



EUROPEAN SMALL HYDROPOWER ASSOCIATION

ESHA – European Small Hydropower Association

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MARKETING GROUP Work Programme

Thematic Network on SHP



Gema San Bruno

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Objectives

- ✓ Present *real picture* of the SHP Sector both in theory (legislation) and in practice (industry development).
- ✓ Promote *exchange* of available and updated *information* on SHP
- ✓ Identify *current barriers* and *future challenges* for a better SHP *promotion*
- ✓ Improving SHP image: communication and marketing activities





Activities

- 3.1) Political aspects**
- 3.2) Market analysis**
- 3.3) SHP Statistics**
- 3.4) SHP Image**





3.1) Political aspects

-**EC RES Electricity Directive (RES-E):** Follow up implementation (National indicative targets, support schemes, pricing structure, financing schemes, tax systems, profitability index, community guidelines, guarantees of origin, administrative procedures....).

-**EC White Paper “Energy for the Future: Renewable Sources of Energy”.** Evaluation concerning targets for SHP (Analysis of the EU SHP potential and constraints).

-**National legislation** affecting SHP: forbidden rivers, investment support, promotion.. (Compilation of additional legislation like capital investment subsidies, tax exemptions, forbidden rivers...)





3.2) Market analysis in/out EU

✓ At EU level:

- Basic indicators
- Cost structure
- Industry: status and opportunities

✓ Outside EU:

- Potential
- Promotion
- Constrains

✓ Forecast





3.3) SHP Statistics

- **Common Questionnaire on SHP Statistics**
- **ESHA Database (EU-15, EU-25, EU-27)**

3.4) SHP Image

- **Dissemination of information, contacts and exchange of views with opponents, publicity and promotion and Lobbying activities at local, national and European level**





Structure

- ✓ **ESHA: Chair**
- ✓ **ADEME**
- ✓ **IT Power**
- ✓ **Lithuanian Hydropower Association**





Publications

- **Yearly Report on SHP statistics in the EU.**
- **Report on SHP in Candidate Countries (2004)**

