

Renewable Heating & Cooling

Developing the market for RE-HC technology deployment

Renaissance Hotel, Brussels, Belgium ♦ 16-17 October 2008

Keynote Presentations



Marina Tcharnetsky,
Managing Director,
GEE Energy



Andreas Lücke,
General Executive Manager,
BDH



Marion Sollbach,
Director of Sustainability
& Environment,
Metro AG



Tatiana Bosteels,
Head of Responsible
Property Investment,
Hermes



Claude Lenglet,
Bouygues
Co-leader, **E2B JTI**



Tjerk Reijenga,
Architect,
KOW - X



Best Practice Policy Development:



Andris Piebalgs,
EU Commissioner,
DG TREN*



Stéphane Pouffary,
Head of the
International Expertise
in Energy
Management Unit,
ADEME (FRANCE)



Helmut Strasser,
Head of Energy
Department,
**Salzburg Institute for
Regional Planning &
Housing (AUSTRIA)**



Guido Wustlich,
Legal Officer,
**Federal Environment
Ministry (GERMANY)**



Finn Bertelsen,
Policy Officer –
Biomass,
**Danish Energy
Agency (DENMARK)**

Attend RE-HC 2008 and you will hear key themes including:

- ✓ The pillars for sustainable market growth (Policy, Promotion & Quality)
- ✓ Reactions from members states and industry on the proposed EU Directive
- ✓ Practical insights from the buildings sector and commercial end-users about RE-HC deployment
- ✓ The latest RD&D innovations in Solar Thermal, Bioenergy, Geothermal and Heat Pumps

PLUS

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worth £115

Don't miss this unique opportunity to exchange ideas and network with your industry colleagues!

"An outstanding meeting. Unlike so many conferences in the renewables sector, this provided valuable learning"

EUROPEAN ENVIRONMENTAL AGENCY

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*awaiting final confirmation

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Renewable Heating & Cooling

RE-HC 2008 has been specifically designed to draw the attention of all market actors, including policy makers, on how to exploit the potential of renewable heating & cooling.

Bringing together players from across the value chain (technologies companies, policy makers and energy agencies), the congress will provide a one-stop-shop on the conditions required to develop a sustainable market. Through a combination of case-studies and interactive discussions the congress will foster informative cross industry debate and collaboration opportunities.

Benefits of Attending RE-HC 2008

- ▶ Learn which policy instruments have enabled the **City of Salzburg** to reach a penetration level of 70% for renewable energy
- ▶ Hear practical case studies from **KWB**, **GREENoneTEC** and **Balcas Brites** on how innovation in RD&D is improving the competitiveness of their products
- ▶ Walk away from the congress with a practical understanding on the conditions required for market growth: **Policy, Promotion & Quality**
- ▶ Gain insights into the thoughts of one of Europe's leading retailers **METRO AG** on RE-HC technologies and their application within retail outlets
- ▶ Witness first hand political developments of the Directive from **DG TREN** – learn how this will impact your organisation
- ▶ Learn what challenges **architects, construction companies and property companies** face when trying to incorporate RE-HC technologies into existing buildings

Should You Be Attending RE-HC2008?

If you have one of the following roles in any of the types of organisations below, then **RE-HC 2008** is an absolute must-attend event for you:

- 1 Policy Makers (EU, National or Regional Level)**
Director of Renewable Energy; Energy Policy or Manager International Affairs
- 2 Technology Company (Solar, Bio, Geo, Heat Pumps)**
Senior Management; Marketing & Sales; Head of R&D or Public Affairs
- 3 Industry Associations**
President; Secretary General or European Affairs
- 4 Research Agencies**
Executive Director; Renewables Strategy or Energy Research
- 5 Utilities**
Head of Innovation; Renewable Energy or Business Development Manager
- 6 Built Environment**
Head of R&D; Head of Sustainability or Facilities Managers

FORTHCOMING EVENT



Brussels, Belgium
16-18 March 2009

Network with high calibre industry leaders at Europe's premier biofuels event

Online Networking

A fantastic feature of RE-HC 2008 is the online networking system – all pre-registered delegates, speakers and guests can contact each other, organise meetings and network before, during and after the show using this easy to use, private networking system. **Maximize networking time** at the event by contacting other registered attendees in advance. **Search other attendees** by Job Title, Name or Company and send them a message directly via this secure system – as simple to use as email. Registered delegates will be sent their username and password 4 weeks before the event so they can start networking – simply login and start messaging!

“Renewable heating and cooling has long been neglected by policy makers and energy industry. At current oil prices it turns out to offer huge economic opportunities. I expect a boom in this sector comparable with the development of mobile phone markets”

CHRISTIAN RAKOS, CEO, PROPELLETS
AUSTRIA

“Biomass is one of the most efficient forms of renewable energy available for heating. The international Renewable Heating & Cooling Congress highlights this important role of biomass”

MARIAN TCHARNETSKY, MANAGING
DIRECTOR, GEE ENERGY

“Very impressive agenda – with an excellent mix of industry and government presentations highlighting capabilities, problems and innovative solutions”

HÅKAN BJUR, CEO, NEOVA

“The pacing was outstanding. I really liked opportunities for networking, which is my primary reason for attending”

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|---|--|-------|---|
| 08.15 | Registration & Morning Coffee | 14.10 | Moderated Discussion: Selling Without Subsidies? <ul style="list-style-type: none"> ▶ Improving the cost effectiveness through capacity building to create a self sustaining market ▶ Establishing long-term business relationships Robin M. Welling , Marketing Director, TISUN © Teun Bokhoven , Managing Director, Zen International Christian Rakos , Managing Director, proPellets |
| 09.00 | Opening Remarks from the Chair Renewable Heating & Cooling's Role in Contributing to The "Three 3 Es" Professor Ralph E H Sims , IPCC 4th Assessment Report CLA Energy Supply chapter, IEA Renewable Energy Unit | 14.40 | Development of Accreditation Programmes to Improve Installers Skillsets: Qualisol <ul style="list-style-type: none"> ▶ Providing a quality scheme for installers ▶ Key lessons learnt from the Qualisol scheme ▶ Extension for wood fuel with Qualibois Richard Loyen , Head of Enerplan, Qualit EnR <i>Followed by commentary from:</i> Christine Lins , Secretary General, EREC Dr Brigitte Bach , Vice Chair, EHPA |
| Keynote Session | | | |
| 09.20 | Changing Climates: The Role of Energy in a Carbon-Constrained World <ul style="list-style-type: none"> ▶ In-depth study on the German heating industry ▶ Political frame of reference for efficiency and renewable energies Andreas Lücke , General Executive Manager, BDH | | |
| 09.40 | Applying RE-HC Technologies in the Commercial Sector <ul style="list-style-type: none"> ▶ Current state of play for RE-HC in the corporate sector Marion Sollbach , Director of Sustainability & Environment, Metro AG | | |
| 10.10 | The European Directive for Renewable Energy: State of Play for Heating & Cooling <ul style="list-style-type: none"> ▶ Political development of the directive ▶ Expected amendments of the draft Andris Piebalgs , EU Commissioner for Energy, DG TREN (awaiting final confirmation) <i>Followed by an Interactive Q&A Discussion</i> Reactions from Members States & Industry Stéphane Pouffary , Head of the International Expertise in Energy Management Unit, ADEME Marina Tcharnetsky , Managing Director, GEE Energy | | |
| 11.00 | Morning Break & Refreshments | | |
| 3 Pillars for Market Development | | | |
| 11.30 | Boosting RE-HC Technology Growth through Ambitious Policy Development <ul style="list-style-type: none"> ▶ Developing long-term policies that encourage planning & investment ▶ Creating a level playing field in relation to alternative options ▶ The de-centralized character of RE-HC requires dedicated statistical information Teun Bokhoven , Managing Director, Zen International Dr Christian Rakos , Managing Director, proPellets | 15.10 | Biomass Heat in Denmark: The Biomass Agreement <ul style="list-style-type: none"> ▶ Doubling the production of biomass heat Finn Bertelsen , Policy Officer – Biomass, Danish Energy Agency |
| 12.10 | Business's Role in Changing User Behavior <ul style="list-style-type: none"> ▶ Responsibility of the HVAC industry in building up markets and promoting market development ▶ Integrated approach at the regional, national and EU level Robin M.Welling , Marketing Director, TISUN © Marina Tcharnetsky , Managing Director, GEE Energy | 15.30 | Achieving 70% Renewable Energy Penetration in Salzburg through Effective Policy <ul style="list-style-type: none"> ▶ Designing instruments to increase market penetration, quality control and cost effectiveness ▶ Linking RE-HC incentives with energy efficiency programmes ▶ Future outlook: tourism and hospitality sectors Helmut Strasser , Head of Energy Department, Salzburg Institute for Regional Planning & Housing |
| 12.40 | Increasing Confidence for RE-HC Technologies through Continuous Quality Improvements <ul style="list-style-type: none"> ▶ Quality assurances in manufacturing procedures ▶ CE-marking versus Keymarking ▶ Solar Key – lessons for other sectors Jan Erik Nielsen , Technical Consultant, ESTIF, PlanEnergi | 16.00 | The Realities of Spanish Solar Regulation: Industry Point of View <ul style="list-style-type: none"> ▶ Evaluating the growth of the Spanish solar sector ▶ Implications of regulation in practice Ricardo Casasola , Marketing Director, Isofoton |
| 13.10 | Lunch | 16.25 | Afternoon Break and Refreshments |
| New Approaches to Meet New Targets | | | |
| | | 16.50 | Instruments to Promote Renewable Energy in the German Heat Market: Renewable Heat Act <ul style="list-style-type: none"> ▶ Goals for renewable energies in Germany ▶ Limits of the existing instruments and motivation for a Renewable Heat Sources Act ▶ Requirements of the new instrument's pillars: challenge & promote Guido Wustlich , Legal Officer, Federal Environment Ministry (BMU) |
| | | 17.20 | Exploring the Business Opportunities in Central & Eastern Europe <ul style="list-style-type: none"> ▶ How will the market develop? ▶ Comparing costs of different heating systems ▶ Comparison of subsidies ▶ Opportunities for investors Peter Szanyi , Managing Director, EcoPower |
| | | 17.50 | Closing Remarks from the Chair |
| | | 18.00 | Close of Day One & Networking Drinks |

08.15 Morning Coffee
 09.00 **Opening Remarks from the Chair**
Stéphane Pouffary, Head of the International Expertise in Energy Management Unit, **ADEME**

Improving Competitiveness through RD & D

09.10 **A Bright Future for Solar Innovation?**
 ▶ Where are we now? Where do we need to be?
 ▶ Examining life-cycle cost competitiveness against today/tomorrow's energy prices
 ▶ Improving materials, components and testing procedures to enhance international trade
 ▶ Beyond small-scale: broadening the market for solar heating systems
Erwin Hochreiter, Head of R&D, **GREENoneTEC**

09.40 **Planting the Seeds for the Future of the Bioenergy Sector**
 ▶ Providing a sustainable and stable feedstock base to enable a substantial market penetration for heating
 ▶ Developing certification to foster trading
 ▶ E-Trading
 ▶ Improved technologies and lower air emissions
Richard Smith, Marketing Director, **Balcas Brites**
Alexander Weissinger, Head of R&D, **KWB**
Jonas Hugland, President, **SVEBIO***

10.20 **Unearthing New Ideas for Geothermal**
 ▶ Reducing operational costs while mitigating adverse environmental effects
 ▶ Co-operating with experienced countries to make the use of geothermal more attractive in more regions
Miklos Antics, Technical Manager, **GPC IP**
Karl Ochsner, Managing Director, **Ochsner***

11.00 Morning Break & Refreshments

11.30 **Technology Status for Renewable Cooling**
 ▶ Solar Cooling: have we reached a breakthrough?
 ▶ Current state of play on small-scale applications
 ▶ Comparing contributions by renewable system
Christian Holter, Co-founder, **SOLID**

12.00 **Mobile Heating Units as a Commercially Viable Concept**
 ▶ Utilising renewable energy for both heating and cooling
Alan Gray, CEO, **EnergyCabin**

12.20 **Moderated Discussion: Winning through Combination**
 ▶ Tapping into a greater pool of RD&D expertise
 ▶ Encouraging co-operation with other industries and technologies
 ▶ Improving the cost effectiveness by combining heating and cooling systems
Erwin Hochreiter, Head of R&D, **GREENoneTEC**
Alexander Weissinger, Head of R&D, **KWB**
Alan Gray, CEO, **EnergyCabin**
Miklos Antics, Technical Manager, **GPC IP**

13.00 Lunch

Central v Decentralised, Distributed Generation

14.10 **Does Future Energy Need Favour District Heating & Cooling?**
 ▶ Can district heating and cooling systems contribute to increased uptake of the use of RE-HC?
 ▶ Improving the profitability of district heating systems through cooling
Sabine Froning, Director, **EuroHeat & Power**
Niko Wirgentius, Director of Cooling, **Helsinki Energy**

RE-HC & The Built Environment

14.40 **Dealing with Energy Efficiency & Renewables in the Built Environment**
 ▶ Examining the relationships between the energy directives (Energy Efficiency, EPBD and RES)
 ▶ Can RE-HC add value to energy performance certificates?
 ▶ Assessing voluntary schemes
Hans Bloem, European Commission, **DG Joint Research Centre**

15.10 **Barriers to Integrating RE-HC Technologies in Buildings: Industry Perceptions**
 ▶ Sectoral challenges: occupier, owner, architect & construction company
 ▶ Removing misconceptions to increase industry confidence
 ▶ Challenges and limitations of integrating RE-HC in the refurbishment of existing buildings?
 ▶ Disparity of interests: Owner & Occupier
Tatiana Bosteels, Head of Responsible Property Investment, **Hermes**
Claude Lenglet, Bouygues, Co-leader, **E2B JTI**
Tjerk Reijenga, Architect, **KOW - X**
Antonio Alonso Cepeda, Head of Energetic Efficiency R&D, **Acciona**

15.50 Afternoon Break and Refreshments

16.20 **Exploiting Renewable Energy Effectively: Turning Need and Theory into Practice**
 ▶ Understanding the technical, managerial and commercial issues associated with integrating renewable energy
 ▶ Practical solutions that provide lowest whole life costs
 ▶ Matching systems to needs, money and the building
Arjen van der Meer, Manager Special Projects – Energy in the Built Environment, **Ecofys International**

16.50 Closing Remarks from the Chair

17.00 Close of Conference

* denotes awaiting final confirmation

Renewable Heating & Cooling



The annual **Renewable Heating & Cooling Congress** offers your company an integrated solution of brand positioning, lead generation and face-to-face contact with key actors in the renewable sector. For over 5 years, **Green Power Conferences** has been helping its clients to achieve important business goals through sponsorship. Conference sponsorship offers a wide range of benefits irrespective of the size of your company and the current level of your market presence

Key Reasons to Sponsor RE-HC 2008

Lead generation - Conference delegates are a focused group of people with strong business interest in the renewable energy sector. Through your presence present you can impact on these buyers and increase your sales.

Launch new products or services - Draw attention to your products and brand by using the conference as a platform for promoting new developments, products or services. With speakers, delegates and the media in attendance, new stories of interest will always create a positive impact.

Enter new markets - Exhibiting is one of the most cost-effective ways of entering new markets. It is a great opportunity to research and network whilst gaining exposure to a new qualified database.

Building customer loyalty - Face to face contact at conferences and showing continued support of a market helps develop client loyalty as well as cementing your position in the renewable energy sector.

Contact Ben Leighton for details on tailored sponsorship packages to meet your needs on 0097150 879 6615 or at ben.leighton@greenpowerconferences.com

Forthcoming Events

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Geneva, Switzerland
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Solar Innovations & Investment

New York, USA
2-3 December 2008

Geothermal Innovations & Investment

London, UK
2-3 December 2008

Gulf Solar Expo

Dubai, United Arab Emirates
April 2009

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Green Power Conferences consistently work in strategic partnership with industry leading organisations and trade publications. Our international and targeted marketing campaigns ensure excellent marketing exposure for our partners.

If you would like to partner with us, please contact: jonathan.neale@greenpowerconferences.com



Green Power Conferences was established in 2003 by a team of professional, environmentally aware event experts and were the first to offer professionally organised events focusing on the sustainability sector. Over the last five years, we have welcomed over 6000 delegates from 76 countries and built a global database of 140,000+ contacts. Our expertise lies in producing high quality, interactive conferences that provide ample networking opportunities for delegates and partners alike. Green Power Conferences offsets the impacts of its commercial activities towards renewable energy projects.

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