

Case Studies



Case 11:

222 solar roofs for Basel

In the Kanton Basel already for a long time the authorities ask for special taxes on electricity. With this money solar and other installations with renewable energy are subsidized with 40% of the total costs. Under the organisation of the municipal Industrial Works of Basel (IWB) the project was established and successfully proceeded. All organisational a planning work was done by the IWB representative. There was not only a single product included in the project. From standardised installations to self-built plants every solar technique was included. A very essential point was the part of the professionals for installation. Only prequalified professionals could work within the project. Special training and reference Installations were required to get the qualification. All installations of the project were commissioned by the IWB to guarantee the good functioning of the installation.

Conclusions:

- Well defined technical solutions
- Good promotion with a already known partner (here IWB)
- Experienced expert doing the consultancy work with "heart blood"
- Definite offers with a fixed price including all individual specialities
- Guarantee of function and results

CASE STUDY 11

222 Solar Roofs for Basel

Title: 222 solar roofs

Location: Basel, Switzerland

Time period: 1 plus 1 year, starting date: April 1997, end date: December 1998

1 Short description of the project:

In the Kanton Basel already for a long time the authorities ask for special taxes on electricity. With this money solar and other installations with renewable energy are subsidized with 40% of the

total costs. Under the organisation of the municipal Industrial Works of Basel (IWB) the project was established and successfully proceeded. All organizational planning work was done by the IWB representative. There was not only a single product included in the project. From standardized installations to self-built systems every solar technique was included. A very essential point was the part of the professionals for installation. Only prequalified professionals could work within the project. Special training and reference Installations were required to get the qualification. All Installations of the project were commissioned by the IWB to guarantee the good functioning of the installation.



Participants:		Role:
IWB	Industrial Works Basel	Initiator and Consultant
Municipality	Construction Department	Subsidies

Time Schedule:	Action
April 1997	Start of project 100 solar roofs for Basel
18-12-1997	Installation of Plant 100
January 1998	Start of additional phase
December 1999	237 Solar systems built and working plus 64 Boilers replaced

2 Project goals

General objectives:

- Give a signal for use of solar power

Specific objectives:

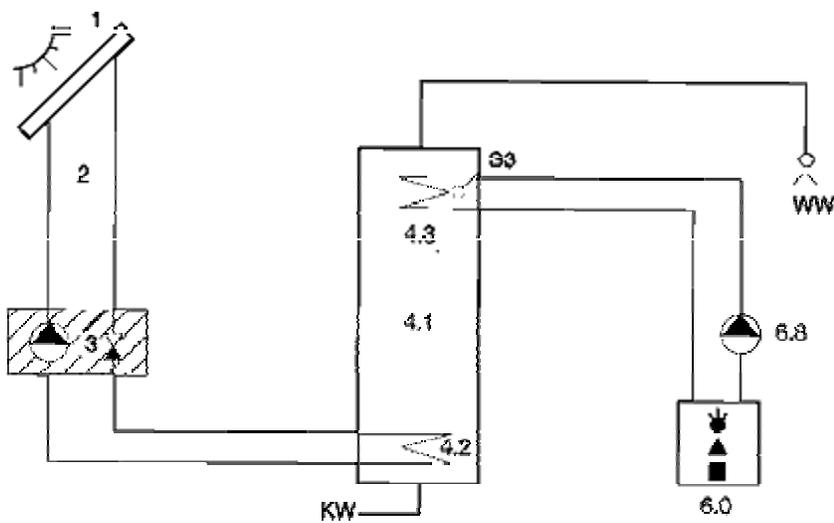
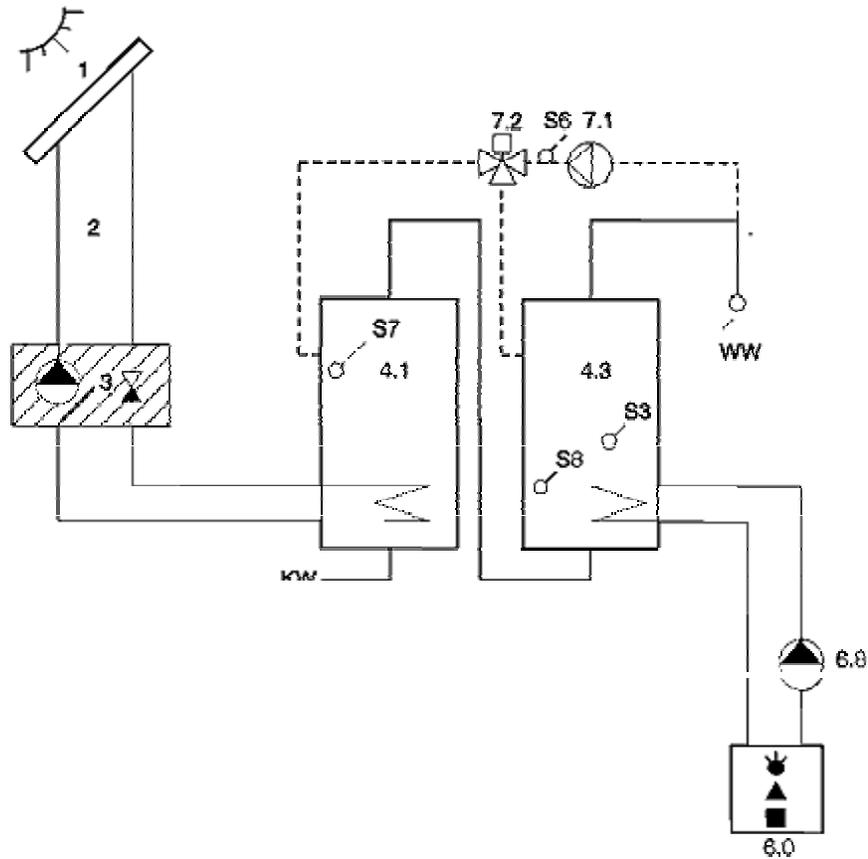
- Establish the IWB as a main energy supplier

Targets:

- 100 solar roofs for Basel

3 Design characteristics

No special design was used within this project. Collectors used had to have a accepted quality certificate of an approved test lab.



SDHW preheating system and SDHW standard system (below)

4 Financial characteristics

For the Standard Solar Plant for SFH a more or less fixed price could be given to the customers. Though no tender for the whole project was called for. Every single project had to have a fixed price before the

contract was signed. The individual final offer for the interested customer was worked out by the approved installer and controlled by the Engineer in charge of the IWB. The plea for subsidies was done although by the IWB in favour of the client. All installations were subsidized in the same way, as it is available to everybody in Basel, not just those within the framework of the project. Every installation got the 40 % from Basel and more or less 10 % from the national government (500 sFr per Plant plus 90 sFr per sqm of flat plate Collector).

5 Sales promotion

Promotion for the project has been done within the regular publicity activities of the IWB in newspapers and IWB direct customer information. An additional publicity campaign was launched by the IWB in different local papers. In public presentations the interested people were directly informed and instructed.

6 Ownership and responsibilities

The Solar Installations are owned by the private house owners. The IWB as a general consultant helped to ready the project but are not in any manner owner of the installations. After commissioning the owner is responsible of his plant. Usual guarantees according our laws are given.

7 Results

The project was very successful. After only 8 months the goal of 100 systems was reached. Due to the good impact the project got an extension of one year. After the additional year 237 systems were in function. As a follow up program the whole action was transferred to the trade associates. The result is disillusioning. After one year only a few additional installations were realized and not even recorded.

For a project to proceed, it seems essential that a person be designated to look for projects and do a good job. As soon as the association - without individual interest - took over, the drive was lost. From the results of this project we can postulate that the following points are important:

- Well defined technical solutions
- Good promotion with a already known partner (here IWB)
- Experienced expert doing the consultancy work with "heart blood"
- Definite offers with a fixed price including all individual specialties
- Guarantee of function and results