuguese islands)
- **Involve local actors in partenariat meetings**, the local actors being:
 - manufacturing and installation SMEs
 - authorities and municipalities
 - professional associations

Places and timings of the missions of the PHILOSOL PROJECT

January	1999	Loule, Algarve	Portugal
January	1999	Napoli, Campania	Italy
February	1999	Funchal, Madeira	Portugal
March	1999	Palermo, Sicily	Italy
March	2000	Murcia, Murcia	Spain
April	2000	Palma, Mallorca	Spain
July	2000	Brighton, Sassex	U.K.
November	2000	Helsinki	Finland

PHASES OF ELABORATION of the PHILOSOL PROJECT

PHASE 1: Preparation phase by ESIF, CRES, APISOLAR, ASSOLTHERM, ASENSA, STA, MOTIVA

- Elaborate Market Assessment Studies (Distribution Agreement, Under license manufacturing,...)
- Elaborate Product Assessment Studies (which application or product for which region,...)
- Detailed outlining of the action plan
- Preparation of the partenariat events
- Brochure elaboration and edition

PHASE 2: Action phase by ESIF members-SMEs

- A business trip
- An exhibition of technological samples
- An one day workshop
- Partenariat meetings

PHASE 3 :Evaluation of the promotion actions by ESIF, CRES

- Reporting of project activities
- Evaluation of results



During the Palermo event, basic parameters of a SWOT analysis of the ST Market in Europe have been monitored, with scope to assess means for future market expansion

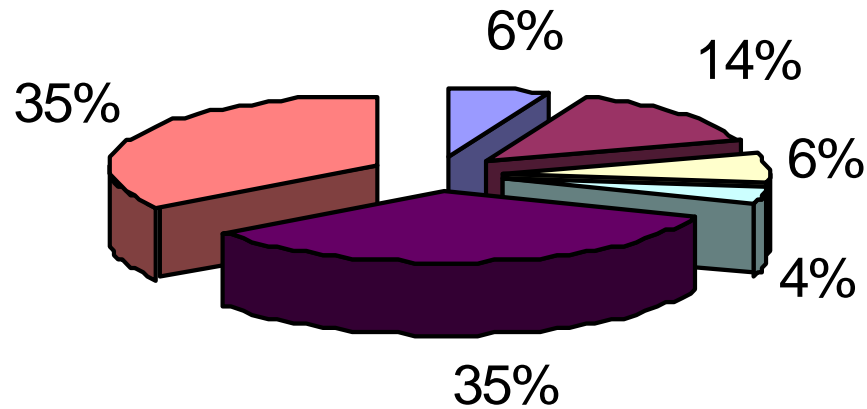
Quantitatively, 42 visitant EU manufacturing companies were involved in 63 business partenariat missions to 6 EU regions (Murcia, Majorca, Algarve, Madeira, Napoli and Sicily)







During the 6 events the visitant manufacturing companies met with 226 local professionals while more than 380 people from the general public visited the exhibition of the samples

The amount of local professionals, allocated per area of interest, during the PHILOSOL events (throughout 1999-2000) is shown in next graph

Furthermore, 16 press actors (TV, radio, newspapers and magazines) have been involved in local promotion.

PARTICIPATION RESULTS OF 226 COMPANIES TO THE PHILOSOL EVENT



- | | | |
|--|--|---|
|  Hotel Managers |  Consultants |  Manufacturers |
|  Building Contractors |  Distributors |  Installers |

TUNISOL 1995- A BILATERAL Greco- Tunisian PROJECT on Solar Thermal

- Date: 14 July 1995
- Place: Tunis, HILTON HOTEL
- Budget : 10 k€
- Participation: 13 Tunisian companies from the HVAC sector and
- 6 Greek manufacturers from the Solar Thermal Manufacturing Sector

- Auspices of: AME, Ambassade de Grece
- Financing: CRES (management, PR), EBHE (6 missions)
- Perspectives: Program GEF
- **Sponsors API (event), Hilton Hotel Tunis (conference room)**

RESULTS SO FAR: 2 Distribution agreements