



SOLAR HEATING & COOLING PROGRAMME
INTERNATIONAL ENERGY AGENCY

Information Center Report

Tomas Olejniczak
92nd ExCo Meeting, Cape Town, December 2022

Why An Information Center Committee?

Purpose. Oversee the TCP's information dissemination activities with the goal of increasing the TCP's visibility and, in turn, the visibility solar heating and cooling.

Current members. Tomas Olejniczak (chair), Ken Guthrie, Kerstin Krüger, Michaela Meir, He Tao.
Advisors: Randy Martin and Bärbel Epp.

A little history.

- In 2009, ExCo recognized TCP's need for a more centralized way to disseminate our work so started the Information and Marketing Group. The name changed in 2010, but purpose remains the same.
- From mid-2011 – 2013, ExCo contracted with Uwe Trenkner to support the Information Center and take on specific tasks.
- Starting in 2014, information activities were divided between
 - Randy Martin: website
 - Bärbel Epp: monthly IEA SHC news articles for the solarthermalworld.org and IEA SHC websites
 - Pam Murphy: Solar Update, Annual Report, monthly member e-News, press releases, social media posts, etc.

Planning for 2023

To better focus our information activities the Information Center Committee has prepared a Work Plan (Appendix 2 in report)

Specific activities divided by 1st and 2nd priority

By Activity	2023				Lead
	Q1	Q2	Q3	Q4	
RECOMMENDED 1st PRIORITY					
Solar Heat Worldwide (in 2023 budget) announcement - press release, social media, Member and partner news sources Key messages		x x			Pam Murphy w/ Werner Weiss
Solar Update (biannual Programme newsletter) (in 2023 budget) Prepare and disseminate		x		x	Pam Murphy
solarthermalworld (in 2023 budget) SHC TCP articles press campaign for Solar Heat Worldwide SHC social media promotion	x x	x x	x x	x x	Barbel Epp
Solar Academy (in 2023 budget) webinars trainings (2-4)	x	x	x	x	Werner Weiss
Website (in 2023 budget)					Randy Martin
Country Reports (in 2023 budget) Update (reminders, text review, diagrams)			x	x	Pam Murphy
Technology Position Papers Prepare press release / key message (include 2-3 different focus points to make relevant for different regions)	x			x	
Fact Sheets/Infographics e.g., ST and HPs - how can work together, for which uses and why e.g., ST and Geothermal / Biomass / other heating technologies - how can work together, for which uses and why e.g., as the world electrifies what does that mean for ST / why ST is still needed					
RECOMMENDED 2nd PRIORITY					
SHC TCP Communication Activity Proposals Promote 2022 SDH deliverable Prepare 2023 request for proposals (set clear selection criteria)	x x				Pam Murphy
Communications Packet Task logos General PPT TCP poster TCP overview -flyer/brochure	x x x x				Pam Murphy
Speakers Directory (in 2023 budget) Promote (additional speakers and requests for speakers)	x	x	x	x	Pam Murphy
Key Messages on Solar Heating and Cooling Develop 4-6 key messages relevant for a range of regions					
SHC TCP Brochure Focus: 400M dwellings goal, key messages, our work, ... based on contribution to Technology and innovation pathways for zero-carbon-ready buildings by 2030					
Fact Sheets/Infographics e.g., ST and HPs - how can work together, for which uses and why e.g., ST and Geothermal / Biomass / other heating technologies - how can work together, for which uses and why e.g., as the world electrifies what does that mean for ST / why ST is still needed					
"Champion" country highlight Highlight technology, policy or awareness raising succes		x		x	
Op Ed Series for SHC website, etc Invite members, TMs/experts, others to write, e.g., ErgSol Sponsor (small company working to promote ST)	x			x	
Social Media Develop social media strategy Update/extend Wikipedia page - https://en.wikipedia.org/wiki/IEA_Solar_Heating_and_Cooling_Programme Consider adding to: - https://en.wikipedia.org/wiki/Solar_thermal_energy - https://en.wikipedia.org/wiki/Solar_air_heat	x x				Pam Murphy
Global Solar Certification Network & Heat Exchangers collaboration GSCN Solar Academy webinar (March 2023) Contributions to Solar Update and Member e-News SHC Info Sheet on GSCN	x	x		x	Pam Murphy
Events ISES Solar World Congress 2023 - October, India IEA SHC presence at the conference				x	Pam Murphy
Member e-News (internal newsletter) (in 2023 budget)	x	x	x	x	Pam Murphy

Recommended Actions

1. Proposed Information Center Activities for 2023

Potential activities that **could be funded** (Appendix 2 in report):

- **Technology Position Paper press releases** with key messages (2-3 different focus points relevant to different regions)
- **Fact Sheets/Infographics** 1-3 topics (e.g., As the world electrifies, why is ST still needed? How can ST, geothermal, biomass and other heating technologies work together (for which uses and why)?, ST and heat pumps)
- **Key messages on solar heating and cooling** relevant for a range of regions
- **SHC TCP brochure on 400M dwellings** using solar goal by 2030 (TCP's contribution to Technology and Innovation Pathways for Zero-carbon-ready Buildings by 2030, <https://www.iea.org/reports/technology-and-innovation-pathways-for-zero-carbon-ready-buildings-by-2030>)
- **“Champion” country** 1-2 articles highlighting a country that is leading the way , a “champion” of solar heating and cooling
- **Round 2 for a targeted SHC TCP communication activity** selection done through an RFP with clear selection criteria
- **Communications Packet**, graphic designer for TCP flyer/brochure

Recommendations for the ExCo:

1. Approve the USD 10,000 in the 2023 budget line item “Communication activities.”
2. Agree to give the Information Center Committee the authority to initiate activities in the 2023 Information Center Work Plan

Recommended Actions (cont'd)

2. Proposed Collaboration with Global Solar Certification Network (GSCN) & Heat Changers

Proposed activities that would **need funding** (Appendix 1 in report):

- **GSCN.** IEA SHC becomes a supporting member. Cost 75 € / year
- **Heat Changers.** Financial support for publication on Marketing in the Solar Heating and Cooling Sector

Recommendations for the ExCo:

1. **GSCN.** Agree to partner starting in 2023. Support the collaborative activities that **do not** require funding.
2. **Heat Changers.** Agree to partner starting in 2023. Support proposed information-sharing activities that **do not** require funding.

Looking for volunteers for:

- Podcast. 3-5 minute interview – February 2023, (ExCo, TM, Task expert; 1 female/1 male)
<https://heatchangers.podbean.com/>
 - Volunteers to date: Kerstin Krüger
 - Spotlight. 30-45 minute interview (ExCo, TM, Task expert; 1 female /1 male)
3. **Information Center Committee.** Discuss and propose recommendations for June 2023 ExCo Meeting:
 - EuroSun 2024 (e.g., presentation, workshop, booth, etc.) – Heat Changers and/or GSCN
 - Financial support for a publication on Marketing in the Solar Heating and Cooling Sector – Heat Changers
 - Join as a supporting member – GSCN

Updates Since Last ExCo Meeting

Country Reports

2022 Country Reports updates due now. Reports done – ★ Austria, Denmark, France, Portugal ★

Technology Position Papers

- Task 59: Renovating Historic Buildings Towards Zero Energy – **will not be completed**
- Task 58: Material and Component Development for Thermal Energy Storage – **overdue**
- Task 61: Integrated Solutions for Daylight and Electric Lighting – **done**
 - approved by the Task Publication Review Committee
 - sent to the full ExCo for review and comments (not approval)
- Papers due 2023
 - Task 63: July 2023 Task 64: September 2023

2022 SHC TCP Communication Activity

June 2022 ExCo approved *Promoting SDH among multiplier organizations/networks* will be presented by Bärbel Epp under Agenda Item 3.3.

Updates Since Last ExCo Meeting (cont'd)

EuroSun 2022

*Dedicated location for our Task and TCP posters, SHC banners and SHC table, *9 ExCo Members attended, *6 Task Managers participated plus many Task experts, and *6 Task meetings

Solar Superstars Speaker Directory

- 27 approved speakers, under Resources tab on website
- Please share link with those working in SHC fields <https://www.surveymonkey.com/r/SolarSuperstars> & submit your name

Press Releases – 4

LinkedIn – 1,033 members, 126 increase

Twitter – 1,148 followers, 76 increase

Top reports downloaded by DOI – Task 61: Solutions for Daylighting and Electric Lighting (C2.1, C2.2) Task 46: Solar Resource Assessment and Forecasting (Handbook),

Task 60: Application of PVT Collectors (D4)