

PV Campaign within the Programme "PHOTOVOLTAIC ROOFS 2003"

A.L.E.S.A. / Province of CHIETI, Italy

Summary

On occasion of the presentation of the subprogram of the Abruzzo Region "PHOTOVOLTAIC ROOFS 2003" (07-02-2003), the Agency devised a Campaign for the promotion and the diffusion of PV in the Province of Chieti (104 Municipalities). The Campaign, 1 year long, was addressed to public administrators, technicians, citizens and students. ALESA, self-financing (writing of the request of contribution to the call of proposal), developed a detailed action plan, through the competences of its technicians and with the partnership of the Provincial Administration of Chieti, which provided the technical means, has held some formative and informative meetings. The Agency became an *energy window*, with results as the PV plants installation and the spreading of an *energetic-environmental awareness*, creating a "path" of sensitization that already has continuity in line with the objectives of the Save Agency.

| End-user area | Target Audience | Technical |
|---|--|--|
| <input type="checkbox"/> New buildings | <input type="checkbox"/> Citizens | <input type="checkbox"/> Energy efficiency |
| <input type="checkbox"/> Refurbishment of buildings | <input type="checkbox"/> Households | <input type="checkbox"/> Heating |
| <input type="checkbox"/> Transport and mobility | <input type="checkbox"/> Property owners | <input type="checkbox"/> Cooling |
| <input type="checkbox"/> Financial instruments | <input type="checkbox"/> Schools and universities | <input type="checkbox"/> Appliances |
| <input type="checkbox"/> Industry | <input type="checkbox"/> Decision makers | <input type="checkbox"/> Lighting |
| <input type="checkbox"/> Legal initiatives (municipal regulations, directives, etc) | <input checked="" type="checkbox"/> Local and regional authorities | <input type="checkbox"/> CHP |
| <input type="checkbox"/> Planning issues | <input type="checkbox"/> Transport companies | <input type="checkbox"/> District Heating |
| <input type="checkbox"/> Sustainable communities | <input type="checkbox"/> Utilities | <input checked="" type="checkbox"/> Solar energy |
| <input type="checkbox"/> User behaviour | <input type="checkbox"/> ESCOs | <input type="checkbox"/> Biomass |
| <input checked="" type="checkbox"/> Education | <input type="checkbox"/> Architects and engineers | <input type="checkbox"/> Wind |
| <input type="checkbox"/> Other | <input type="checkbox"/> Financial institutions | <input type="checkbox"/> Geothermal |
| | <input type="checkbox"/> Other | <input type="checkbox"/> Hydro power |
| | | <input type="checkbox"/> Other |

Context

The idea of the project under examination is born with the participation of the A.L.E.S.A. to the Sub-program of the Abruzzo Region "PHOTOVOLTAIC ROOFS 2003"; the Agency took its cue from it to elaborate the action plan of the "PV Campaign" addressed to the population of the Province of Chieti (sometimes to the Province of Teramo and Pescara). This choice was favoured by the interest showed about RES and RUE by a numerous group of citizens and above all by the fact that the 2003 PV Roofs Call of Proposal, reserved to public and private subjects, let the users avail themselves of the 70% as subsidy of the investment cost for the realization of a PV plant.



Picture 1: Realized PV installation

The last consideration is about the climate belt the Province of Chieti is in, that lends itself to the photovoltaic technology, with economical and energy saving advantages.

Objectives

The project aimed at sensitizing a vast and various numbers of users toward the energetic-environmental themes (RES, Renewable Energy Source - RUE, Rational Use of Energy) and at spreading the sustainability principles. The Agency moreover had the task of joining citizens and local administration in order to permit the realization of a policy of energy saving and efficiency based on the SUN source exploitation. The strategy used was the one of the promotion of the “PV CALL OF PROPOSAL” and of the assistance to the users for the realization of PV plants. In fact the Agency arranged meetings, seminaries, workshops about the theme “*The photovoltaic resource*” and after it assisted the technicians in the planning of many photovoltaic plants in the Province of Chieti and outside.

Process

The Campaign was made up of 4 main phases: the first phase was the arrangement of 3 meetings addressed to local authorities and decision makers; the Province of Chieti was divided in areas (Area of Chieti (17 Mars 2003), Area of Lanciano (18 Mars 2003), Area of Vasto (19 Mars 2003)); the meetings had as main theme “*Financial tools for the installation of PV plants on new buildings and refurbishment of buildings*”.



Figure 2: PV for public administrators

The second phase was the opening of an information window about RES at the Agency's office, where the competences of the A.L.E.S.A.'s technicians are at disposal of citizens and householders, in the writing of the applications for the request of contributions to the Region for the installation of PV plants ($1\text{kW} < P < 20\text{kW}$).

The third phase was addressed to architects and engineers of the Province of Chieti, realizing an info-day about possibilities and perspectives of photovoltaic technology and of efficient use of energy in the Province of Chieti;



Figure 3: PV for technicians

The fourth and last phase was centred on the campaign "THE SOLAR SCHOOL", addressed to all the students of the High Schools of the provincial territory.



Figure 4: The solar school campaign

The interventions were held by the technicians of the Agency in the schools involved in the campaign and didn't foresee any cost for the students and the Schools. The presentation had place with proper audiovisual aids: it was possible, this way, to clearly explain the themes of the solar energy, in particular energy and photovoltaic potentiality. A.L.E.S.A. has been working for a year about this project developing its own programme (SAVE-AGENCY) of promotion of the use of renewable sources and rational use of energy and also thank to the contribution of the Administration of the Province of Chieti, sensitive to the energetic-environmental themes, it found difficulties only in the times of realization of the photovoltaic plants relative to the phase 2 of the campaign.

Financial resources and partners

The project cost is not quantifiable because during the all campaign the Agency used the technical means of the Province of Chieti and self-financed itself for the rest through the sum obtained from the users interested in the PV ROOFS Call for Proposal ($1 \text{ kWp} < P < 20 \text{ kW}$), writing the applications for the request of contributions to the Abruzzo Region for the realization of photovoltaic plants. The partner which has permitted this project was the Administration of the Province of Chieti (DPT. 6° Environment and Energy).

Results

First phase results: municipalities participating the meetings were 34 of 104, about 30%;

Second phase results: applications written for contributions from the Abruzzo Region for the installation of small size photovoltaic plants were 20 for Public Bodies and 25 for private subject; on six schools of the Province of Chieti they were installed 6 photovoltaic plants with a power of 20 kW each (for a investment of 120.000,00 Euro for each school).

Third phase results: beginning of a collaboration with the engineers and architects registers, that freed their structure and their means to promote the initiatives undertaken by the A.L.E.S.A. in the energetic-environmental field;

Fourth phase results: they were involved and sensitized toward the energetic-environmental themes 25 High Schools of the Province of Chieti for a total of 1.400 students.

Learned lessons and repeatability

The positive aspects found after the project are sparking the students' interest, starting contacting the Agency to get specific information about the world of alternative energy, cueing many engineers and architects to begin activities addressed to the design of plants based on innovative and efficient technologies and sensitizing the administration of the different municipalities toward the environmental sustainability. Being *the PV Campaign* very simple to realize, it is repeatable in each country that has a Public Administration available in investing time and money on the renewable energy policies. Above all every public Administration should have an Agency for Energy able to be a connection and an informative/formative centre for citizens, professionals and politicians. To make a project like this more fluid the bodies in charge should reduce the time of examination, relative to the contribution applications for the realization of photovoltaic plants.

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