Creating a national BIPV ecosystem in the Netherlands

Arthur de Vries
BIPV Nederland

Accelerator for developing a booming market for (smart and aesthetic) integration of solar energy in buildings

-0-

Cooperation between experts from BIPV and the building sector
Main focus area’s

1. Market development

2. Business services for our participants

3. Representation of Interest
WHY ? ... BECAUSE THIS HAS TO STOP !!
... We have plenty of smart and aesthetic BIPV solutions
How it all started

• Roadmap ‘Building of the Dutch BIPV ecosystem’

• Consortium of 18 BIPV providers, consultants and knowledge institutions

• Smart and aesthetic integration of solar energy in buildings

• Shift from individual BIPV products to coherent total solutions for innovating sustainable buildings

• Closer cooperation between BIPV and building sector
Building the Ecosystem

Sustainable building
- Architects
- Energy Consultants
- Project Developers
- Contractors
- Installers
- Designers

Building materials
- Suppliers
- Wholesale

BIPV front runners
- BIPV Experts
- BIPV Producers
- Knowledge Institutions

Policies
- Regulatory authorities
- Municipalities

- Building materials
- Sustainable building
- Policies
Working groups take on important BIPV issues:

- Joint marketing
- Demonstration projects (Living Labs)
- Development
- Certification of BIPV products
- Human Capital Agenda / Education
- Sector development

BIPV Nederland coordinates the overall project planning
Results so far include:

- Marketing Plan
- Demonstration projects with variety of BIPV products
- Overview of requirements for certifying BIPV roofs
- BIPV demo-stand on Energiebeurs / Energy Expo 2017
- BIPV demo-stand on Gevelbeurs / Façade Expo 2018
- Workshops on BIPV with architects
- Joint workshop in cooperation with PVopMaat
- Marcom pilots (advertisement)

- Website: [www.bipvederland.nl](http://www.bipvederland.nl)
- LinkedIn page
Façade Expo 2018 - BIPV Nederland demo-stand
Energy Expo - BIPV Nederland demo-stand
BIPV Nederland mini-seminars
Joint BIPV workshop with PVopMAAT
Pilot with advertisement

Edition on sustainability of national newspaper

Advertisement showing 4 BIPV systems

Increase in views on websites

Leads for building projects with solar

Several BIPV systems were sold
Workshops ‘Architects embracing BIPV’

WHERE CAN WE SEE IT ??

Grey with thin stripes on it?
I mean a lighter shade of grey
But it should not look like a solar module

How to include BIPV in my creative design?
Learned from events

- Show & Tell
- Show & Tell
- Show & Tell
- Impressed about what is already available
- Looking for solutions for façades
- Flexibility: this is great but ...
- Facts
- Risks

Interaction between experts in BIPV ecosystem and demonstration of real projects make the difference
More to come

➢ Workshop on BIPV for building companies
➢ More BIPV workshops for architects
➢ Workshop on BIM and other design tools for BIPV
➢ BIPV demo-stand at Energy Expo 2018 (second edition)

In cooperation with national industry associations, such as Bouwend Nederland, Holland Solar,…
BIPV Nederland welcomes new partners

Companies and organisations from both the Solar and Building sectors can become partner of BIPV Nederland

✓ Participate in working groups and network events
✓ Participate in working sessions (e.g. with architects)
✓ Participate in joint marketing (e.g. trade shows)
✓ Recognised as front runner for BIPV in the Netherlands
✓ Promotion via our website www.bipvnederland.nl
✓ Promotion via marketing communication of BIPV Nederland
More information?

info@BIPVnederland.nl

Together we can accelerate the growth of the market of smart and aesthetic integration of solar energy in buildings