



A European Perspective

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All Energy Conference

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Outline



- I. Microgeneration in the EU
- II. Towards a Microgeneration Strategy
- III. Evidence from around Europe
- IV. Micropower Europe



The EU Agenda



Former EU Energy Commissioner
Piebalgs
“Microgeneration will be a key part
of the EU’s future energy mix”



MEP Judith Merkies
“Everything starts and ends with
Citizens’ participation”



MEP Fiona Hall
“Make microgeneration as
widespread as possible in the EU”

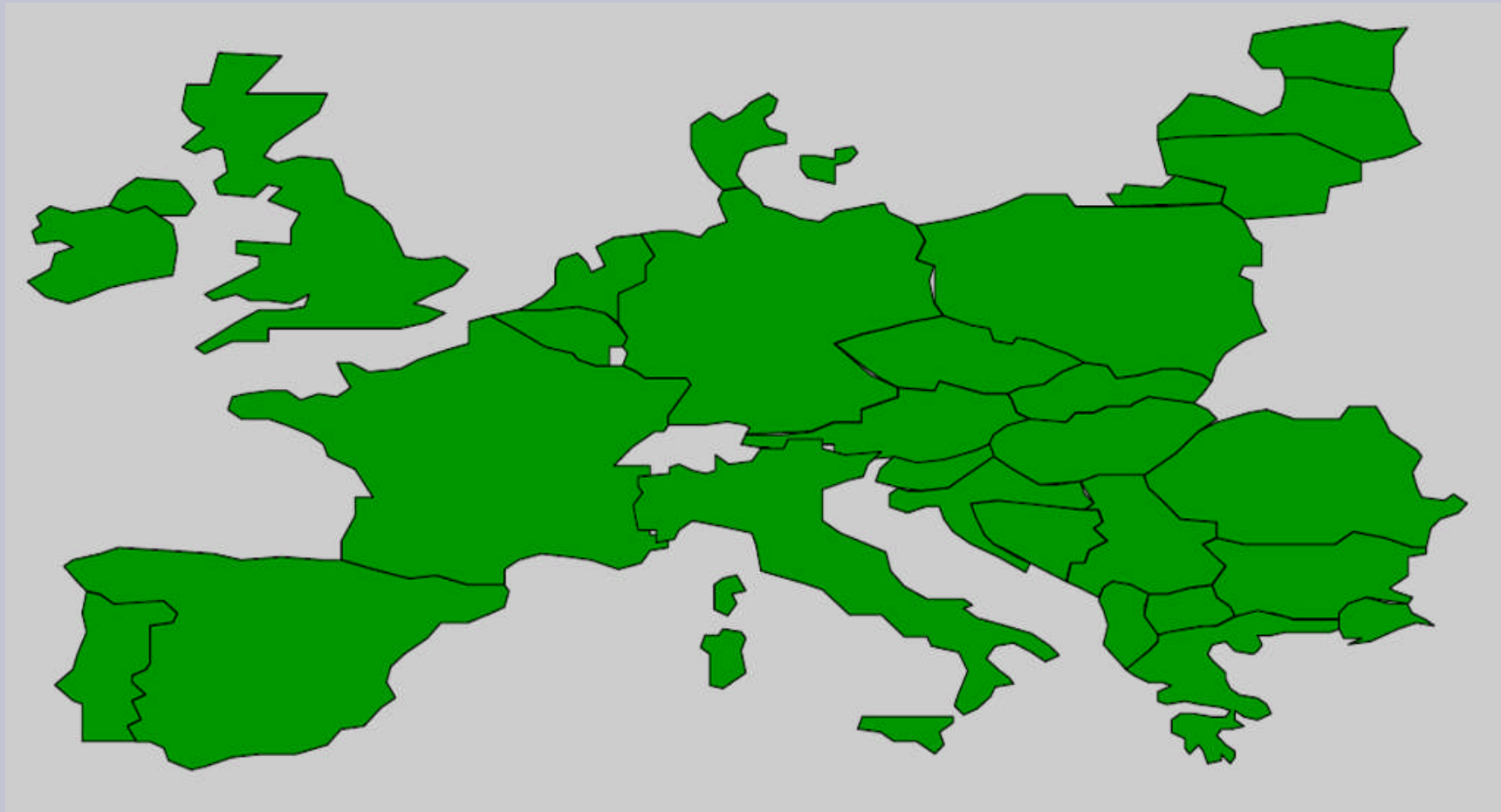


MEP Claude Turmes
“Microgeneration must help the EU
move from a 20% to 30% target “

Microgeneration is 'on the march' - but is everyone going their own way?



An EU Microgeneration Strategy would bring it all together



Towards a Unified Sector



Why the EU needs a unified microgeneration sector

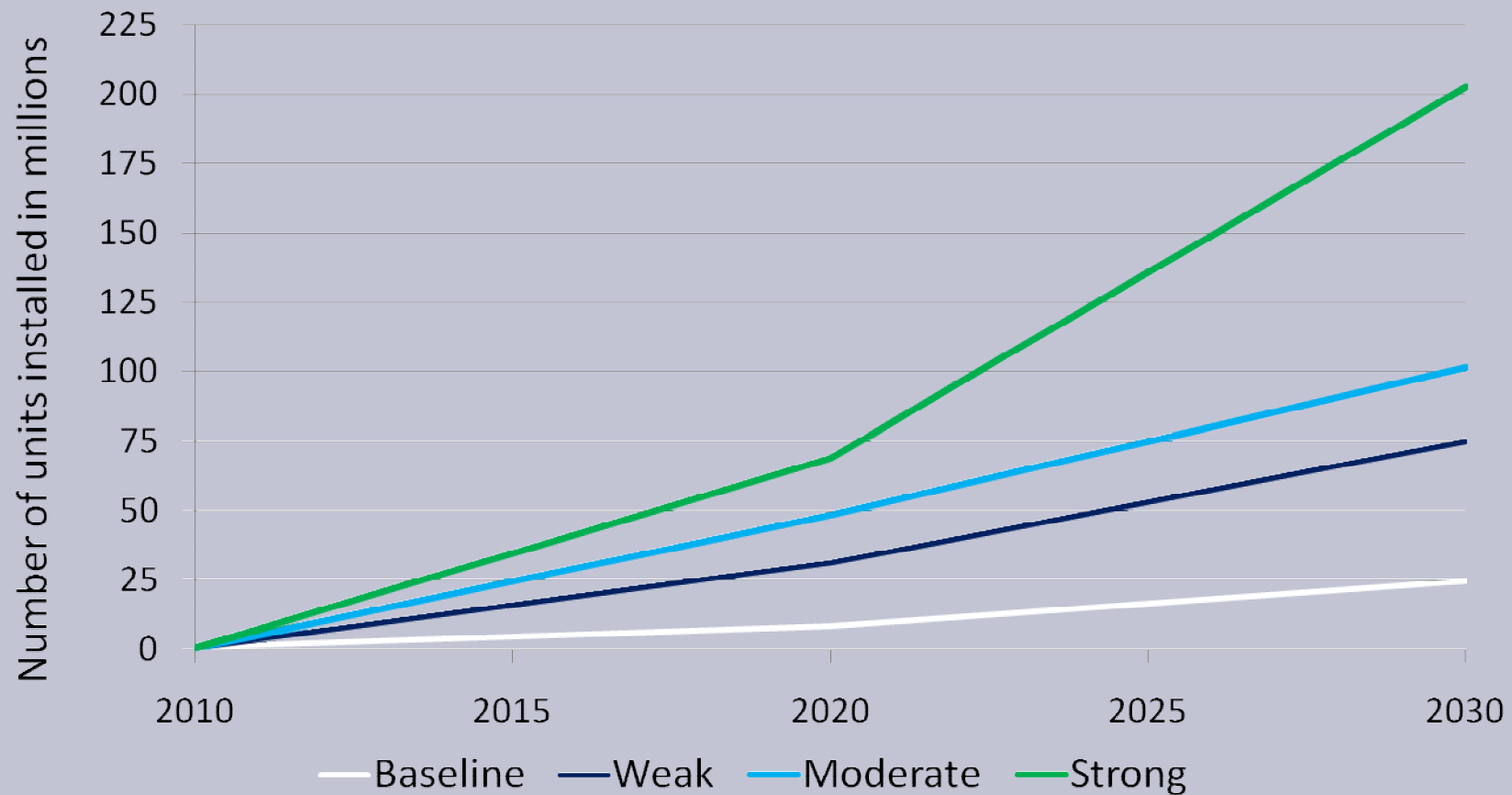
- International companies offering multi-product solutions
- Large scale manufacturing across borders
- Industry matters migrating from national to EU level (e.g. standards)
- Sustainability agenda towards Europeanisation (e.g. Renewables Directive, EU Emissions Trading)



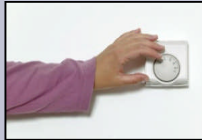
EU Market Projections



Microgeneration units installed in the EU under various policy scenarios



Behavioural Change



Reaching citizens is challenging

“Demand management programmes need to **overcome a communication gap** between the energy experts operating the programmes and ordinary citizens whom they try to influence.”

FP7 EU funded Changing Behaviour project



Heightened energy consciousness

“There is **heightened awareness** among consumers, even those merely “in contact” with microgeneration”

Open University (2007)

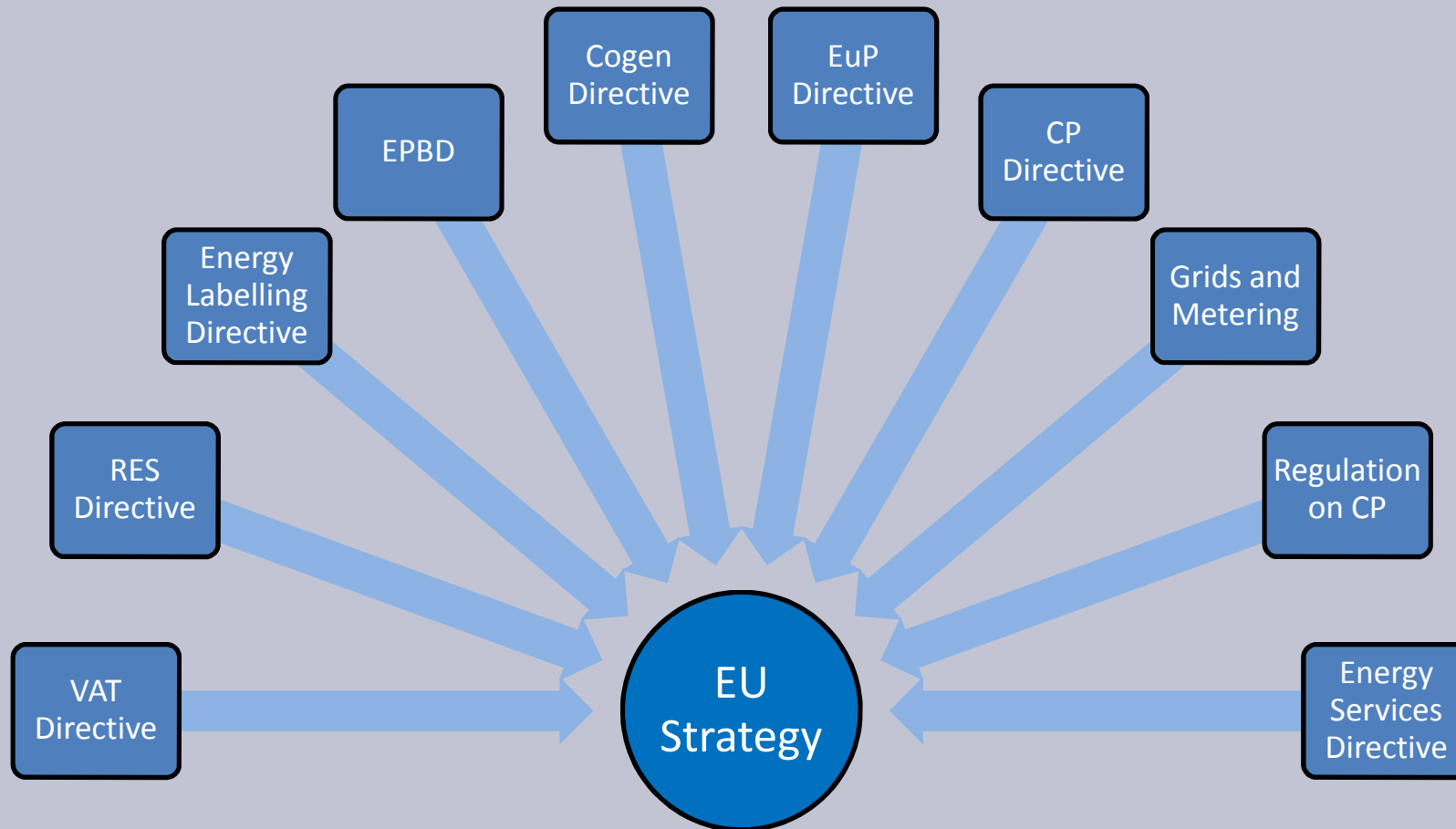


Changing household behaviour

“88% of microgeneration adopters **reduce energy consumption** after installation”

UK Government Study, 2008

An EU Microgeneration Strategy



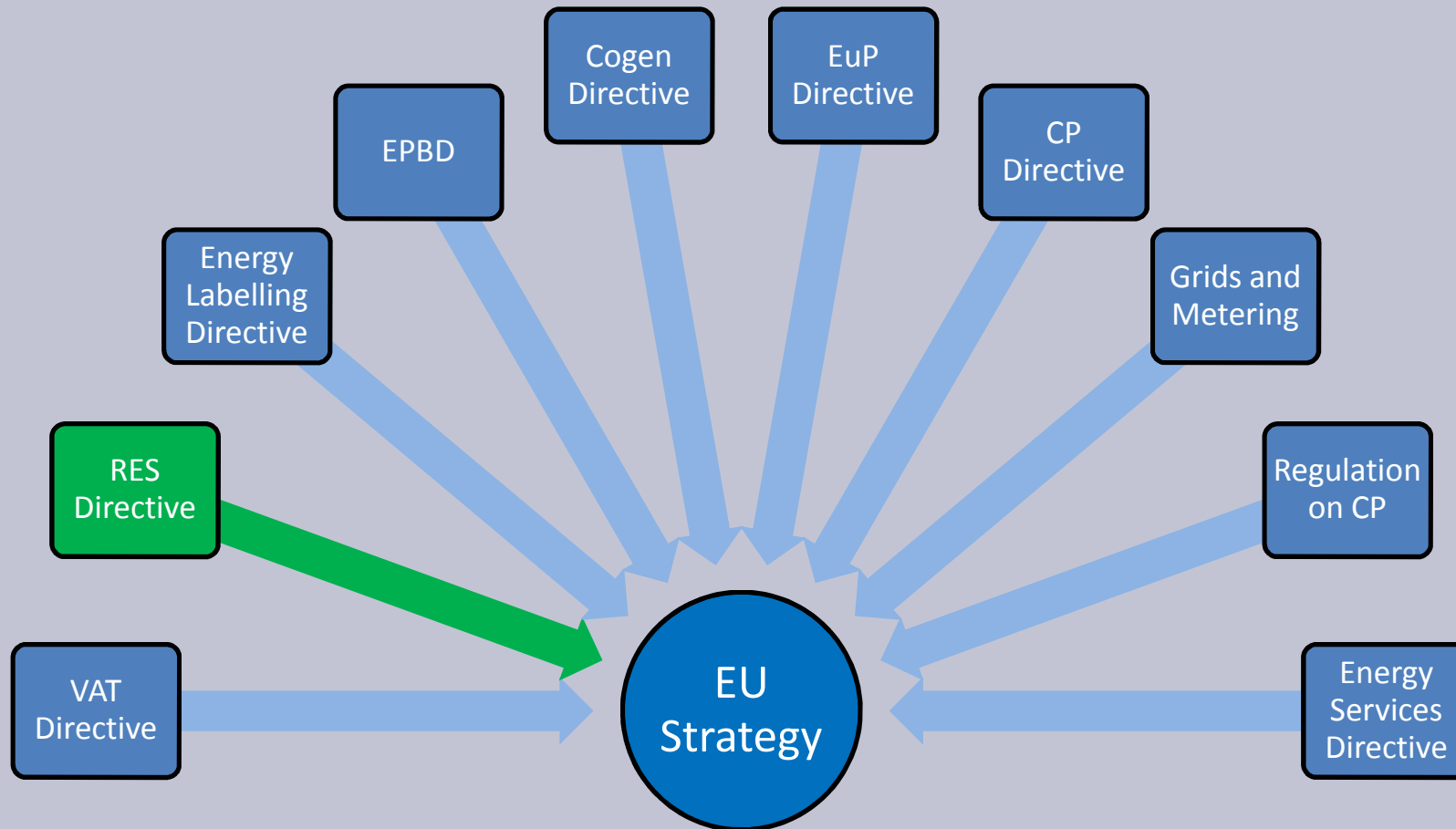
Personal Preferences

Household Budget

Local Climate

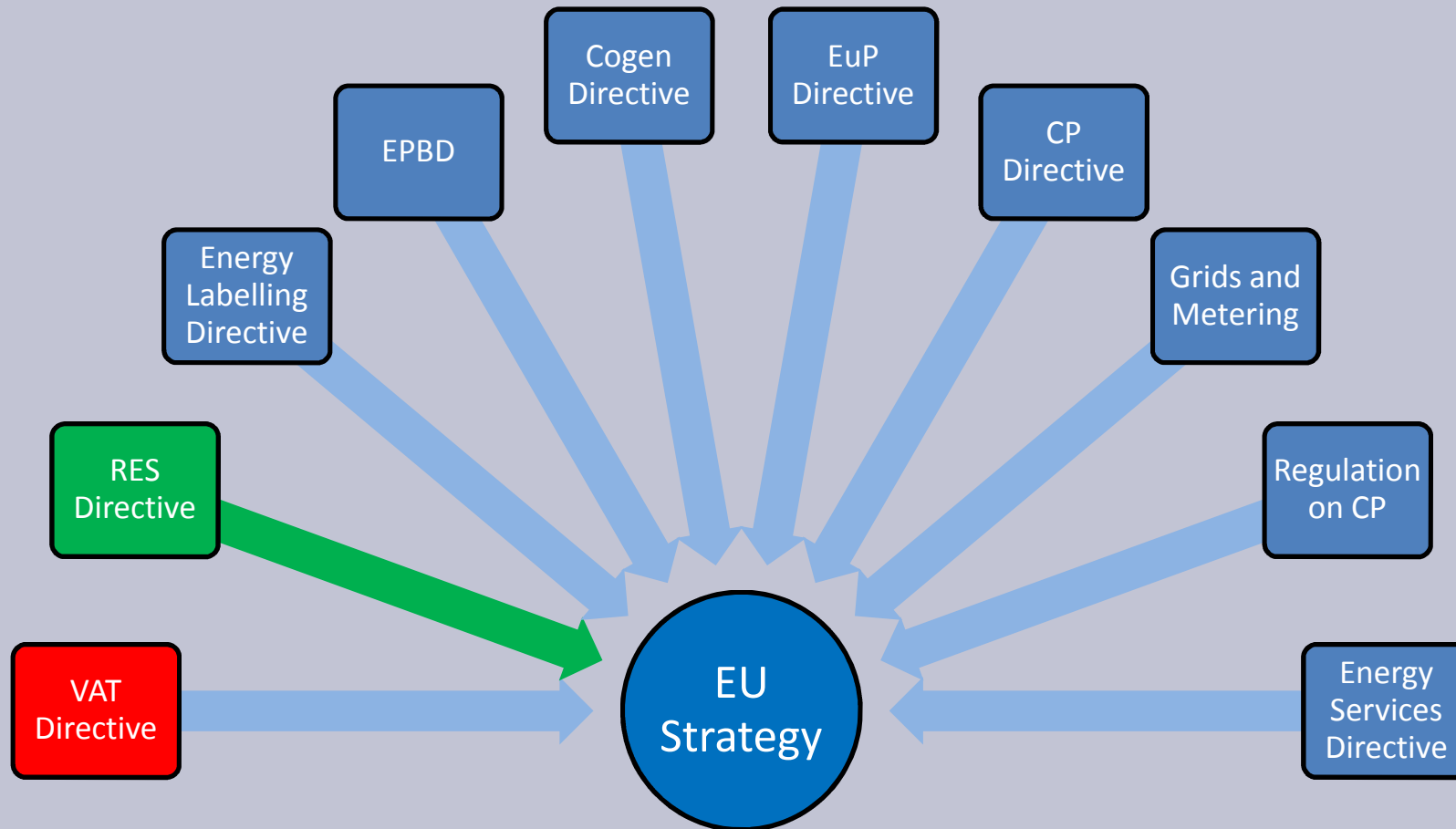
Building Characteristics

An EU Microgeneration Strategy



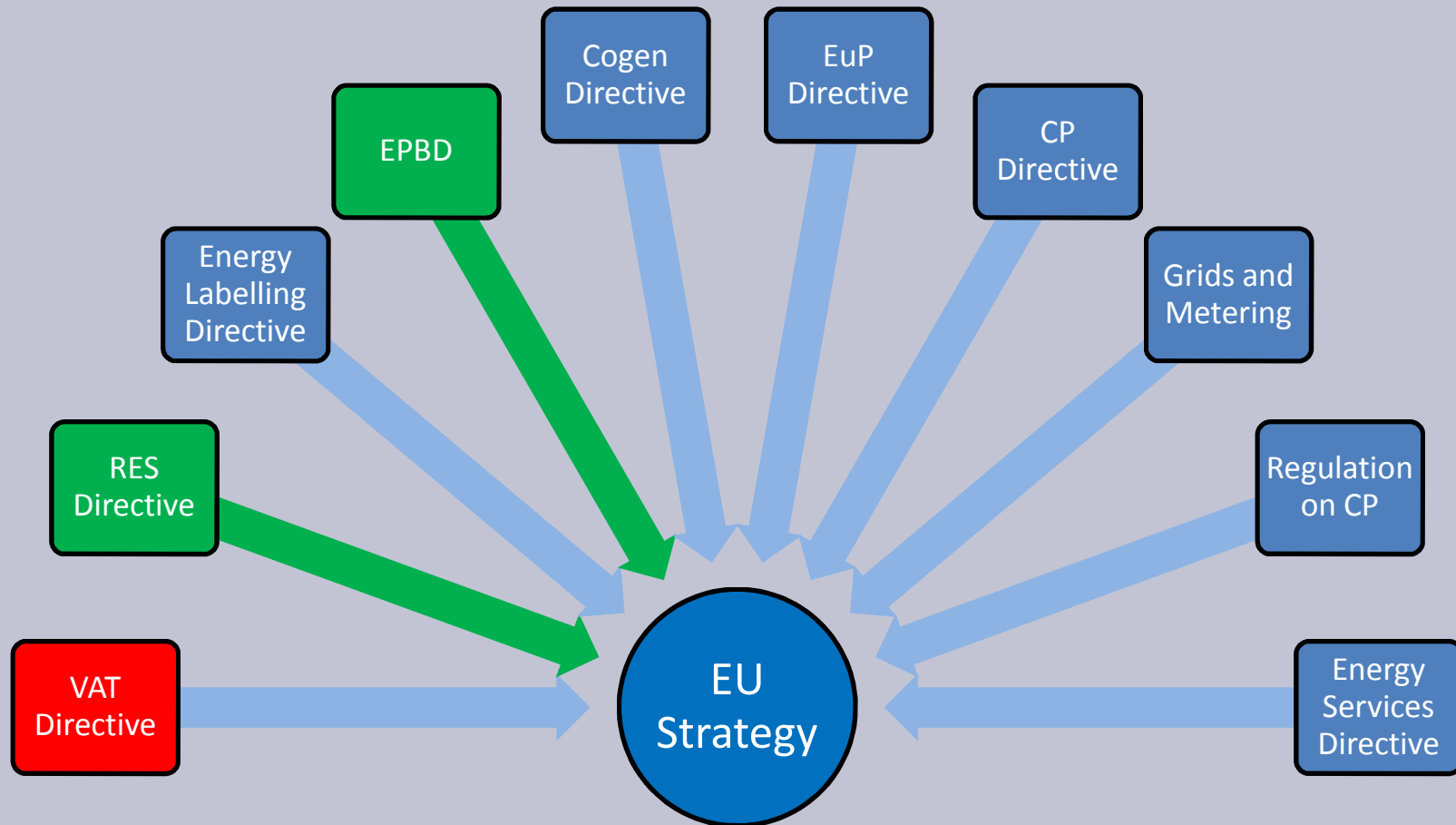
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An EU Microgeneration Strategy



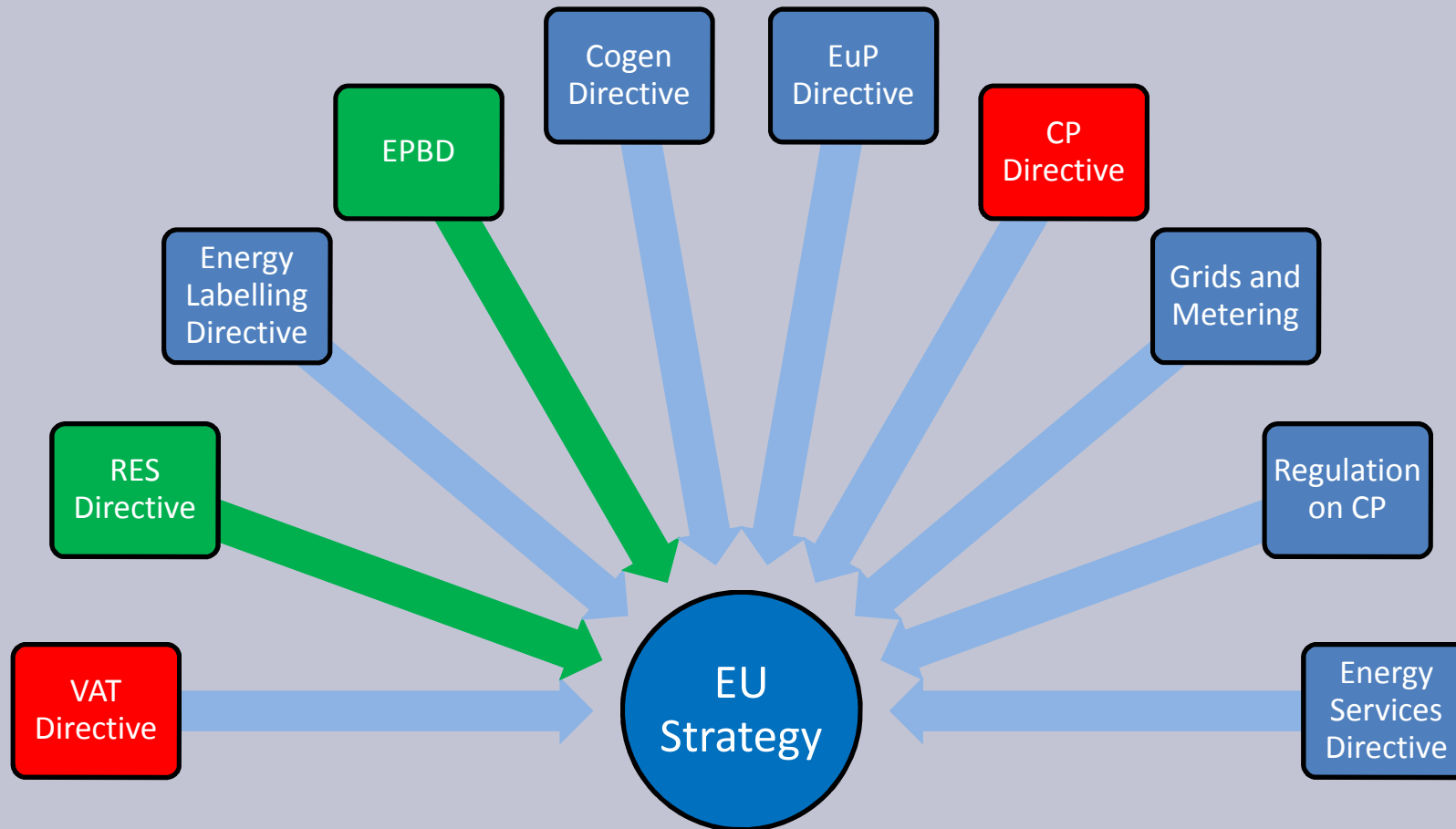
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An EU Microgeneration Strategy



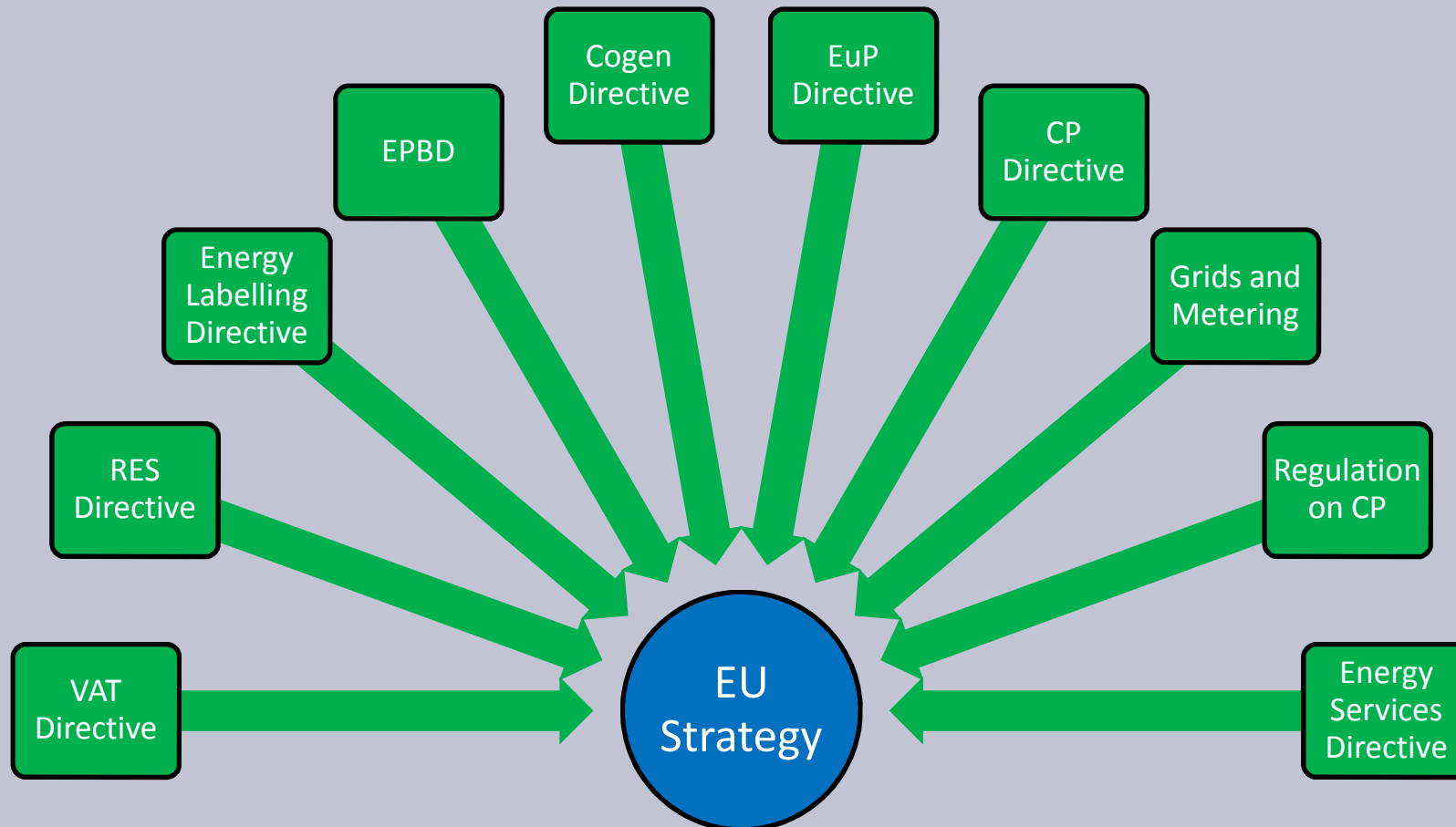
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An EU Microgeneration Strategy



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An EU Microgeneration Strategy

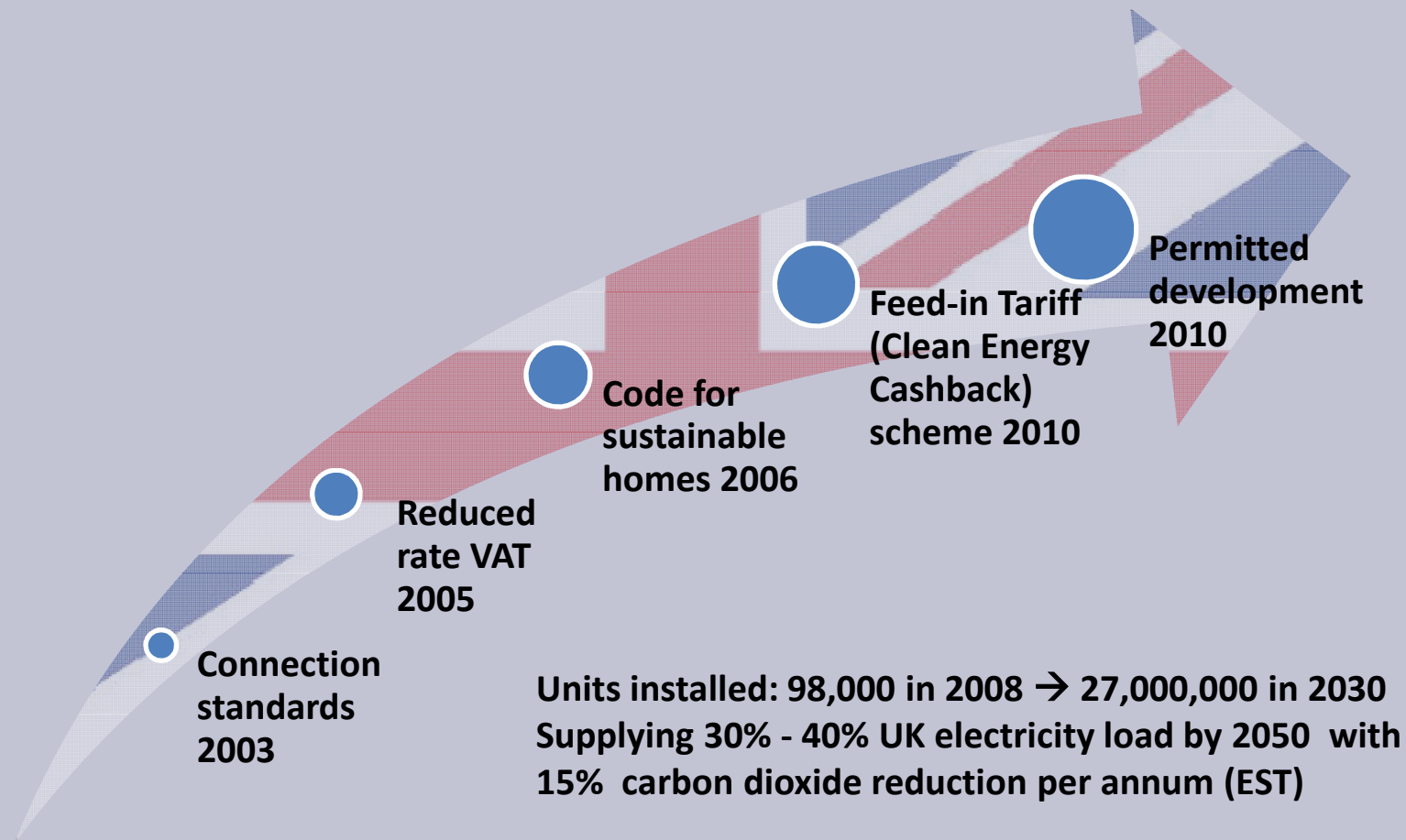


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Evidence from Best Practice



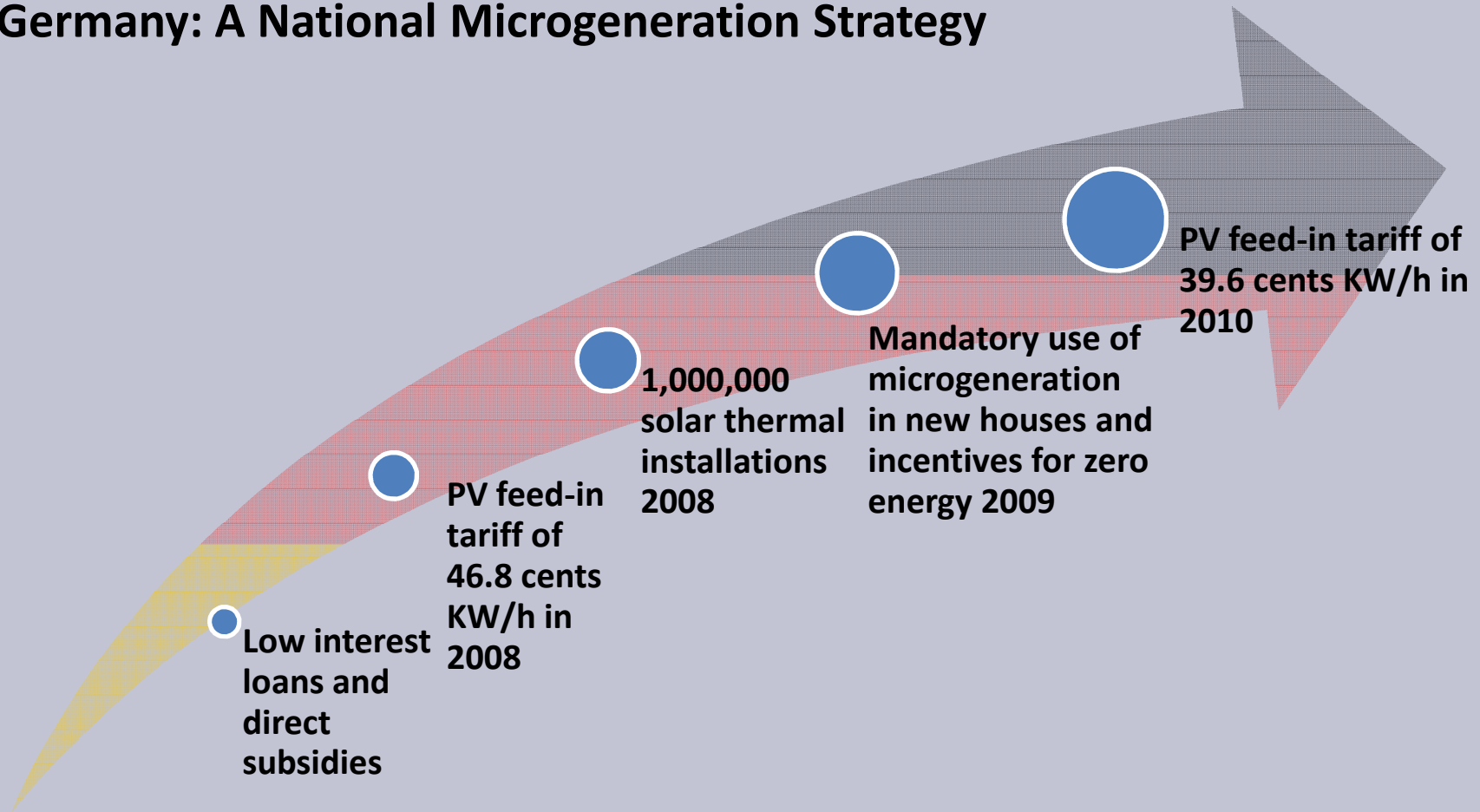
United Kingdom: A National Microgeneration Strategy



Evidence from Best Practice



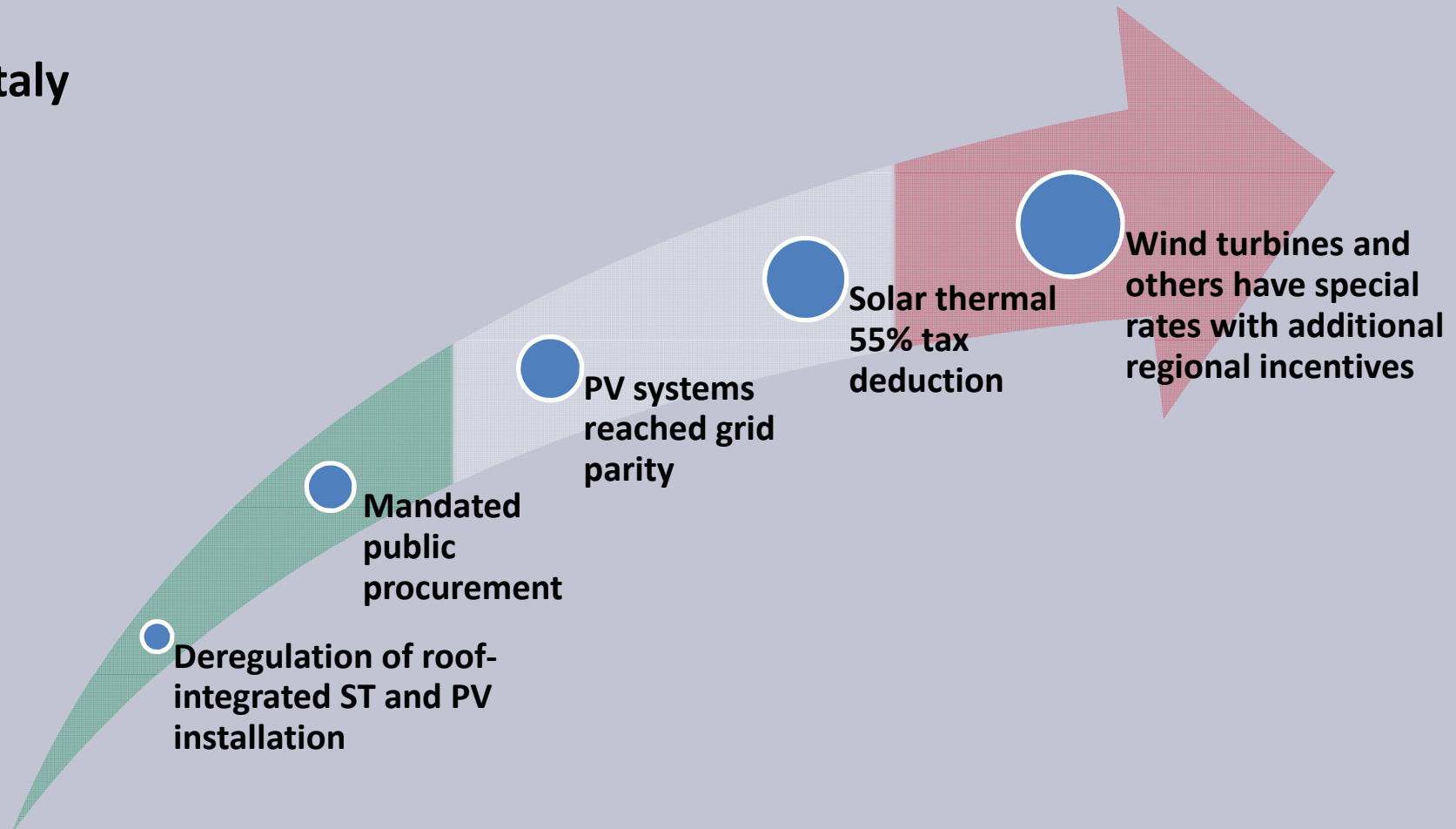
Germany: A National Microgeneration Strategy



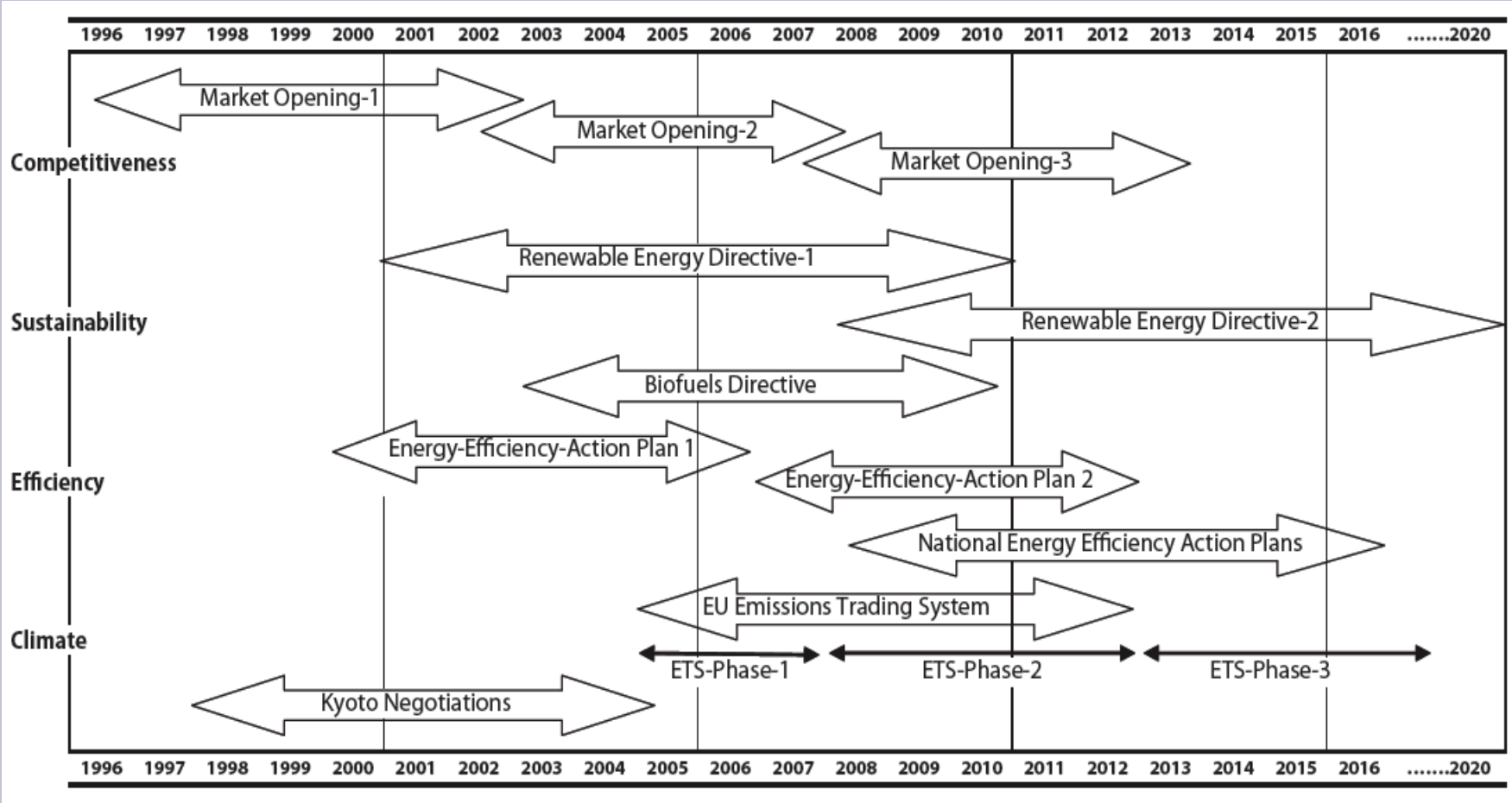
Evidence from Best Practice



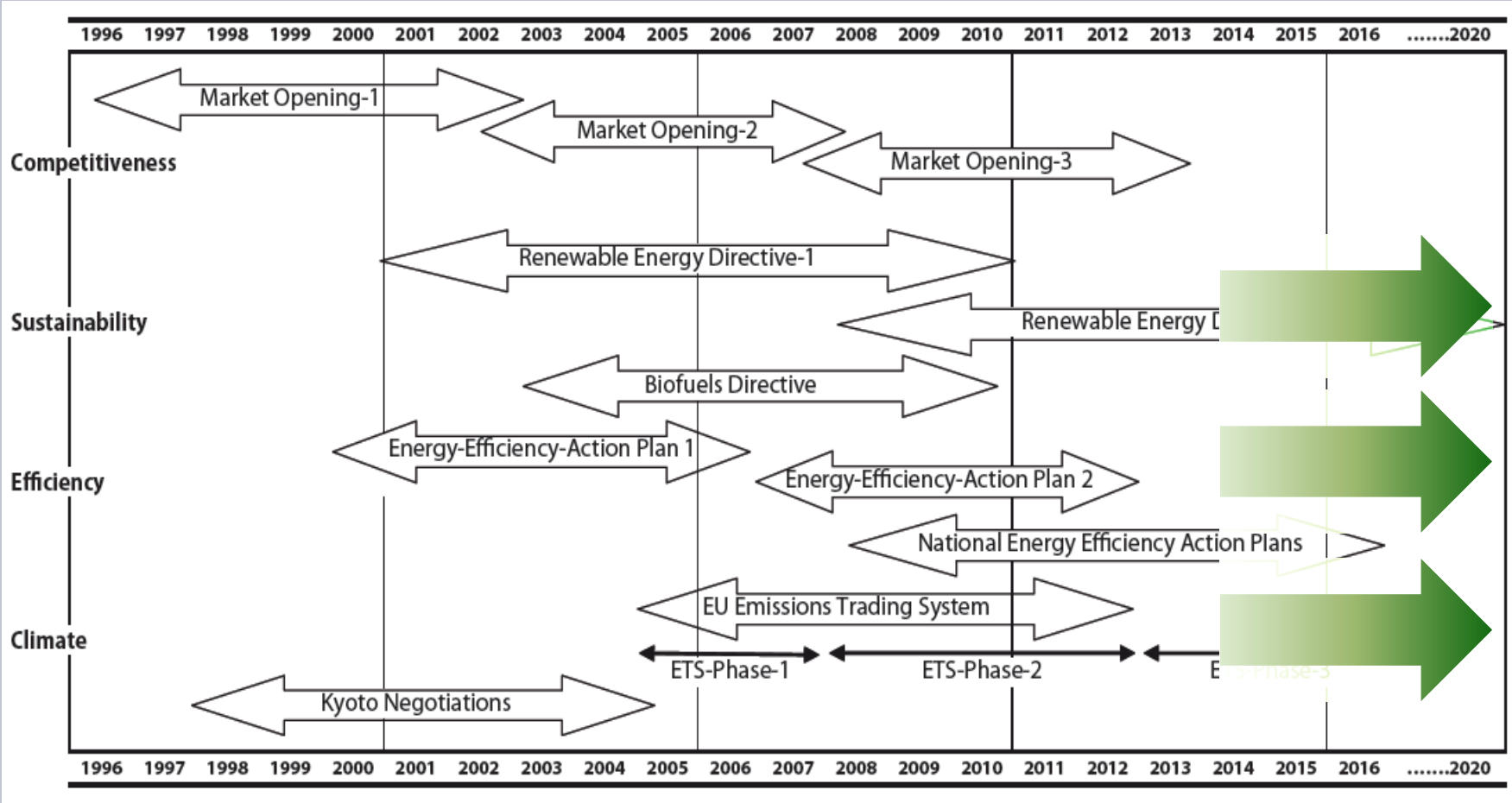
Italy



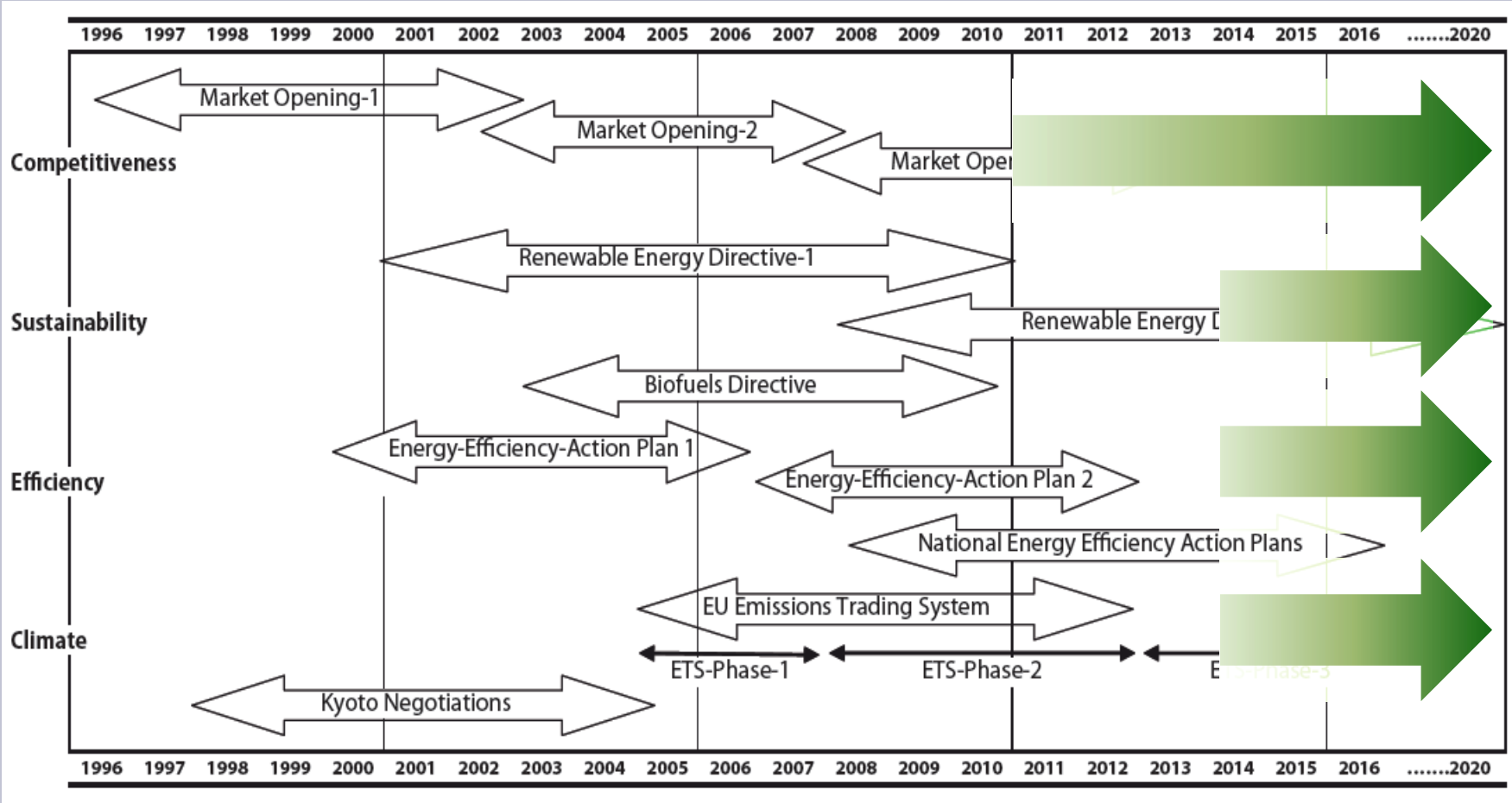
EU Strategy 2011 - 2020



EU Strategy 2011 - 2020



EU Strategy 2011 - 2020



Micropower Europe



Organisation

Promoting the rapid expansion of the EU microgeneration sector

Mission

Helping to solve energy and environmental challenges

Members



Thank you



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