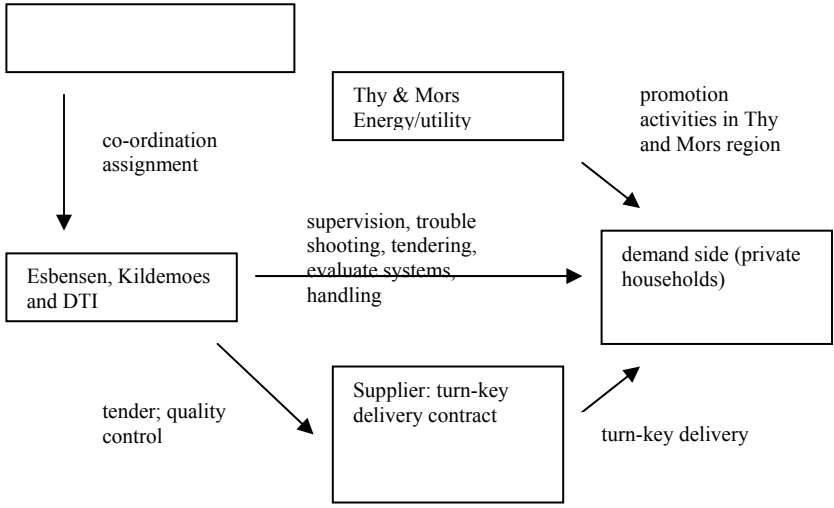


Projects




Solar Energy Systems promoted by local Danish Utility Companies

1 General information

Project Title	Sunshine over Thy and Mors
Target country / region / city	Northwest Jutland, Denmark
Initiator , and the role that the initiator has in the action / campaign	<ul style="list-style-type: none"> • Esbensen Consulting Engineers (consultant) as project co-ordinator • Kildemoes Consulting as main contact to the utility and technical adviser • Danish Technological Institute (DTI) as technical adviser • Thy Utility as facilitator in the region of Thy in Denmark
Other important parties and their roles	None
Organisation of the campaign / action (Organisation chart)	 <pre> graph TD A[] -- "co-ordination assignment" --> B[Esbensen, Kildemoes and DTI] B -- "supervision, trouble shooting, tendering, evaluate systems, handling" --> C[demand side private households] B -- "tender; quality control" --> D[Supplier: turn-key delivery contract] D -- "turn-key delivery" --> C E[Thy & Mors Energy/utility] -- "promotion activities in Thy and Mors region" --> C </pre>
Goals	<p>General objectives:</p> <p>To expand the market for solar thermal energy in the Thy-Mors utility area. The company thereby promotes and sells solar installations, which was a main goal for the company to enter.</p> <p>To make the solar energy systems cheaper and thereby more attractive for the utilities 28.000 customers.</p> <p>Specific objectives:</p> <p>To gain experience in dealing with renewable energy systems and in procurement of solar energy systems to make it easy and more attractive</p>

	<p>for other energy supplying companies to promote solar energy.</p> <p>Targets: A sale of more around 50-100 systems in the Thy-Mors region.</p>
Project Timeline	July 1999 – the campaign is continuing
Type of solar heating products promoted (SWH / space heating, single-family / collective etc.)	<p>Three standard systems were promoted: one for a small household, one for larger households and one system for heating both domestic hot water heating and for auxiliary heating.</p> <p>The three systems can be divided as follows:</p> <ol style="list-style-type: none"> 1. Domestic hot water solar system (SDHW) for smaller households. The water consumption should be between 80-140 litre/day. The solar collector area is around 4-6 m² and a hot water unit with a volume of 140-230 litres. 2. Domestic hot water solar system for larger households. The water consumption should be between 140-200 litre/day. The solar collector area is around 7-8 m² and a hot water unit with a volume of 230-300 litres. 3. Domestic hot water and auxiliary heating solar system. The solar collector area is around 10-12 m² and a hot water unit with a volume of 230-300 litres.
Tendering	<p>Tender material was produced and a general inquiry for prices was made to the Danish solar collector manufactures and to the installers in the area. The collector manufactures were asked to submit prices on components, such as solar collector, the storage unit including the steering system and heat exchanger.</p> <p>From the incoming tenders two collector manufactures were chosen, Djurs Solar Heating and Velux Solar.</p> <p>The Energy Company decided to use the local installers with experience in installing solar systems. Three installers were chosen, two in Thy and one in Mors.</p> <p>At campaign start subsidies from the Danish government were still possible, which also could be seen upon the sales. However since the subsidy scheme has been removed, the number of sold systems has dropped drastically.</p>
General description of the campaign / action	<p>Thy Utility and Mors Utility merged in February 2000 in a joint service company. One of the objectives of the new company was to be involved and to sell renewable energy systems (RES). The name of the new company is Thy-Mors Energy. The campaign that was set up was directed to all 28.000 utility customers of Thy-Mors Energy. A few years earlier the utility companies experienced a larger interest in RES and especially solar energy due to many of the utility's households being situated outside the collective energy supply area. It was originally the goal to sell around 50-100 systems of which three different sizes were chosen. The campaign started in May 2000 and continued actively until mid 2001, where support from the Danish Energy Agency was received. The campaign however is still running and the utility customers can still (March 2003) buy solar thermal systems through the utility company.</p>
Project Strategy (f.i. strategy chart)	<p>Different kinds of sales material were provided as an important part of the project. This included adverts in newspapers, participating in local exhibitions, a special flyer (please see above) and direct mail to the potential customers in the area.</p> <p>By responding to one of the above sales promotion methods the house owners/utility customers could get a visit by an advisor from the Energy Company. Their objectives were to guide the house owners to get the right type of system.</p>

	
Results of the project	<p>The campaign has until now sold 32 solar systems: 10 larger 12 m² systems, 18 systems of 8 m² and 4 systems of 6 m². More than 70 customers have shown interest in the campaign and over 50 customers have been visited by the utilities. The campaign will most likely continue in the future, since the Service Company wants to be able to give this service among others to their customers.</p> <p>The marketing of such a campaign is very important, it has to be very intensive. The campaign should have started earlier in the year, i.e. at the very beginning of spring, to secure a good foothold towards the customers and before the summer holiday. Many did not start taking action before after the summer holiday, but then left it there due to the solar season not being that long any more.</p> <p>It is also very important to keep up the dialog between the customers and the Energy Service Company, for example by sending a second folder on solar energy to the customer's etc. However due to lack of financing this was not possible in this project.</p> <p>When the customers have shown interest, it is important that the Service Company reacts straight away either via a visit or talk to the customers over the phone.</p> <p>Some of the interested customers were living in combined heat and power areas and subsidies were therefore not possible.</p> <p>The owners of the solar heating systems are the house owners themselves, who bought the systems. A financing arrangement could be made with the local bank. The installer and the house owner made the sales contract.</p> <p>The manufacturer and the installers should both give a minimum guarantee of 5 years on the system and the installations.</p>
Target Group(s) <i>(check all that apply)</i>	<ul style="list-style-type: none"> X Private house-owners (existing dwellings) O developers / builders of new dwellings O Housing associations X Installers O Architects O Elderly homes
Actions on demand side <i>(check all that apply)</i>	<ul style="list-style-type: none"> X General information / publicity to consumers X Subsidy / incentive X Promotion of specific products X Sales of products (as part of the project) O Leasing of products (as part of the project) O Solar contracting (as part of the project) X Installation of products (as part of the project) X Supervision from planning to commissioning
Media, publicity and promotion actions used in the campaign <i>(demand side)</i>	<ul style="list-style-type: none"> X Press releases X Brochures X Internet marketing, but no specific web site X Event marketing / Promotion events (workshops, excursion)
Actions on supply side <i>(check all that apply)</i>	<ul style="list-style-type: none"> X Information to installers O Education of installers (basis for tender qualification) X Procurement / tendering of products X Procurement / tendering of installation services

	X	Quality control on products
	X	Quality control on installers
	X	Checks on commissioning / delivery
Information sources about the campaign	X	The homepage of the utility: http://www.thymors.dk/shownewslist.asp?ID=4
Contact person and contact data, for more info:		Lotte Gramkow, Esbensen Consulting Engineers