



TASK 1: STRATEGIC PV ANALYSIS & OUTREACH



IEA PVPS Task 1 at 31st EU PVSEC Hamburg, Germany

“Competitiveness, Soft Costs and New Business Cases for PV”

Day: Monday 14th Sept. 2015
 Time: 13.30
 Site: CCH Congress Center Hamburg, Hall D, 2nd floor
 Access: Open to all registered participants of the 31st EU PVSEC

PV system costs dropped significantly over the last years, making PV electricity competitive in some market segments and some countries. However, will it be sufficient to ensure a stable and steady market development in the coming years? This workshop will summarize the state of the PV competitiveness, with a focus on how soft costs could be the next area of progress in PV LCOE reduction. Which are the business models that will exploit these low PV system prices and how will innovative financing help to (re)develop the PV market where the feed-in tariffs have been phased out?

As an official event of the 31st EU PVSEC, this Workshop is jointly organised by the IEA (International Energy Agency) PVPS Programme and the EU PVSEC.

Draft Agenda

13.30 Welcome Speech & the Role of the IEA PVPS Programme, Stefan Nowak, IEA-PVPS Chairman

13.40 Session 1 – PV Competitiveness and Soft Costs – Moderator – Gaëtan Masson, IEA-PVPS Task 1

This session will explore the questions of competitiveness of PV through its main aspects: The declining PV system prices through learning curve analysis, the impact of new PV and storage system, especially in mini grids, the evolution of LCOE in the coming years and its drivers, the soft costs including administrative hurdles, the need for reduced cost of capital, innovative financing in emerging countries and the question of quality and reliability. BIPV will be explored as well as an option to further reduce the cost of PV systems and LCOE.

- Christian Breyer (LUT) - PV Competitiveness in a Complex Transition
- Eva Hauser (IZES) – Storage and Electricity Markets
- Eero Vartiainen (Fortum) – From the Learning Curve to Competitiveness
- Christof Bucher (Basler & Hofmann) - Soft Costs in Switzerland
- Izumi Kaizuka (RTS Corporation) - Soft Costs and Competitiveness in the Booming Japanese Market

15.00 Coffee Break

15.15 Session 2 – Best Practices of Business Models for Competitive PV in Europe – Moderator – Gaëtan Masson, IEA-PVPS Task 1

This session will explore how new business models already deployed in Europe and in other regions of the world, can unlock the PV market globally, at distributed and centralized levels. The question of grid services and the evolution of PV systems with regard to limitation of grid impacts will be discussed as well. Finally, the relevance of large-scale PV with regard to electricity market will be discussed.

- ~~Gian Carlo~~Stefan Niesler (EWZ) – Utilities Business Models in Switzerland
- Uta Hoffmann (Econeurs) - Crowdfunding for Solar PV Plants
- ~~Kristian Petriek~~David de Jaeger (IEA-RETD) – Prosumers in the commercial sector.
- Daniel Mugnier (IEA-SHC) – PV for Heating and Cooling
- David Wedepohl (BSW) – The Emergence of New Business Models in Germany

16.40 Closing Speech

Stefan Nowak, IEA PVPS Chairman

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