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NEWS

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5th European Conference on Green Power Marketing 2007: 13 and 14 September 2007, Lausanne, Switzerland

The energy issue – from climate change, secure energy supply, electricity market liberalisation and price volatility to supply bottlenecks – is right back at the top of Europe’s political agenda. More than ever, governments and consumers realise the importance of guaranteeing a sustainable supply of energy. The three 20% reduction targets set by the European Commission should be sufficient to ensure continued investment in clean technologies. These large reduction targets are common with individual US states setting similar targets in the absence of leadership from Washington. The energy industry has discovered renewables as a business area in its own right and is seeking to achieve up to 50 % of energy from sustainable sources within 50 to 60 years.

Although it has come in for criticism since its publication, The Stern Report commissioned by the UK government pinpointed climate change and its global economic implications as the most glaring failure of the free market thus far, and attempted to put a figure on the resulting costs. The report’s main conclusion was that carrying on with political and economic business as usual will cost us much dearer than if we take prompt and effective measures.

In recent years the green power market has matured and become more liquid. Instead of having only models and studies to fall back on, there is now concrete experience: technology improvements have been successful and are continuing; many political and economic obstacles have been dealt with, and the necessary legislation and market instruments have been put in place. However, a great deal remains to be done if green power is at some point to make a substantial contribution to a sustainable energy supply.

The next decade will be crucial in terms of the development of the market. Alongside massive expansion in the green power segment there will be growing demand for electricity, investment in upgrading generation capacity, general expansion in the grid and, not least, the ongoing transition from a subsidised to a free market. The need for subsidies will reduce and be eliminated as technological improvements make green power competitive with fossil fuel generation.

To successfully deliver on these goals the green power market knows that a wider understanding and expertise needs to be developed within this fast growing industry. There are benefits in sharing expertise in order to overcome the challenges and opportunities faced by the green power market. Many questions remain unanswered; how can the subsidised generation facilities be transferred to the market? What frameworks and instruments are necessary to ensure that the market can play a growing role in sustainable energy production in Europe? How can the industry build on its experience so far to systematically develop the market? How will supply and demand for green power evolve?

These are just some of the questions that the 5th European Conference on Green Power Marketing 2007, to be held in Lausanne, Switzerland will look into. Aiming to present "stepping stones to significant market shares for renewables", this first-class event is sure to once more attract market players and decision makers from all over Europe, providing them with a perfect platform to discuss the latest trends in the industry. You are invited to join in and get your business ready for the changes ahead!



Further information can be found at:

www.greenpowermarketing.org

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