



The Photovoltaics NRW marketing campaign

The Photovoltaics Network NRW has approximately 900 members at present who profit from up-to-date information, trend-setting events and targeted networking and public relations.

Become a member free of charge in the Photovoltaics Network NRW. Just register at:

www.energieagentur.nrw.de/netzwerk-pv

Imprint

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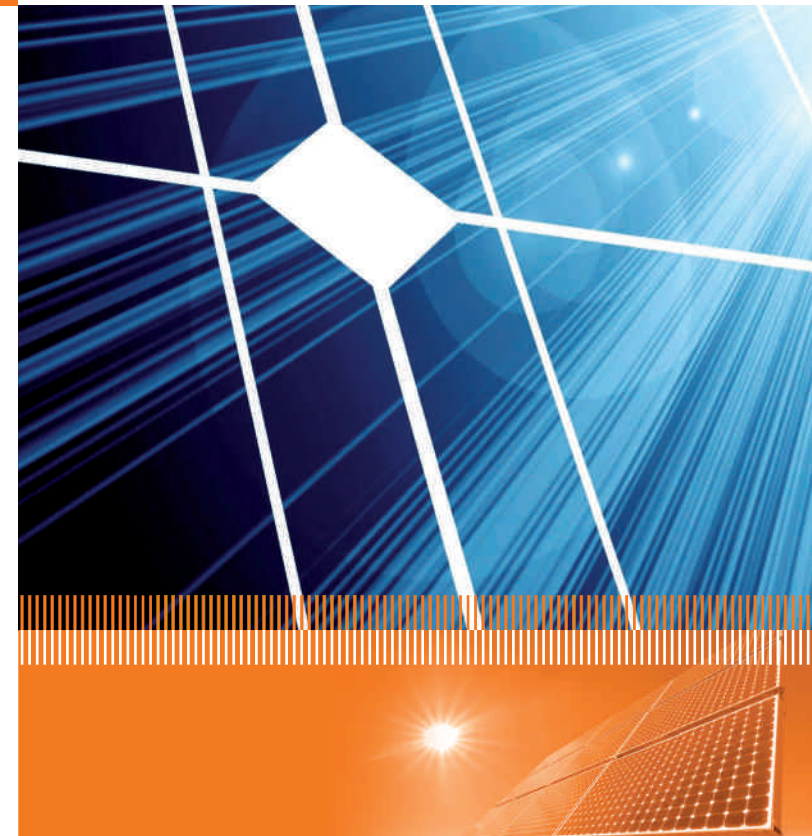
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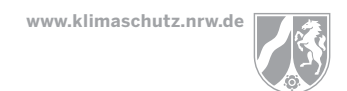
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Photovoltaics Network NRW



The Photovoltaics Network

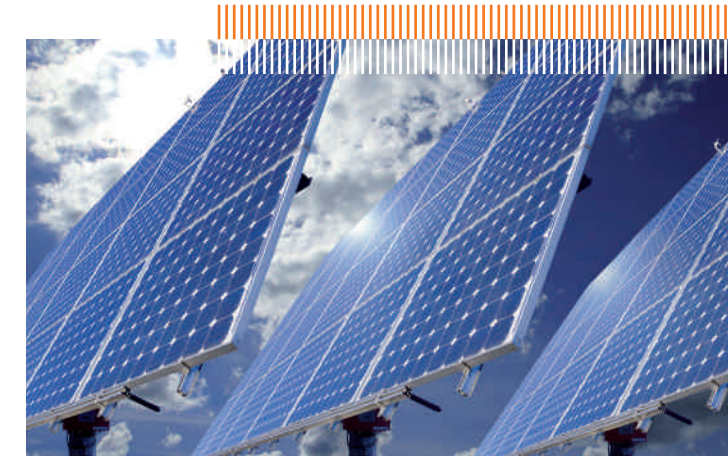
The Photovoltaics Network, organised by the Energie-Agentur.NRW (EnergyAgency.NRW), provides a framework for information and knowledge transfer in the NRW photovoltaics sector. The Network is an operative platform for the PV industry where specialists can exchange views and experience relating to specific topic areas and potential solutions. The Network stands for exchange, expertise, sector orientation and innovation, and it provides major ideas for the future orientation of the photovoltaics industry.

The aims

The Photovoltaics Network has set itself the target of developing North Rhine-Westphalia into a solar region and of intensifying the collaboration between the principal players along the entire value chain.

The main tasks of the Photovoltaics Network including bringing together the North Rhine-Westphalian players and activities in the photovoltaic field, while at the same time invigorating co-operations and the exchange of information along the entire value chain. Furthermore the Network pursues the following goals:

- vigorously promoting the transfer of expertise and information between science, industry and politics
- initiating and accompanying joint research, development and implementation projects in the field of photovoltaics and whenever possible integrating the adjacent technologies
- intensifying public relations by providing a photovoltaics marketing campaign
- organising joint events with Network partners to educate the market
- creating platforms for joint discussions on the issues arising in the sector
- supporting North Rhine-Westphalian companies to help them maintain their competitiveness
- increasing the market share of photovoltaics in North Rhine-Westphalia
- creating and safeguarding jobs



Sample Project of the Photovoltaics Network NRW

The Photovoltaics NRW marketing campaign

The marketing campaign entitled „Photovoltaics NRW – Solar Power for North Rhine-Westphalia“ is a service available to photovoltaic companies from North Rhine-Westphalia, their suppliers and scientific institutions in the state. The campaign supports its members with targeted press and public relation work. Among other things, this is done in the form of a joint internet presence, by means of events and through media work.

The campaign provides information on photovoltaics as a climate-friendly power generation alternative and introduces photovoltaic providers in the region to interested consumers. The Ministry of Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the state of North Rhine-Westphalia bears 50 per cent of the funding, and the other half comes from members' contributions. The campaign supports North Rhine-Westphalian companies in the photovoltaics industry in maintaining competitiveness and wishes in this way to help safeguard and create future-proof jobs in this field of innovation.

