



## 2163 Municipalities addressed on PVS in BLOOM in Europe

*The PVs in Bloom project triggered over 19MW installed power of solar energy in Europe*

*Terrains of degraded conditions or security zones can be used of RES and provide solutions for European energetic independence without spoiling valuable soils*

[2163 municipalities](#) across Europe were directly or indirectly involved in the promotion of clean sun energy via the [PVs in Bloom Project](#), a **partnership-driven initiative** funded by Intelligent Energy Europe Programme, involving 3 countries from central parts of Europe and 3 from the South. “Added value offered by the project was pulling together different public bodies and private investors. [Various actors](#) were putting forces together and it turned out to be very helpful in obtaining concrete results”, concluded Erica Holland, coordinator representing the Lead Project Partner Unioncamere del Veneto, at the closing [conference held](#) in Budapest, 22<sup>nd</sup> September.

The irrational use of land resources for industrial, commercial and agricultural activities has lead in many countries to the abandonment of vast terrains in degraded conditions, evaluated [Mr Francesco Pareti](#), head of the Eurosportello del Veneto. These terrains represent an exceptional opportunity for the use of RES and solutions of European energetic independence.

As many countries experienced the so called solar boom marked by relevant investments, it was followed by a deep fall of the industry as some support mechanisms such as Feed-In-Tariffs (FIT) were considerably reduced. However as stated by Prof. Donato Bedin from Unioncamere del Veneto, the experience of some of the partners, especially in Greece, tells us that the energy from the sun is economically sustainable.

***Greece is the main country where the Project PVs in [BLOOM](#) achieves its sustainability: since the idea of building PVPPs on marginal areas was brought forth by the Project, it is now developing in Greece as a kind of investment that is feasible both financially and from the bureaucratic point of view. Greece represents therefore a promising market for investing in PVs on marginal areas in the next years.***

Important to its future development are not only FITs but mostly the sensitivity and considerable attention from government to support installation of photovoltaic plants.

According to latest data of EPIA the photovoltaic market of Europe represents 81% of the global share with 40GW, considering that the sun radiation of the earth in one year turned in electric energy, using currently available technology, overcomes the potential of all the other energy sources available. Between 2009 and 2010 the solar market grew by 132% and its future growth depends on adoption of a different scenario. One foresees continuation of FiTs aligned with PV systems prices. However a policy driven scenario relies on a strong political will and minimizing administrative barriers. Obviously policy driven scenario offers almost double as fast growth as the moderate scenario. A 36-51% decrease of cost to generate solar power could be achieved on average by 2020.

The lessons learnt and strategic approach applied could be expanded to countries representing a lot of possibilities and not yet experienced like Greece, Albania, Macedonia, Serbia or Turkey.

**PVs in Bloom Project Team - Italy, Slovakia, Greece, Spain, Austria, Poland**

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