

PRIORITIES 2020

Highlighting strengths

Overview of Priorities

- **Strengthening the sector's reputation**
 - Build up trust in the sector's potential
 - Consolidate a positive message approach

- **Enhancing industry's competitiveness**
 - Implement a tailored approach to the different solar heat segments
 - Ensure an improved framework for solar thermal in Energy Labelling

- **Promoting an adequate policy framework**
 - Support implementation of the CEP and NECPs
 - Explore opportunities for improved financing mechanisms

- **Improving SHE's capacities**
 - Increase Solar Heat Europe's notoriety within sector
 - Enhance sector's engagement in SHE's work

Strengthening the sector's reputation

- **Build up trust in the sector's potential**
- **Consolidate a positive message approach**

Actions:

- **Develop joint communication initiatives**
 - Develop communication campaign on solar thermal, with a specific focus on large scale systems
 - Cooperate with sector and RES focused media on positive messaging
 - Prepare appealing content on the sector's achievements and untapped potential
- **Prepare communication materials focused on a joint positive narrative**
 - Mobilise members in preparation of communication materials on solar thermal, in particular related to large scale systems
 - Cooperate with main actors in SHC to disseminate effectively
 - Prepare common promotional resources
- **Contribute to a good dissemination of project data**
 - Support new or existing initiatives to gather data on solar thermal projects
 - Promoted concerted communication efforts
 - Contribute to relevant studies and reports

Enhancing the industry's competitiveness

- **Implement a tailored approach to the different solar heat segments**
- **Ensure an improved framework for solar thermal in Energy Labelling**

Actions:

- **Address specific needs of each segment**
 - Cooperate with experts from sector on different segments within the specific taskforces, such as Solar District Heating, Solar Heat in Industrial Processes, PVT collectors, digitalisation, solar thermal in buildings
 - Coordinate actions with different work areas of SHE, namely policy and communication
 - Search financing options to increase impact of proposed actions
- **Continue work on simplified method for solar**
 - Facilitate work of experts towards a finalised proposal, including funding their work
 - Consult members and sector on proposal, along development process
 - Provide an effective liaison with consultants and EC

Promoting an adequate policy framework

- **Support implementation of the CEP and NECPs**
- **Explore opportunities for improved financing mechanisms**

Actions:

- **Cooperate with the members on national level**
 - Coordinate efforts with national associations
 - Promote exchange of information and experiences
 - Develop joint positions and materials
- **Position SHC in new policy initiatives at European level**
 - Contribute to new EU policy initiatives
 - Reinforce contacts with new EP and different DGs
 - Maintain strong cooperation among RES-H&C sector
- **Continue advocacy work on new financial mechanisms**
 - Preserve strong partnerships with NGOs
 - Uphold promotion of renewable heating and cooling solutions

Improving SHE's capacities

- **Increase Solar Heat Europe's notoriety within sector**
- **Enhance sector's engagement in SHE's work**

Actions:

- **Promote SHE's work and developments in the sector**
 - Use internal communications tools to promote SHE's work
 - Participate in relevant events for the sector
 - Promote awareness within sector about SHE's actions
- **Ensure current members are satisfied and engaged**
 - Organise mid-year an additional General Assembly and related meetings
 - Engage members in ongoing activities and consultations
 - Survey members regarding their satisfaction and inputs
 - Use appealing ways to communicate with members on SHE related topics
- **Growing the membership base**
 - Launch a membership recruitment campaign
 - Reach out to more potential members
 - Communicate clearly on achievements

Other areas: ongoing activities and support areas

Solar Keymark Network

- administrative support to SKN and the Solar Certification Fund
- external and internal communication of SKN, supported by the activities of the SKN Marketing WG
- maintain SK database (external support)

RHC-Platform & ESTTP

- administrative support to ESTTP and the Industry HWG
- contribute to R&I policy topics relevant to solar thermal
- contribute to the SET-Plan IWG on Buildings

Policy & advocacy

- Focus on main priority related to “Promoting an adequate policy framework”
- Contribute to relevant reports and consultations, engaging members
- Support and cooperate with national associations on policy topics
- Cooperate and engage in relevant partnerships, such as RES associations, RES-H&C, DecarbHeat, DecarbEurope and CoolingEU.

Projects

- Prepare applications for new projects
- Manage obligations and contributions to ongoing projects
- Promote synergies between project related work and SHE’s actions

Events

- Organise internal events, such as webinars or taskforce meetings or General Assembly

Media & Communication

- Strong engagement to most priorities
- Internal and external communication, such as website, social media, Members Briefing Service, Solar Heat News
- Develop content and materials

Market intelligence

- Monitoring of the situation in the solar thermal market and other relevant sectors
- Collecting market data for solar thermal in Europe
- Publish reports for members and general public
- Contribute to relevant reports and studies

Standards & certification

- Strong relation with Energy Labelling, Solar Keymark and standardisation activities.
- Support directly the activities of ESTESC, the European Solar Thermal Energy Standards and Certification working group, in particular the subgroup on Certification