

How to make the Austrian PV industry more competitive

Tatjana Rössler

Postgraduate Program: Renewable Energy in CEE

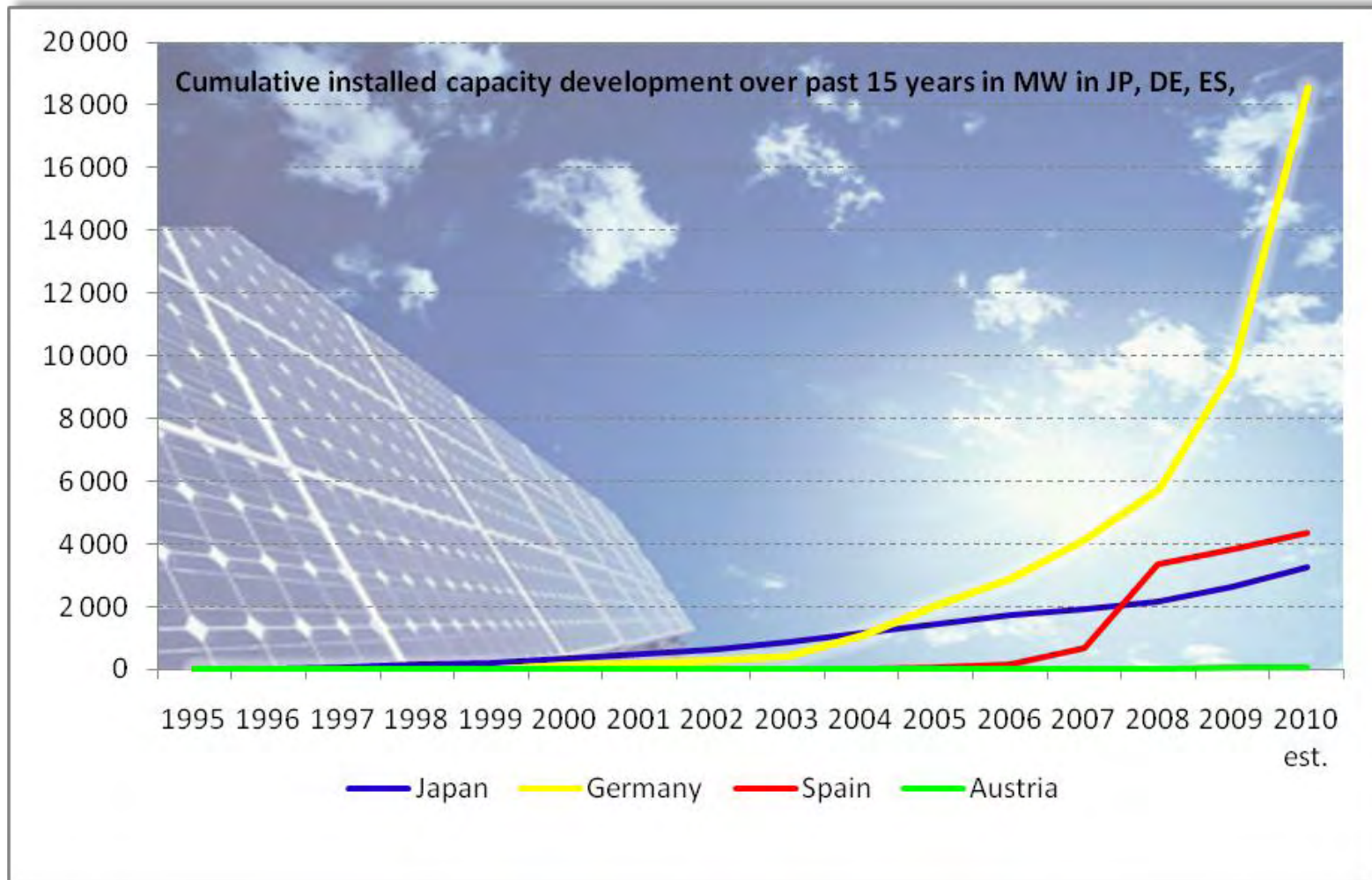


- Technologies: Biomass, Solar Energy (Heating and PV), Geothermal, Wind and Small Hydro Power
- Efficient Energy Use and Thermal Building Optimization
- Economic Basics
- General Legal and Economic frameworks
- Management and Soft skills
- Perspectives of the use of Renewable Energy

Master Thesis: Core questions

- How can the Austrian PV industry increase it's competitiveness on global scale ?

Comparison: Japan, Germany, Spain and Austria



Recommendations to Austrian Stakeholders

- Establish a sustainable FIT in the style of the German EEG without a cap but a degeneration rate
- Increase PV R&D efforts significantly
- Expand international networking
- Raise awareness for PV among decision makers, politicians, companies, utilities, architects, building industry, customers, etc.
- Form attitude of potential customers in the residential sector to be proud of an own PV installation on their roof or façade.
- Implement model of direct consumption bonus in order to demonstrate economic benefits.
- Use time-of-use electricity billing and net metering
- Ensure simple administrative procedures
- Offer supplemental financial support systems: soft loans, direct subsidies, tax incentives, etc.
- Consider PV in the building law: new houses with PV installations on the roof or façade only
- Ensure availability of skilled workforce from installers to PhD level by investing in education.