

IEE Project: SolarCombi+

Description of work: WP2

- **WP1:** Management
- **WP2:** Market Analysis
- **WP3:** Virtual case studies
- **WP4:** Determination of standard applications & most promising markets
- **WP5:** Training on package solutions
- **WP6:** Dissemination and Communication
- **WP7:** Common dissemination activities

- WP1: Management
- **WP2: Market Analysis**
- **WP3: Virtual case studies**
- **WP4: Determination of standard applications & most promising markets**
- WP5: Training on package solutions
- WP6: Dissemination and Communication
- WP7: Common dissemination activities

WP2: Market Analysis

Duration 17 months: **M2-M18**

2 Distinct phases:

- **phase 1**: market research & analysis reports (3 different: small scale chillers, solar thermal applications, consumers attitudes) **(M2-M6)**
- **phase 2**: input from WP3 & WP4, in order to determine potential market share and goals of standard system configuration **(M16-M18)**

WP2: Market Analysis

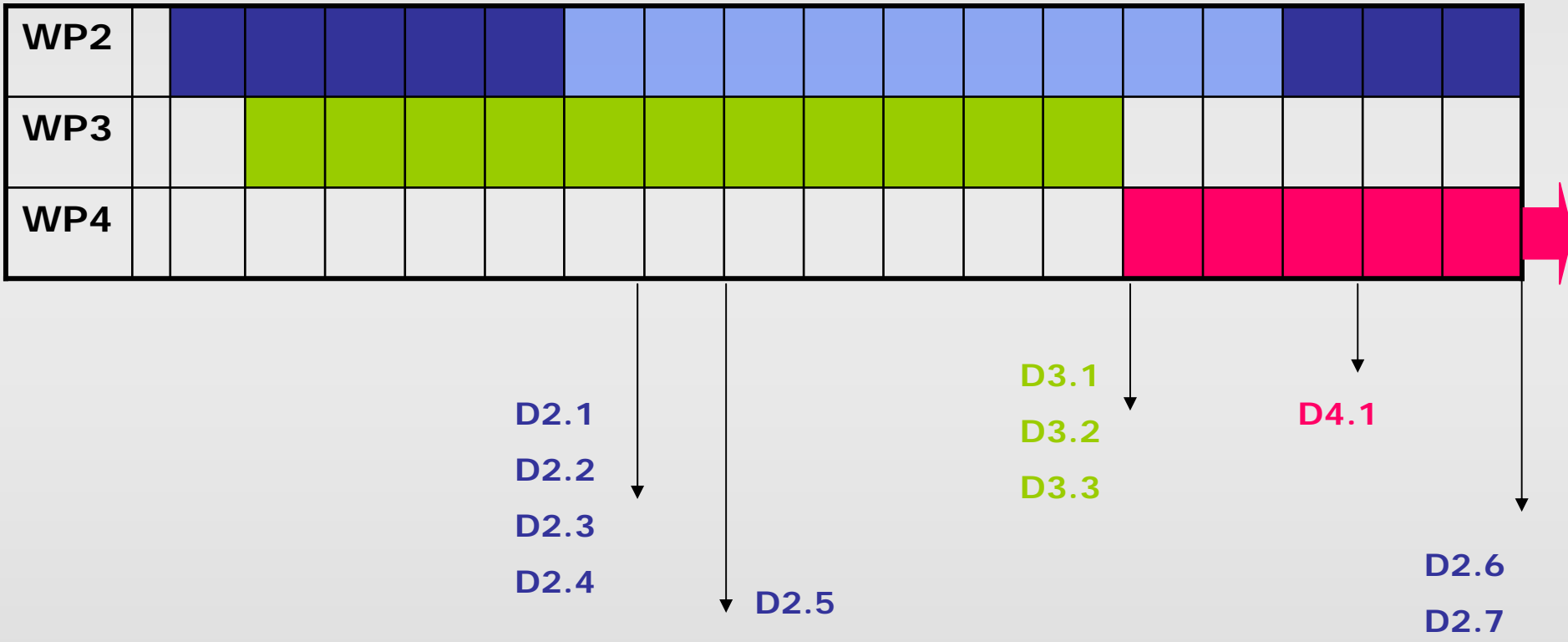
Tasks:

1. market research into small scale chillers
2. market research into solar thermal applications
3. market research into consumers
4. SWOT analysis of small scale combined solar heating & cooling systems
5. examination of potential market share and definition of goals

WP2: Market Analysis

Deliverables:

- **D2.1:** report on market situation & trends about small scale chillers (M7)
- **D2.2:** report on market situation & trends about relevant solar thermal applications (M7)
- **D2.3:** report on market potential and relevant consumers (M7)
- **D2.4:** report on specification of component costs (M7- CO)
- **D2.5:** summary document on the costs of the technology (M8)
- **D2.6:** SWOT analysis for solarcombi+ (M18)
- **D2.7:** report on market share of small scale solarcombi+ (M18)



WP2: Market Analysis

Outcome:

- knowledge of market situation (chillers & solar thermal), identification of strengths, weaknesses, opportunities and threats and definition of goals in respect to the potential market share
- market research into consumers will finally provide tailored solutions (outcomes of WP3 & WP4) with high market acceptability

No	Partner	Contribution	Tasks	Hours
1	EURAC	Input from Italy	1,2	84
2	CRES	WP Leader, input from Greece & SOLAIR project	all	620
3	ISE	coordination with WP3 synergies		24
4	AEE INTEC	Input from Austria & IEA Task38	1,2,3	220
5	UNIBG	Participation and Italian contribution		24
6	TECSOL	Input from France & ROCOCO project	1,2,4,5	220
7	IKERLAN	Input from Spain	1,2	84
8	ROTARTICA	Collaboration in phase2	4,5	104
9	CW	Input from Sweden, collaboration in phase 2	1,2,4,5	300
10	SorTech	Input from Germany, collaboration in phase 2	1,2,4,5	300
11	SOLution	Input from Austria, collaboration in phase 2	2,4,5	50
12	SK	Input from Germany, collaboration in phase 2	2,4,5	200

3 distinct groups of contribution:

- Partners with input from previous projects and national reports
- Industrial partners with input on market, technology & cost
- Partners performing analysis of the collected data

WP2 acts in conjunction with deliverables from others WPs (WP3 & WP4)

Tasks 1,2,3:

- Input from previous projects (SOLAIR, ROCOCO, CLIMASOL), IEA Tasks,
- National surveys especially for solar thermal
- questionnaire for small scale chillers, input from companies
- Eurobarometer for consumers, market & trends
- Consumers attitudes also from questionnaire given to the professional group (installers, retailers)

Questionnaire for chillers must be structured in order to deliver both **qualitative** and **quantitative** analysis of the market



- Number
- Share/Households
- Type of Use
- Power
- Type (COP)
- Fuel
- Distribution of cost system
- Barriers
- Incentives (fiscal)
- List of stakeholders
- Grid issues if any

Define from WP3 what kind of input is needed to perform the virtual case studies

In **phase1** it is also scheduled to be performed an analytical component cost analysis for the different solarcombi+ system elements

D2.4 (CO) : Identification of all different elements/components for solarcombi+ system, it will act as input for WP3 & WP4

(describe if exist different configurations and perform cost analysis /component & /system)

Input to come from the industrial partners

For **D2.6 & D2.7** it would be useful to measure the consumers reaction for solarcombi+ system.

Idea of having a questionnaire in chillers & solar thermal retail shops could perform (based on a proposed system, resulted from **D4.1**)

The period to do that should be on the market peak (April - July) but this is M8-M10 and D4.1 will not be yet completed

- **Allocate type of data collection among partners**
- **Develop questionnaire for small scale chillers (for companies)**
- **Develop questionnaire for consumers (for professionals)**
- **Gather system & component cost (from companies)**