

Workshop Program

Digitalisation challenges and sectoral transformation

Thursday 29th November

14h00 – 16h00; Press Club Europe – Brussels

In all aspects of our lives we have been faced with the challenges of digitalisation. The developments over recent years demonstrates that the pace of transformation is increasing, not slowing down. We are witnessing considerable progress in disruptive technologies, that are also affecting the way the energy system is planned and fostered. As any challenge can also represent an opportunity, we intend to look into the potential and impacts of digitalisation in the solar heating and cooling sector. On one side, we need to understand the common challenges that we have to tackle as a sector, on the other hand, we need to grasp the potential that digitalisation brings to products and system integration.

Introduction

- *Moderator: Uwe Trenkner, Trenkner Consulting*

Ongoing EU-level digitalisation initiatives with relevance for the Heating and Cooling Industry

- Geert de Cock, EHI (European Heating Industry Association)

Addressing digitalisation challenges in the Solar Heating and Cooling sector

- Pedro Dias, Solar Heat Europe/ESTIF

Exploring digitalisation solutions in solar thermal products: the Greek experience

- Costas Travasaros, Prime Laser Technology & EBHE (Greek Solar Industry Association)

Debate

Competition Law Rules:

As the members of Solar Heat Europe/ESTIF (Solar Heat Europe/European Solar Thermal Industry Federation) participating in meetings such as the General Assembly, Working Groups, etc., include companies with competing, and sometimes opposing economic interests, meetings are subject to close competition law (anti-trust) scrutiny.

The following guidelines apply:

- Each meeting is always preceded by notice of the date and time of the meeting, along with the agenda.
- Minutes are prepared and distributed for every meeting. Minutes must be clear, complete, and accurate with regard to the discussions that occurred, the actions taken, and the basis for the action.
- One Solar Heat Europe/ESTIF staff will attend every meeting and act as executive assistant.
- "Off the record" conversations are strictly prohibited.
- Discussions of items not included on the agenda will be exceptional and avoided as much as possible.

Generally, all communications or discussions which could directly influence decisions by an individual company regarding production levels, product pricing, marketing strategies, or selection of customers or suppliers must be avoided. The following areas will not be discussed during meetings:

- Price or any elements of price or pricing policies, including costs, discounts, rebates, profit margins, etc.
- Terms or conditions of sale, including warranties, credit, and shipping arrangements.
- Specific competitors, suppliers, or customers.
- Sales or production quotas or limits, allocation of customers or sales territories or refusal to sell to certain customers or to buy from certain suppliers.
- The market share or sales territory of any specific competitor.
- The operating statistics, inventories, sales, marketing methods, or strategies of any specific competitor.
- Controlling competition or excluding any competitor from any market

By implementing these measures, Solar Heat Europe/ESTIF remains in line with legal requirements.