



**SEYN Workshop, MAICh, October 2<sup>nd</sup> 2015**

Takis Grigoriou & Dimitris Ibrahim

**GREENPEACE**

# Solarizing Greece the last 20 years

1996

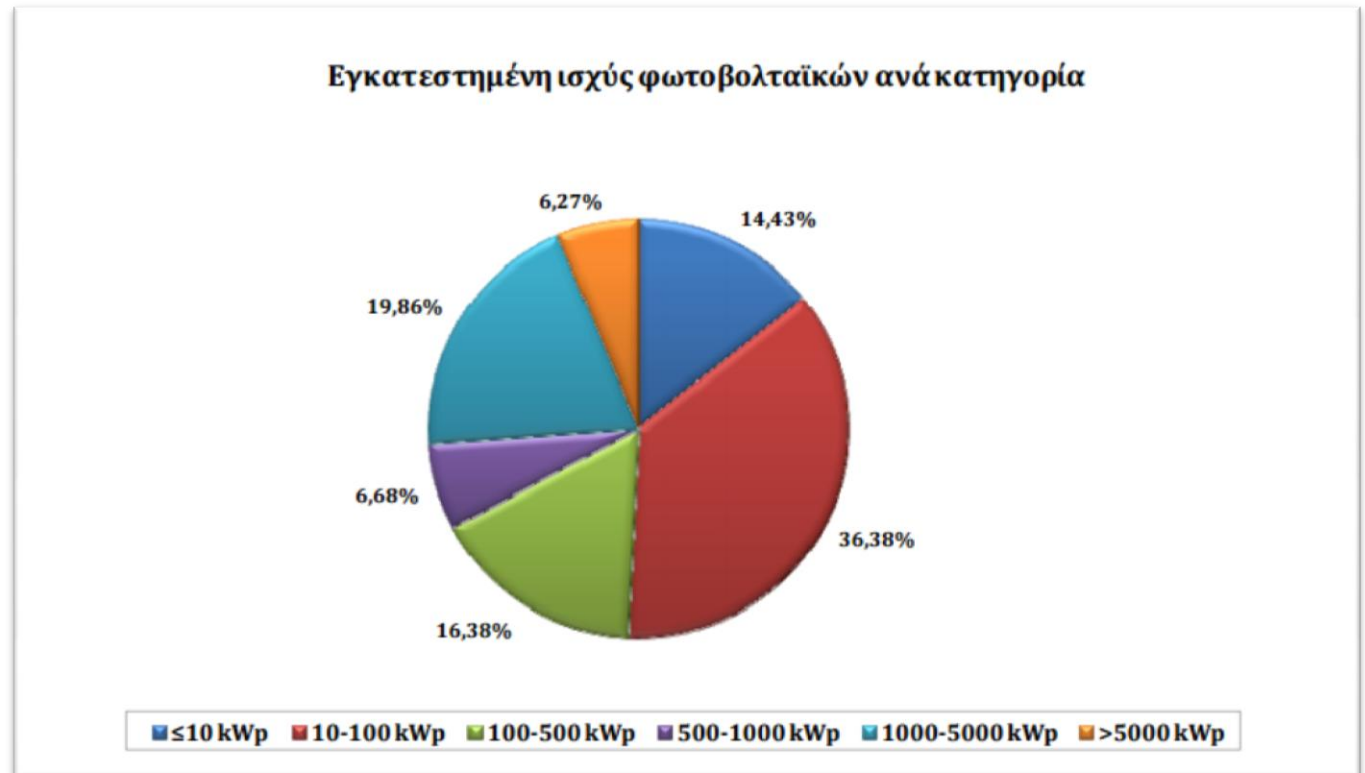


2015



## Solar spring in Greece: 2009-2013

- From 47MW to >2.500MW
- 20.000 jobs (+ 30.000 indirect)
- 52% connected at low voltage
- 43.000 rooftop systems
- More than 100.000 households benefited from PV development





# 2015: The (global?) year of net-metering

## Opportunities:

- Main beneficiaries:
  - Households
  - SMEs
- Decentralized production
- Democratization of energy sector
- Eradication of energy poverty
- And...



**GREENPEACE**

# Systemic change?

## UBS

"the Zurich-based UBS bank argues that large-scale, centralised power stations will soon become extinct because they are too big and inflexible, and are “not relevant” for future electricity generation. Instead, the authors expect it to be cheaper and more efficient for households and businesses to generate their own energy to power their cars and to store any surplus energy in their own buildings even without subsidies."

<http://www.theguardian.com/environment/2014/aug/27/ubs-investors-renewables-revolution> (στο άρθρο θα βρεις και το λινκ για την έκθεση)

## Morgan Stanley

"Analysts also examined which public companies may benefit from rising solar demand. "Under such incentives, we believe solar growth, and returns on solar investments by solar 'integrators' that provide complete solar power solutions to customers, can surprise to the upside," they noted. In addition, energy storage systems, when combined with the growth of solar power, could disrupt utilities in the U.S. and Europe to the extent customers move to an "off-grid approach," authors wrote. Under this approach, customers could combine solar panels and energy storage to completely eliminate their reliance on the utility grid."

<http://www.morganstanley.com/public/08182014.html>

## Citigroup

The Disruptive effects of solar are evident. The power struggle with utilities will continue as solar becomes more of a reality, but are utilities true believers in the new revolution? Solar, more recently, has become one of the more polarizing topics in the power industry with some utilities joining the party, some doing just what is legislatively mandated and others remaining reluctant and not being true believers. Our viewpoint is that Solar is here to stay... And, this is just the beginning. Solar's technological nature means that it will keep getting cheaper as we begin to approach parity, while conventional fossil fuels are more likely to increase in production costs – this dynamic is not being fully appreciated in the power sector. Most disruptively, not only does solar steal share of new electricity demand, it drastically steals demand from previously installed generation, and does at the most valuable 'peak' part of the demand curve.

<https://ir.citi.com/hf61%2bembisf6%2blagszZkQQsaGFPBX8qXrA8KOgSNBuCMOdg3b0Hjq%2bCtcsIxj0xNHQzxe9JuM%2fU%3d>

**GREENPEACE**

# Solarizing the economy

- Community / grassroots work
- Inspiring Storytelling / Narrative
- Crowdfunding
- Public engagement / mobilization
- Political Work
- (Unusual) alliance building



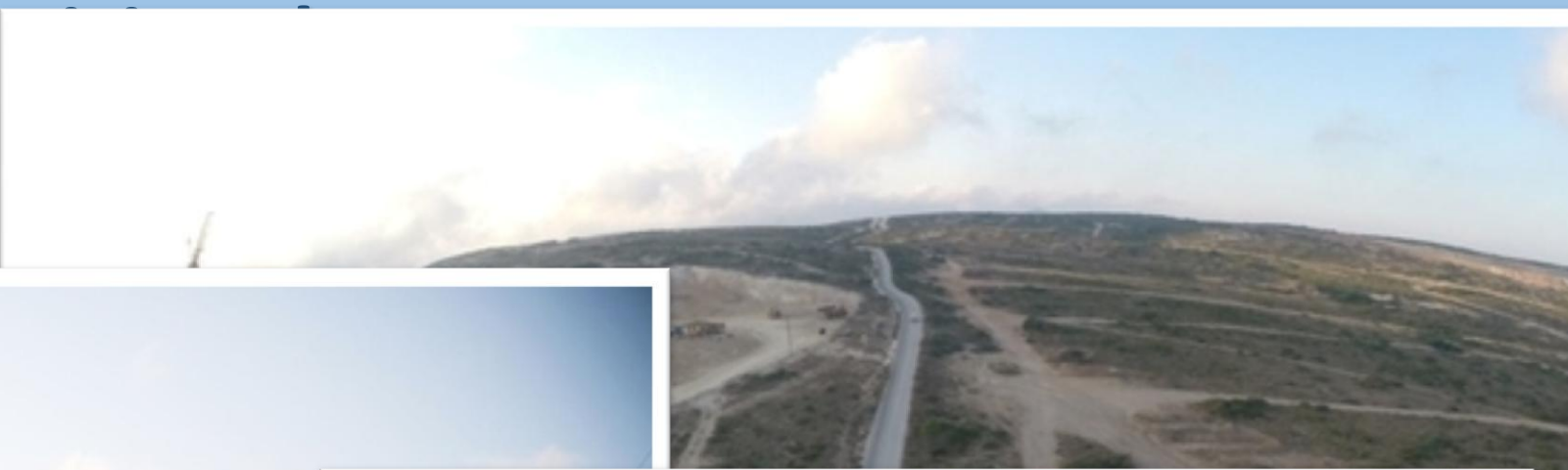
18:59 | 23 Οκτ 2014 ΕΝΕΡΓΕΙΑ

**Η μείωση ενεργειακού κόστους των  
ξενοδοχείων στο επίκεντρο συνάντησης  
Μανιάτη-ΠΟΞ**

**GREENPEACE**



Solar



© Konstantinos Stathias / Greenpeace

**LET'S SOLARIZE GREECE**  
**...ONE HOUSE AT A TIME!**

GREENPEACE

© Panos Mitsios / Greenpeace





Embed



Link



Follow



How to directly support Greeks and pave the way out of the crisis. #PeoplePowerGreece



GREENPEACE

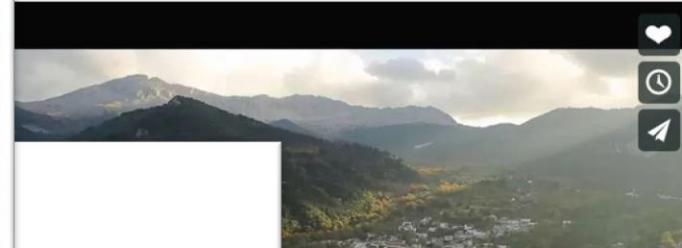
HOME

F.A.Q.

LATEST UPDATES

EN

Everybody  
likes it hot



2005  
supporters

€43.830,00

goal €40.000,00

48 USD

people in 2 months

4% funded

No time left



\$1,000,000 USD goal

Flexible Funding

**CAMPAIGN CLOSED**

This campaign ended on September  
25, 2015

SELECT A PERK

\$3 USD



1633

υποστηρικτές

€40.290

Ο στόχος μας: 70.000 €



Η στήριξη σου είναι σημαντική για να  
ολοκληρωθεί αυτή η δράση.

Διάλεξε ποσό

Υποστήριξαν πρόσφατα

6 μήνες πριν

ΣΤΑΥΡΟΣ ΧΑΝΙΩΤΗΣ, Ελλάδα

6 μήνες πριν

Κωνσταντίνα Τσαγκάρη, Ελλάδα

6 μήνες πριν

Ασημίνα Αντωνοπούλου, Ελλάδα

6 μήνες πριν

ΑΚΡΙΒΗ ΠΟΒΑΝΟΥΔΑ, Ελλάδα

6 μήνες πριν

ΧΡΙΣΤΙΝΑ ΚΟΛΙΡΗ, Ελλάδα

α ζεστό σπιτικό.

τύ!

ορφανά ή κακοποιημένα, έχουν βρει ένα  
άνδρος". Κυρίως, έχουν βρει μια νέα  
η ζωή τους ξανά και τα εφόδια ώστε όταν



# How to speed up Systemic Change?



## Discussion Points

- Decentralized vs industrial scale RE
- Role of utilities
- 100% RE: local, national, regional or global?
- Political priorities

**GREENPEACE**