

ERDGAS+SOLAR XXL

Natural Gas + Solar Heating XXL

Campaign for the funding of large solar thermal systems in Berlin

- Campaign Concept -

1. Background	2
2. Information offers	2
3. Counselling offer	3
4. Solar funding	3
5. Campaign "Solaragenten gesucht!"	4
("Searching 'agents' promoting solar systems!")	4
6. Press and Public Relations.....	4

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1. Background

The campaign “Erdgas + Solar XXL“, jointly initiated by the GASAG and the Berliner Energieagentur, is supporting the important market launching of solar thermal systems considering in particular the offers made by the GASAG for the funding of the technological combination of natural gas and solar heating. The advantage of natural gas, the fossil fuel with the lowest CO₂ emission is even more growing by using solar heating.

Through the campaign “Erdgas + Solar XXL” potential investors and operators in Berlin are informed by information material on the one hand, by different events such as “solar breakfast” on the other. Furthermore, the special funding and consultancy in solar systems offer purposeful help right at the beginning.

So called “Solaragenten” (‘agents’ promoting solar heating) support the housing industry in finding appropriate buildings.

2. Information offers

1. Solar Breakfast

Dates: 18 July, 2007
28 September, 2007 + others

Basic Information:

- Number of participants: circa 25 at a time
- Period of time: circa 3 hours
- Time: 9 - 12 a.m.
- Location: GASAG-Kundencenter

Contents:

1st presentation: general introduction

- What are the current determining factors for big solar systems?
- Why implementing them now?

2nd presentation: practical example n° 1 (e.g. degewo)

- What kind of system do they have?
- Which experience have they made so far?

Breakfast

3rd presentation: practical example n° 2

- What kind of system do they have?
- Which experience have they made so far?

4th presentation: offers “Erdgas+Solar XXL”



- Why Erdgas + Solar (natural gas and solar heating)?
- How do I achieve the switch to solar systems (step-by-step)?
- When do I have to make what kind of decision?
- Which proposals does “Erdgas +Solar XXL” offer for it?

3. Counselling offer

1. Initial consultancy of solar heating

Contents:

General questions asked by housing industries, being interested in solar heating, are picked up at the initial consultancy, and are answered individually. The “Erdgas + Solar- XXL Check” helps analysing the actual stock and calculates the potentials of different buildings. A suggestion how to go on will also be given.

On-the-spot support and aftercare

Target group:

Housing corporations that need to be sensitised for the topic (existing customers, people/corporations that switched to solar heating recently)

Time:

Following the Solar Breakfasts

2. Feasibility Studies

Contents:

A feasibility study referring specifically to a building is a competent basis for a decision and gives detailed information about:

- Feasibility of the constructional realisation in buildings
- Recommended parameters on the system
- Efficiency of the utilization of solar heating
- Available funding and practical advice

Target group:

Housing corporations that have identified suitable buildings and are planning a modernisation or an extension with solar heating system (existing customers, people/corporations that switched to solar heating recently)

Time:

Following the Solar Breakfasts

4. Solar funding

1. Funding counselling

The campaign „Erdgas+Solar XXL“ gives information about the conditions for grants of different programmes, supports you with your application, and calculates the amount of the grant.



2. Solar funding of the GASAG

The GASAG provides financial support for the technological combination of natural gas and solar heating within the campaign, providing a grant of:

- 125 € /m² net collector surface area for flat-plate collectors
- 150 € /m² net collector surface area for evacuated tube collectors

The funding is applied for all plants with surface area above 20 m². The once-only payment of the maximum grant per system is 5.000 €. The campaign will expire December 31, 2007.

5. Campaign “Solaragenten gesucht!”

(“Searching ‘agents’ promoting solar systems!”)

To reveal the existing potentials of Berlin’s roofs, the so called “Solaragenten” look for appropriate surface areas. These ‘agents’ are young people aged 15 and older of the city (mainly pupils but also apprentices and students), who use their summer break to scrutinize buildings in Berlin closely.

To reach the broad mass of young people, it is intended to cooperate with schools, CFEs, youth organisations such as Stiftung Naturschutz Berlin (foundation dealing with environmental protection), the network of FÖJ (gap year taken to do voluntary work in the environmental sector), International Youth Community Services, and with youth and recreational facilities.

Component Parts:

- Distribution of posters and flyers
- Set up of a Website as central information portal, telephone hotline
- Professional training of the “Solar agents“
- Collecting and analysing the “records“
- Award ceremony

Period of time:

From July until the end of September

6. Press and Public Relations

1. Kick-Off Event/Press event

Date: 27 June, 2007, 10:30 a.m.

The GASAG and the Berliner Energieagentur invite everyone to “Solar Brunch” according to the slogan: **“Hoch hinaus im Klimaschutz. Solare Zukunft auf Berlins Dächern jetzt !“ (High ambitions for climate protection. Solar future at Berlin’s roofs now!)**

This date was chosen on the occasion of the start of the project “Erdgas + Solar XXL”, and several offers will be made towards housing corporations. At the Kick-Off not only the offers and the advantages of each will be presented, but also the housing corporations, which have already implemented solar heating system, or which are about to do so, will be introduced.



That is how other corporations shall be motivated to join the project, as well.

The Berliner Energieagentur trains the ‘Solar agents’ to support the housing industry. These ‘agents’ are pupils who identify roofs suitable for solar systems during the summer months, being supported by the BEA. What is following is the direct approach of those housing corporations, whose roofs would be suitable for solar thermal systems.

Programme:

- 10:30 a.m. greeting gesture “Solar Energy“-Cocktail
- 10:35 a.m. Welcoming
- 10:40 a.m. Importance of Solar Thermal Energy for the Climate Protection in Berlin
Ingeborg Junge-Reyer, Senator for Urban Development
- 10:45 a.m. Introduction of the Components of the Campaign “ Erdgas-Solar XXL“
and the “ Solaragenten“ by the GASAG and BEA
- 10:55 a.m. Statements of the Co-operation Partners and Housing Corporations
- 11:15 a.m. Question Session and Discussion
- 11:30 a.m. Brunch and Get Together (time to get background information)

20 people plus 30 journalists were joining the meeting.

Ingeborg Junge-Reyer, Senator for Urban Development

Message: The construction of solar systems in XXL-size is a fundamental element of the urban development of Berlin, and contributes significantly to the climate protection.

Andreas Prohl, member of the executive board of the GASAG

Message: The GASAG has been supporting the combination of natural gas and solar heating (focus on single housings). Now the housing industry and the field of multifamily housing shall be won to carry the climate protection into the city.

Michael Geißler, Managing Director of the BEA

Message: Many buildings are suitable: the BEA trains ‘Solar agents’ to strengthen the impulse for solar heating.

Andrea Schulz, member of the executive board of the Wohnungsbaugenossenschaft Merkur eG

Message: Having had ten years of experience we know now that the reduction of running costs has been achieved through the implementation of solar systems. That is why this technology shall be considered in every plan on refurbishment from now on.

Matthias Stock, Managing Director of the Deutschen Annington Ost

Message: Deutsche Annington as a national housing corporation has also accepted the challenge for and in Berlin!

Youth Representatives.

They consider the campaign as a good possibility to have teenager contribute actively to



the climate protection in Berlin.

Carsten Körnig, Managing Director of the BSW

Message: The BSW considers the campaign as an important component of the on-going introduction of big solar systems in Berlin and supports the campaign actively by offering consultancy at the solar breakfast.

Other Partners:

Other representatives of housing corporations that represent „good practice“-examples are available at the ‘brunch of press’ for your questions concerning the solar system

Representative of the Press

Daily press and specialised press as well as Youth press (e.g. student magazine)

2. Journalistic Activities “ Solar Breakfast“

Activities: There will be a press release for the first information meetings of “Solar Breakfast”, dealing with background information and content of the project. Furthermore a co-operation with a daily press newspaper is planned, by which it is possible to watch the participation in “Solar Breakfast” and the next steps of its participants.

3. further press activities

In addition to that, further articles about the project itself, funding programmes etc. will be published in scientific journals such as ‘Haus und Grund’, or ‘Immobilienzeitung’ will be launched.