

Demand Side Measures

How we could help citizen walking through the sunny road!

Introduction

STOs (Solar Thermal Ordinances) are regulations or laws, and for that reason they may be sensed by citizen as a kind of imposition; in order to avoid this situation it is important to work on the two following sides:

- Communication of the advantages for the environment and economical saving that we may get through STO implementation, also showing practical cases;
- Communication of precise information to support the citizen during the choice and installation of the solar thermal devices (e.g.: while searching for a qualified installer, approaching the municipal authorization process or choosing choice the type of plant, etc).

The objective is to make STO implementations easier and more effective, in order to strengthens their social recognition, and mitigate the impact of their partially imposed action.

As an example, in order to support the citizen, the following measures are suggested:

Solar Info Point

Approach	Located in offices, in small buildings or in solar house as an information point (e.g. Solar-infopoint). The info point is supposed to give information about authorization process, economical or fiscal inducements, and is supposed to answer in a technical and qualified way to the citizen questions. It could be also useful to have a list of qualified installers and designers to contact. Our strong point could be having one or more demonstrative solar thermal working plants ready to be shown as models.
Ideas	<ul style="list-style-type: none"> • list of qualified installers and designers • demonstrative solar thermal working plants • technical files on sanitary warm water and cooling production plants • economical data file of savings obtained choosing solar thermal plants • technical files on best practice plants
Examples of STOs, which used this approach	Monte Porzio Catone (IT) Hannover (DE) Rome (IT)

Analysis

Strong Points	The simplicity of the idea is its pragmatic approach when citizen having a doubt or a question can address to a qualified person that will solve his problem. The making of a "Solar infopoint" is surely more expensive than a simple internet web site, but it is much more effective.
Weakness	It is important that a Solar Infopoint would be active and people working in it should not wait for the citizen to come and visit it; this will strongly depend on the staff.
Opportunities	It could become a meeting place for events to promote the use of solar energy. It may also become a training place for installers or for the self-building solar collector and improve their knowledge.
Threats	The human factor is important but an infopoint without qualified staff might not working properly. Even for demonstrative solar plants it is important to show that they work in the correct way. Then, without these factors the info-point is less effective. It would be simpler and cheaper an internet web site.

Solar Check up

Approach	A technical service will be arranged for the citizen in order to design a solar plant. A similar service could be arranged by the local authority, or by a local authority agreement with local installers association
Ideas	<ul style="list-style-type: none"> • Data sheet file about capacity and kind of solar thermal plant. • Discounts on Solar check up cost • “Solar Contest”: the more “solarized” house in the country • A web site where people can book a “Solar check up” by means of an application form
Examples of STOs, which used this approach	Comunità Montana dei Castelli romani e prenestini (IT)

Analysis

Strengths	The simplicity of the idea is its pragmatic approach when citizen with doubt or a question can address to a qualified person who will solve his problem by means of a house visit on site if necessary. The technician will then give advice and a solution.
Weakness	In the case the “Solar check up” is important to choose the best technical option instead of the commercial choice.
Opportunities	It is a simple and plain idea, it also may work with a poor budget only, as a promotion of this kind of service. This service may be totally or partially paid by citizen.
Threats	Technical competence of the “Solar check up” staff must be a proper competence: if not, we might run the risk to give the citizen a bit of “fake information”, or too many expectations. We should pay attention to the name “Solar check up” or similar terms: in some European countries it could be a copyright recorded term, as we can see in Italy or in Germany. It would be wiser to ask for an authorization to use it.

Conclusions and Recommendations

There are many options for supporting the citizen, to realise a thermal solar plant in his own dwelling, factory or firm. Beside those presented here there will be a huge variety of achievements to do: events at a local level, such as meetings, Solardays, demonstrative solar houses or demonstrative plants in public buildings. All this may be part of an advertisement and sensitive plan in order to improve knowledge and culture towards environmental technologies. Measures that have been considered here are useful to skip the obstacles that citizen could find on his way, for example:

- What kind of plant the citizen could choose, and its dimension;
- Which is the process to obtain an authorization to install the plant and to have an access to incentives and inducements.
- Which qualified installer the citizen may address, in order to have a perfectly working plant or in order to make any technical questions.

These are the main problems that a citizen is not able to face alone, and these problems often discourage him. It is important, for us, while acting in any direction, to keep in mind that one of the main weakness (regarding to the efficiency of several acts) are technical abilities, that, if not suitable, may get actions to turn negative.

References

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/2/	http://www.cmcastelli.it
/3/	http://www.resedaweb.org/salvaguai/Solarcheck.htm

Photo



Solar check up

Solar-infopoint

Imprint

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