



Project Summary

Creating Markets for Renewable Energy Technologies - EU RES Technology Marketing Campaign

RESTMAC

Action Line: Thematic Promotion and Dissemination

Contract Type: Specific support actions

Coordinator:

Organisation: European Renewable Energy Council
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Project details

Reference:	Promo/020185/2005	Start Date:	01/06/2006
Status:	Execution	End Date:	01/06/2008
Project Cost (€):	1.344.941	Duration (months):	24
Project Funding (€):	1.098.748		

Summary

The EU and its Member States have made a clear commitment towards renewable energy sources (RES) and their large-scale penetration and have in recent years created a number of RES policy initiatives, which provide a suitable framework for the development of markets for renewable energy technologies (RET). As far as R&D is concerned, Europe has a long track record mainly through Community programmes in Renewable Energy related R&D, which forms the basis for the outstanding industry development in this area. However, the market uptake of these R&D results is not always happening in the best possible way and therefore needs to be improved. Lack of information and limited use of synergies between stakeholders are still the key critical barriers towards RET market deployment.

This proposal, developed by a consortium of European renewable energy industry research associations, and key information multipliers aims at developing and implementing a targeted technology marketing campaign on selected renewable energy technologies in key geographical areas both inside and outside Europe to ensure the dissemination and uptake of selected RET in the market. The project adopts a sectorial approach with the objective valorization of selected technologies with strong socio-economic potential and a geographical approach with the identification of market areas where those technologies could be largely deployed.

The consortium, coordinated by EREC, is composed of leading EU renewable energy associations (EPIA, EUBIA, ESHA, EGEC, AEBIOM, EUBIA, EUREC Agency and EWEA), and RES key actors with relevant geographical expertise, ADEME, Energy Centre Bratislava (New Member States) and Gaia as well as NTUA (European Islands).



Partners

1	European Renewable Energy Council	BE
2	European Wind Energy Association	BE
3	European Photovoltaic Industry Association	BE
4	European Small Hydropower Association	BE
5	European Biomass Association	BE
6	European Biomass Industry Association	BE
7	EUROPEAN GEOTHERMAL ENERGY COUNCIL	BE
8	AGENCE DE L'ENVIRONNEMENT ET DE LA MAITRISE DE L'ENERGIE	FR
9	National Technical University of Athens	GR
10	Energy Centre Bratislava	SK
11	GAIA S.L. Consultores en gestion ambiental	ES
12	European Solar Thermal Industry Federation	BE