Building a Strong Market for Solar Thermal

→ Can We Get it Right Already?!
Two-step Plan

1. Clean up the Minnesota attitude
   - Acknowledge some wrong turns

2. Address all needs of a market
   - Follow a recipe that works
Do Three Wrong Turns Make it Right?

- Space heating mismatch
- Selling a stairway to heaven
- The overselling debacle
Space-heating Mismatch

Therms

Monthly Solar Gain

Monthly Heating Load
Yes We Do!
Even the President?
**Ingredients**
1 jar of Sweet Basil Classico Sauce
1 jar of Alfredo Classico Sauce
1 lb of cooked, ground Italian Sausage
3-4 leaves of fresh chopped basil
1/4 cup of cream or half & half
1 cup of shredded Parmesan Cheese

**Instructions**
In a large skillet saute Italian Sausage.
Drain the excess out of the pan.
Pour both jars of sauce in the same pan.
Add cream, stir & simmer.
Add shredded Parmesan cheese.
Add your fresh basil and mix together.
Reduce your heat & allow to simmer together for about 30 minutes
My Recipe for Success

1. Create a base of educated consumers
2. Build trust in the marketplace
3. Promote simple applications first
4. Make financing easily available
5. Develop a cadre of trained professionals
6. Make monitoring fun and relevant
Do them solar panels on your roof really work?
Am I Missing Something?
GOOD DEAL
Plummeting Cost of Solar PV
(Cost Per Watt in 2009 Dollars)

Source Data: DOE NREL Solar Technologies Market Report, Jan 2010
Principles for ST to Live By

- Get really good at the simple applications
- Don’t base the market for ST on how it competes with natural gas!
- How can ST effectively help reduce CO$_2$ emissions?
AFC First – A National Leader in Home Energy Efficiency Lending and Programs

- We provide loans in all 50 states with “flagship” programs including:
  - AFC First’s National EnergyLoan ®
  - National Power Saver Loan Program
  - Pennsylvania’s Keystone Home Energy Loan Program
  - Connecticut’s Solar Leasing Program
  - Kentucky Home Performance Financing
  - Greater Cincinnati Energy Alliance
  - AlabamaWISE
  - Richmond Regional Energy Alliance
  - Efficiency Maine’s PACE and PowerSaver programs
  - Energize Delaware Financing
  - Illinois On-Bill Energy Loan
  - Connecticut On-Bill Energy Loan
  - Hawaii On-Bill Energy Loan
Engaged Contractors and Well-Designed Financing Programs Drive Residential Energy Efficiency

- In the current “Perfect Storm” of Energy Cost crunch and Credit Contraction, consumers and contractors more than ever need simple financing options to make energy improvements.

- 70% of all Home Improvements up to $15,000 are financed in one way or another, 90% of improvements greater than $15,000 are financed.

- Contractors drive most of this demand.

- Rebates and tax credits are great – but where does the rest of the money come from?

- Keep it simple for contractor and consumer – the goal is work performed and energy savings, not the number of audits conducted.
We Need Friends in High Places

- Clean Energy Jobs Campaign
- Fresh Energy
- Environment Minnesota
- Sierra Club
- Izaac Walton League
- IBEW
- Larkin & Hoffman
Thanks for listening!

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