

January 2014

ZABALA coordinates the implementation of a roadmap for the project SUNROAD

The main objective of the **SUNROAD project** (Strategic Roadmap for a Solar Europe) is to elaborate and implement a Strategic Roadmap of Demand-Side Policy measures to promote the European and global market uptake of European Photovoltaic Innovations. Then, final goal is to enhance European Competitiveness, will give Europe a technological lead to ensure the returns from innovation in terms of growth and jobs.

The selected target **regions** to apply specific policy demand measures immediately after the project will be **Andalusia** (Spain), **Alsace- Lorraine** (France) and **Thuringia, Saxony-Anhalt and Saxony** (Germany).

To achieve this goal, a **wide and strong network** that connects the main stakeholders of the sector in the target regions will be created. This network will involve actors from the demand-side, the offer side and the regulation side that will establish and promote the developed policy measures.

The results and impact obtained for these three regions will be quantified in order to replicate the adopted measures in other potential European regions.

Also, other complementary European initiatives will be involved in the project. In this sense, a close cooperation with EPIA initiatives will be considered during the project. The main idea is to join efforts with other complementary initiatives that are currently developing in Europe.

The **deadline** for this project is expected to be 18 months.

List of participants

Participant organisation name	Country
ZABALA INNOVATION CONSULTING	Spain
(CEA) COMMISSARIAT À L'ÉNERGIE ATOMIQUE ET AUX ÉNERGIES ALTERNATIVES	France
(CTA) CORPORACIÓN TECNOLÓGICA DE ANDALUCIA	Spain
(PROKO) PROJEKTkompetenz.eu GmbH	Austria

Proposal full title	SUNROAD - Strategic Roadmap For a Solar Europe
Work programme topics addressed	Reference: 68/G/ENT/CIP/13/C/N02C011 Title: Building and Implementing Strategic Roadmaps of Demand-side Policy Measures to boost Demand for Industrial Innovations