



European  
Solar  
Thermal  
Industry  
Federation

Brussels, 7 March 2016

Dear colleague,

As the European Solar Thermal Industry Federation (ESTIF), we represent the interests of the European solar thermal sector and we are fully committed to promote the uptake of the solar thermal technology in domestic, commercial and industrial applications. We are working extremely hard to enlighten different stakeholders about the technology's potential to contribute towards achieving the EU energy targets and ensure that the right policy framework is in place, to promote awareness raising about solar thermal and other relevant measures are put in place to foster the sector continuous growth.

Here are some examples of ESTIF's main priorities:

- **Raise policy-makers' awareness about renewable heating and cooling:**

The focus of ESTIF's political activity has been to make the European Institutions aware of the need to remain on track in order to achieve their 2020 targets, namely by making use of solar thermal solutions. ESTIF has ensured the visibility of our sector with the European commission and their proposals take into account also the views from our sector. This year, the European institutions will discuss legislation very relevant for our sector, namely the Directives on the Energy performance of buildings, on Energy Efficiency and Renewable Energy Sources. ESTIF has been strongly engaged in these discussions and will continue, as the outcome of this work might be a game-changer for our sector.

- **Influence the energy labelling and eco-design process:**

ESTIF has been involved in the development of the Package Label within the Energy Labelling regulations. Without ESTIF's contribution and its lobbying efforts in Brussels, the outcome could have been much harsher for solar thermal. As usual, there's much more to do and ESTIF is working both on the implementation and on the promotion of conditions, either via the revision of Lot 1 and Lot2 and the improvement of the reference standards, so that the energy label can be more advantageous for our sector.



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- **Develop a common voice for the solar thermal sector:**

The energy sector is extremely competitive. Solar thermal is a small part of it today, but is still quite relevant in terms of job and value creation, and has a big untapped potential. The main achievements in our sector over the years were done within or with ESTIF. This common voice is vital to ensure that policy makers fully understand all the issues at stake and give the renewable heating sector the attention, efforts and resources it deserves. And building this common voice means that the main players in our sector are face to face discussing what is better for our sector, what can better serve the common interest.

In spite of its dimension comparing to other competing technologies, solar thermal can have a relevant voice if working strongly together. Becoming ESTIF member is not only about the advantages that ESTIF services to members provide, even if those are also valuable for a company in our sector. Becoming ESTIF member is being part of the solution, is adding your views, your voice to the rest of the industry. It means contributing with your experiences, your expertise and additional resources to the work being done by our team in Brussels.

This is the moment to join! As such, and to encourage you, we have launched a membership recruitment campaign in ESTIF. We want you to experiment the importance of being a member, hence we provide the opportunity to join now ESTIF paying only half-year membership fee. In case you are not convinced, you can resign until end of September 2016. For more information please contact our Secretary General, Pedro Dias: [pedro.dias@estif.org](mailto:pedro.dias@estif.org).

It is time. Join ESTIF! Join other relevant players in making the difference for our sector!

Sunny Regards,

Robin M. Welling  
ESTIF President