Solar Academy Webinar

SOLERGY – A new international label for high quality solar thermal products

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The Solar Heating Initiative consists of companies and organisations that jointly strengthen the perception of solar thermal energy in the public sphere. Voluntary, independent and by conviction.

- Stefan Abrecht
  Technical Advice and Lobbying

- Marisol Oropeza
  Marketing and Public Relations
It has created the **SOLERGY label** for Europe, North America, Oceania, and Asia together with DIN CERTCO (Germany).

It gathers the most relevant solar heat **certification schemes** worldwide.
HIGH QUALITY SOLAR THERMAL COLLECTORS ARE A KEY FACTOR FOR INCREASING THE SHARE OF SOLAR HEAT WORLDWIDE.

- **GSCN**: brings together collector certification schemes, certification bodies, test labs and collector manufacturers from all over the world.

- **SHI**: develops the international marketing strategy for the SOLERGY Label.
Together, we want to

- show how much solar collectors can contribute to a CO$_2$-free heat supply in different locations and at different temperature levels.

- do that taking existing collector certification schemes acknowledged by the GSCN as basis.
What does the label tell me?

Three questions, three answers.

What is the label for?
It is a decision-making tool for the selection of a Solar Thermal or PV-Thermal collector in different locations.

What does the label tell me?
How well the solar irradiation is used. The higher the rating of the collector, the higher the yield per area. This also means that the available area is used much more efficiently.

Why a collector label?
Because it makes the contribution of solar collectors to a cleaner and independent heat supply more visible.
How does **SOLERGY** work?

**SOLERGY label**  
of the collector

Displays information relevant for marketing purposes

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**SOLERGY registration**  
Collector output data sheet  
(one per collector certificate)

Information publicly available to increase transparency

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**Valid collector certificate**  
Only certification schemes acknowledged by the GSCN

Requirement to apply for the SOLERGY label registration
Similar approach to classical product certification

Classical product certifications such as Solar KEYMARK, RSCC, Watermark, etc.

Example: Solar KEYMARK for Europe
SOLERGY label - Status

Europe
In the market since September 2016
- Collector certification scheme: Solar KEYMARK
- Certification body: DIN CERTCO

Facts:
- 24 companies have applied for the label
- 53 registrations have been processed
- 170 labels have been issued

North and Central America
To be launched in 2022
- Collector certification scheme: SRCC
- Certification body: SRCC

Asia and Oceania
Coming soon
Who can apply for SOLERGY?

Manufacturers with own brand

Collector manufacturing companies that sell the collectors with their own brand.

OEM manufacturers

Collector manufacturing companies that don’t sell with their own brand to end-costumer market but sell the collectors to third companies only (B2B).

OEM customers

Companies that don’t have an in-house collector production, buy from OEM manufacturers and sell the collectors with their own brand.

Requirements:

• Valid collector certificate Solar KEYMARK, SRCC, Watermark, etc.

• Collector test report (e.g. ISO 9806) and data sheet

• GSCN Membership
Example

- 1 collector with 2 subtypes certified in Europe (Solar KEYMARK)
- This collector shall be certified additionally in the USA
- The manufacturer has a quality management system

2 collector certificates

2 SOLERGY registrations for Europe and North America

4 SOLERGY labels for Europe and North America (2 collectors and 2 subtypes)
Join and **enjoy!**

### Year 1

**Registration fee**

- SOLERGY collector output data sheet
- SOLERGY labels for each collector subtype (optional for OEM manufacturers)
  
  Valid during validity of the collector certificate

### Year 2, 3, 4,....

**Annual licence fee**

- Right to use the labels
- Membership of GSCN and SHI

<table>
<thead>
<tr>
<th>Year</th>
<th>1. Manufacturer with own brand</th>
<th>2. OEM Manufacturer</th>
<th>3. OEM Customer</th>
<th>All of the above</th>
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<tbody>
<tr>
<td></td>
<td>✓ Launch discount for the first registration</td>
<td>✓</td>
<td>✓ OEM customer first registration discount (if the supplier has a SOLERGY label registration)</td>
<td>✓ Continental discount</td>
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<tr>
<td></td>
<td>Per continent with labels</td>
<td>Per continent without labels (optional for OEM Manufacturers)</td>
<td>Per continent with label</td>
<td>GSCN welcomes SOLERGY: free GSCN membership for one year for registered SOLERGY companies</td>
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GSCN and **SOLERGY** bridge the gap!

- Companies from countries with **no** established national or regional collector **certification** that have a collector certificate from a foreign country or region can apply for the SOLERGY label of its continent and use it in its country.

  - e.g. a Mexican manufacturer with a **Solar KEYMARK** or **SRCC certificate** can get the SOLERGY label for **North America** and use it in **Mexico**.

- Potentially, **SOLERGY** can be seen as a uniform basis for subsidies.

- Additionally, it can be acknowledged as part of the eligibility criteria of solar obligation programs.
Be part of …

- the global community for solar heat
- the alliance that stands for quality, confidence and transparency
- the movement for a higher share of solar heat in the global heating market