

THE FUTURE OF GREEN POWER: ACHIEVING AN ENERGY REVOLUTION IN CHALLENGING TIMES

On 1 and 2 October 2009, Geneva will be buzzing with energy, when the vanguard of Europe's renewables sector gathers at the 6th *European Conference on Green Power Marketing 2009* to tackle the "future of green power". The agenda is ambitious: how continue the market expansion of former years in the "challenging times" of today? Geneva 2009 is set to pinpoint opportunities for growth despite the economic downturn. After all, the crisis might act as a spur to RES and give new impetus to an energy revolution already well under way.

So far climate change, power supply security and market liberalisation have been the issues dominating the debate on green power and its promotion. But the EU's ambitious 2020 targets, expectations of a new global climate accord, and the increasingly pressing need to ensure sustainable energy supply have shifted the goalposts, making renewable energy a top concern of European policies. The question is no longer how we can best promote and market green power, but when green power will become the backbone of the electricity supply.

The current global economic crisis has raised new questions. It is not that green power has become any less important. The increasingly apparent consequences of climate change have strengthened the will of political institutions to invest in renewable energy and energy efficiency. But do the markets, and the market participants, share this view? How can we ensure that the necessary investment is made in sustainable energy? And what part do the state and the industrial, energy and financial sectors play in all this?

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