

30 years of European action for **#SolarHeat**

PARTNER
OPPORTUNITIES

2022, a celebratory year for the European solar thermal sector

Solar Heat Europe is celebrating its 30th anniversary this year, marking an important milestone for the whole European solar thermal sector which has been contributing to a decarbonised energy sector for over three decades. Solar Heat Europe is the common place and the voice of the sector, promoting cooperation of its stakeholders and defending its interest in Brussels.

To mark this important event, Solar Heat Europe aims to celebrate past achievements, but more importantly, to look at the next 30 years and how the sector can play a key role in the energy transition, lowering emissions, and finally, achieving net-zero emission by 2050.

Heat is half of the energy we consume in Europe and its decarbonisation is crucial for EU's carbon neutrality plans. Even if mentioned or acknowledged on some level, we strongly believe heat decarbonisation efforts are currently not enough and that the contribution of the solar thermal sector can be largely increased. As such, the European solar heat sector is ready to bring this topic in the spotlight during 2022, through the different activities planned for the 30th anniversary, as well as to showcase the potential of current available solutions like solar heat and to lead a faster transition for a more sustainable future.

We aim to...

Do you want to join us?

Increase awareness

Increase awareness and understanding of the economic and environmental benefits that have been demonstrated by existing solar heat applications to a wider audience, including policymakers, the industrial sectors, and consumers.

Showcase impact

Showcase the potential of solar heat for a decarbonised heating and cooling sector by providing fact-based information, and promoting innovations and best practices of solar heat at both small and large scale across countries in Europe and beyond.

Bring the sector together

Capitalise on this opportunity to bring solar thermal actors together, to reinforce collaboration and build a stronger and louder European solar thermal sector.

Activities

High-level Policy Event

 JUNE 20th, 2022

 BRUSSELS

This event aims to bring together policymakers, partners, and representatives of the solar thermal sector, as well as the media. This event aims to tackle the relevance of solar thermal in relation to the challenges of heat decarbonisation and the deployment of renewable solutions.

Exhibition

 JUNE 20th, 2022

 BRUSSELS

This event aims to showcase the potential, diversity, and latest developments of the solar thermal technology through an exhibition of relevant materials and tools with a target audience of policymakers and other stakeholders of the sector. The exhibition is planned to take place in combination with the High-level Policy Event.

Gala Dinner

 JUNE 20th, 2022

 BRUSSELS

This event corresponds to an enlarged version of the official dinner gathering of Solar Heat Europe's members before the General Assembly. This edition will include an Awards Ceremony, recognising some of the main actors in the sector and their achievements.

Activities

“Energising Europe with Solar Heat”

 MAY - JUNE 2022

 ONLINE

“Energising Europe with Solar Heat” is a call to action for the industry, policy makers and other relevant stakeholders. The publication will include the sector’s contribution to the EU Solar Energy Strategy and its strategy for a fast deployment of solar thermal by 2030. The initiative will be open to signatories and it will be promoted through a large communication campaign preceding the anniversary events.

Media Campaign

 MAY - JUNE 2022

 ONLINE

The campaign will be the linchpin between the different initiatives. With the 30th anniversary event we want to raise awareness about the potential of solar thermal and make well know the measures that are need to promote its deployment. This campaign shall run in social media and in at least one external media outlet. A media dossier will be developed in order to extend the dissemination on additional general or specialised channels.

Solar Heat Publication

 JUNE 2022

 ONLINE

The publication aims to pay tribute to the achievements of the sector during these thirty years, creating a record of the history of the technology in Europe, as well as to bring forward the sector’s ambitions for the decades to come. It will comprise the history of ESIF, ESTIF, and Solar Heat Europe, highlighting important milestones and future vision.

Partners' Packages



GOLD

i FULL ACCESS!

**Solar Heat Europe's members will benefit of 20% discount.*

GOLD PACKAGE | Limited to 1 Partner | 10 500 €

GENERAL BENEFITS	Logo displayed prominently on the anniversary webpage with hyperlink to company's website
	CEO statement/testimonial on anniversary webpage
	Logo displayed in newsletter/email campaigns related to the anniversary
	CEO statement/testimonial in social media (Twitter, LinkedIn, Facebook)
High-Level Policy Event	Speaker at the high-level event, showcasing the impact and potential of solar heat technology
Exhibition	Logo displayed prominently on exhibition banner
	Stand during the exhibition with up to 3 company representatives
	Company's video/digital banner displayed on the projection screen
Gala Dinner	Logo displayed prominently on the projection screen
	Company's video/digital banner displayed on the projection screen
	Welcome speech for guests
	Up to 3 invites to the gala dinner
Solar Thermal Strategy	Logo displayed on the back cover of the publication
	Logo displayed on the STIS website
	1 tailored post in SHE's social media campaign (e.g. quote on the strategy)
Media Campaign	CEO interview as part of the external media campaign content
	Logo displayed in the external media campaign content
	2 tailored posts in SHE's social media campaign (video interview + other)
Solar Heat Publication	CEO testimonial in the publication
	Slot about company in the publication
	Logo displayed on the front cover of the publication
	Logo displayed on the back cover of the publication

Partners' Packages

SILVER

**Solar Heat Europe's members will benefit of 20% discount.*

SILVER PACKAGE | Limited to 2 Partners | 8 000 €

GENERAL BENEFITS	Logo displayed on the anniversary webpage with hyperlink to company's website
	Logo displayed in newsletter/email campaigns related to the anniversary
	CEO statement/testimonial in social media (Twitter, LinkedIn, Facebook)
High-Level Policy Event	Intervention during the conference showcasing the impact and potential of solar heat technology
Exhibition	Logo displayed on exhibition banner
	Stand during the exhibition with up to 2 company representatives
	Company's video/digital banner displayed on the projection screen
Gala Dinner	Logo displayed on the projection screen
	Company's video/digital banner displayed on the projection screen
	Up to 2 invites to the gala dinner
Solar Thermal Strategy	Logo displayed on the back cover of the publication
	Logo displayed on the STIS website
	1 tailored post in SHE's social media campaign (e.g. quote on the strategy)
Media Campaign	Logo displayed in the external media campaign content
	2 tailored posts in SHE's social media campaign (video interview + other)
Solar Heat Publication	Slot about company in the publication
	Logo displayed on the back cover of the publication



The Silver Partners will be involved in the High-level Policy Event and by choice in 4 out of the other 5 core activities planned.

Partners' Packages

BRONZE

**Solar Heat Europe's members will benefit of 20% discount.*

BRONZE PACKAGE | Limited to 12 Partners | 4 000 €

GENERAL BENEFITS	Logo displayed on the anniversary webpage with hyperlink to company's website
	Logo displayed in newsletter/email campaigns related to the anniversary
	CEO statement/testimonial in social media (Twitter, LinkedIn, Facebook)
Exhibition	Logo displayed on exhibition banner
	Stand during the exhibition with 1 company representative
	Company's video/digital banner displayed on the projection screen
Gala Dinner	Logo displayed on the projection screen
	Company's video/digital banner displayed on the projection screen
	Up to 1 invite to the gala dinner
Solar Thermal Strategy	Logo displayed on the back cover of the publication
	Logo displayed on the STIS website
	1 tailored post in SHE's social media campaign (e.g. quote on the strategy)
Media Campaign	1 tailored post in SHE's social media campaign (video interview or other)
Solar Heat Publication	Logo displayed on the back cover of the publication
	Slot about company in the publication



The Bronze Partners will be involved by choice in 4 out of the other 5 core activities planned.

Overview

Activities	GOLD	SILVER	BRONZE
High-level Policy Event	YES	YES	N/A
Gala Dinner	YES	YES*	YES*
Exhibition	YES	YES*	YES*
Solar Thermal Strategy	YES	YES*	YES*
Media Campaign	YES	YES*	YES*
ST History Publication	YES	YES*	YES*

ALL The Gold Partner will be actively involved in all the activities planned for the anniversary.

YES* The Silver Partners will be involved in the High-level Policy Event and by choice in 4 out of the other 5 core activities planned.

YES* The Bronze Partners will be involved by choice in 4 out of the 5 core activities planned.

Working together for a stronger and louder solar thermal sector:

- All partners will be directly engaged in the anniversary campaign by promoting actively relevant information about the celebration and events.
- The content developed in regards to the 30th anniversary will aim at increasing the visibility of the solar thermal technology and the potential of the sector. While partners will be showcased on the different materials, no direct commercial content will be promoted during the campaign.

Ready to kick-start the celebration together?

REACH OUT TO US!

- If you are a Solar Heat Europe member, please contact us at members@solarheateurope.eu
- If you are part of the solar thermal sector or a supporter, please contact us at info@solarheateurope.eu
- If you are interested and curious to find out more, you can contact directly Solar Heat Europe's Secretariat.



Pedro Dias, Secretary General

Email: pedro.dias@solarheateurope.eu

Phone: +32 498 11 19 74



Alexandra Şuţu, Communications & Events Officer

Email: alexandra.sutu@solarheateurope.eu

Phone: +32 474 94 09 81



Leopoldo Micò, Operations Officer

Email:
leopoldo.mico@solarheateurope.eu

Phone: +32 471 945 815



Connect with us

#SolarHeat

Celebrating the past while striving for a more sustainable future.

JOIN US!



#SolarHeat