



European Solar Days 2010

Number of events

2009: 6.560 events in 16 participating countries
2008: 7.000 events in 15 participating countries
2007: 4.000 events in 13 participating countries

List of participating countries 2010

Austria, Belgium, France, Germany, Ireland, Italy, Hungary, Norway, Poland, Portugal, Serbia, Slovenia, Spain, Sweden, Switzerland, The Netherlands

Website

www.solardays.eu

Participating countries

	Country	Dates	Nr of events	Nr of partners	Concrete examples of special events organized this year	Sponsoring	Media partners	Collaterals
1	Austria	7-8 May	250	14	<p>Opening of public owned solar and biomass systems</p> <p>Solar party with open-house and opportunities for consultation in the show room</p> <p>In schools, project days and thematic project weeks on solar energy</p> <p>Information stands concerning energy conservation in new and old buildings.</p> <p>Demonstration of a solar cooker and an electric car</p>	Inferior	Yes	Press releases, leaflets, balloons, posters, CDs and DVDs, transparent information brochures on solar
2	Belgium		10					

	Country	Dates	Nr of events	Nr of partners	Concrete examples of special events organized this year	Sponsoring	Media partners	Collaterals
3	France	3-10 May	1.500	52 energy agencies, 31 schools, 19 local authorities, 12 associations, 897 installers, 25 industries	Partnership with « Maison de l'Europe » and events « Faites l'Europe » on 7,8 et 9 May in front of Paris city hall	11 private sponsors, public financing from ADEME (French National Energy Agency) Same level of revenue than last year	Yes	
4	Germany	1-9 May	4.000	25	Opening event in Berlin with 16 solar families (one from each German region) – Message: Single families are "solar investors", more than the big utilities	Private sponsoring but no public financing Higher level of sponsorship this year	yes	Leaflet, posters, newspapers, etc.
5	Hungary	13 and 16 May	3	11 (environmental authorities, solar companies, local governments, local associations)	Street actions in central locations in 3 different cities. Solar Days will be held in the frame of local bio market or environmental day of a city	No private sponsorship, public financing available	yes	Press information, website, radio interview No specific material produced

	Country	Dates	Nr of events	Nr of partners	Concrete examples of special events organized this year	Sponsoring	Media partners	Collaterals
6	Ireland		5					
7	Italy	1-16 May	100	7 (industry associations – Assolterm, GIFI, media partners, solar expo fair, associations - Legambiente, Kyoto Club)	No special opening event scheduled so far	No private sponsorship, no public financing Same level of sponsorship Level of sponsorship inferior/last year	yes	Press releases, ESD leaflet, info sheet on solar thermal and photovoltaics
8	Norway	22 April	1	5 (1 NGO, energy cluster, university)	Representatives from the Energy authorities in both Norway and Sweden will discuss what energy policies should be made to promote solar. Also a comparison of silicon solar cell technology and thin film is an important part of this almost Nordic event.	No private sponsorship, no public financing Same level of revenue	yes	Posters, leaflets, balloons Newsletters, press info, one interview

	Country	Dates	Nr of events	Nr of partners	Concrete examples of special events organized this year	Sponsoring	Media partners	Collaterals
9	Poland	19 May	1 (3 rd Solar Thermal Energy Forum)	8 (ministries, energy agencies, associations, municipality)		No private sponsorship, no public financing	yes	Press release, conference material
10	Portugal	10-30 May	20	3 (companies, schools, energy agencies and electric museum)	Exhibition on different technologies in the Electric museum	Private sponsoring but no public financing	no	Website and newsletter – same package than in 2009
11	Serbia	1-16 May and 25 May	30	10 towns involved				500 posters, 1000 T-shirts, 200 caps, 5000 Exhibition catalogs, 10000 printed materials
12	Slovenia	12-15 May	10	1		No private sponsorship, no public financing	yes	Less communication than last year, pdf brochures available on the internet
13	Spain	17-23	200	50 (energy agencies, city, councils, schools, associations)		Private sponsoring but no public financing Superior	No	Large campaign in Spain together with a press agency hired to help out

	Country	Dates	Nr of events	Nr of partners	Concrete examples of special events organized this year	Sponsoring	Media partners	Collaterals
14	Sweden	29 April - 17 May	100	20 (12 regional energy agencies, research centres, NGOs, municipal organizations, Swedish Solar Association)	An "ecological" opening ceremony where the released helium-balloons will be pulled back down with fishing wire to not pollute the environment. There will also be seminars, conventions and study trips all over Sweden.	No private sponsorship, public financing available	No	Press releases, facebook group, information package
						Same level of sponsoring		
						Public financing available		
15	Switzerland	7-14 May	200	180 (local authorities, private companies, schools, utilities)		Private sponsoring and public financing	no	Please find all the available material at http://www.tagedersonne.ch/fr/materialbestellung/ (all in German and French, some in Italian). The available brochures are standard Swissolar products
						Same level of revenue than last year		
16	The Netherlands	8-16 May	130	9 different groups (companies, installers, media partners, energy agency, etc.)		Private sponsoring but no public financing	yes	Press releases, solar days newsletter, leaflets, brochure, advertisements in magazines