

IUNR Institute of Natural Resource Sciences

How to Promote the Installation of Photovoltaic Systems



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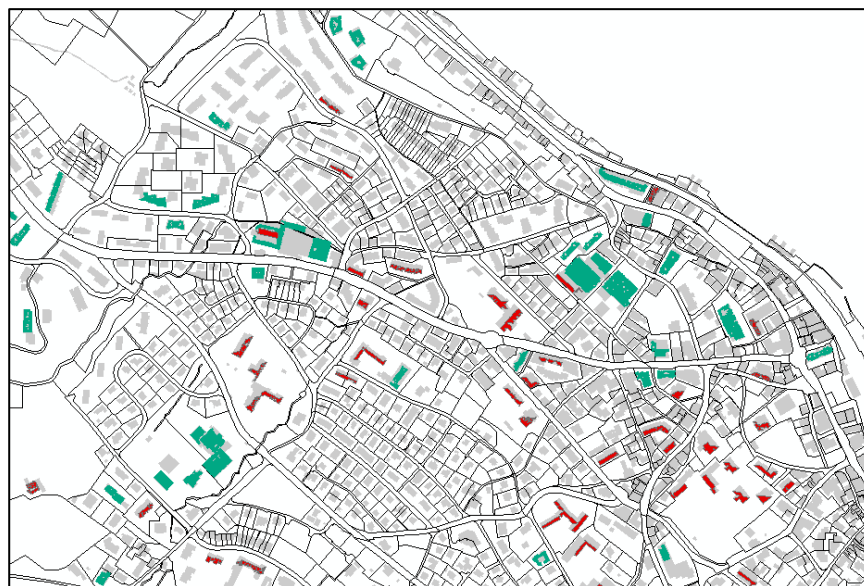
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Introduction & Motivation



Donatsch (2012)

The 300 buildings with the highest solar potential were identified 2012

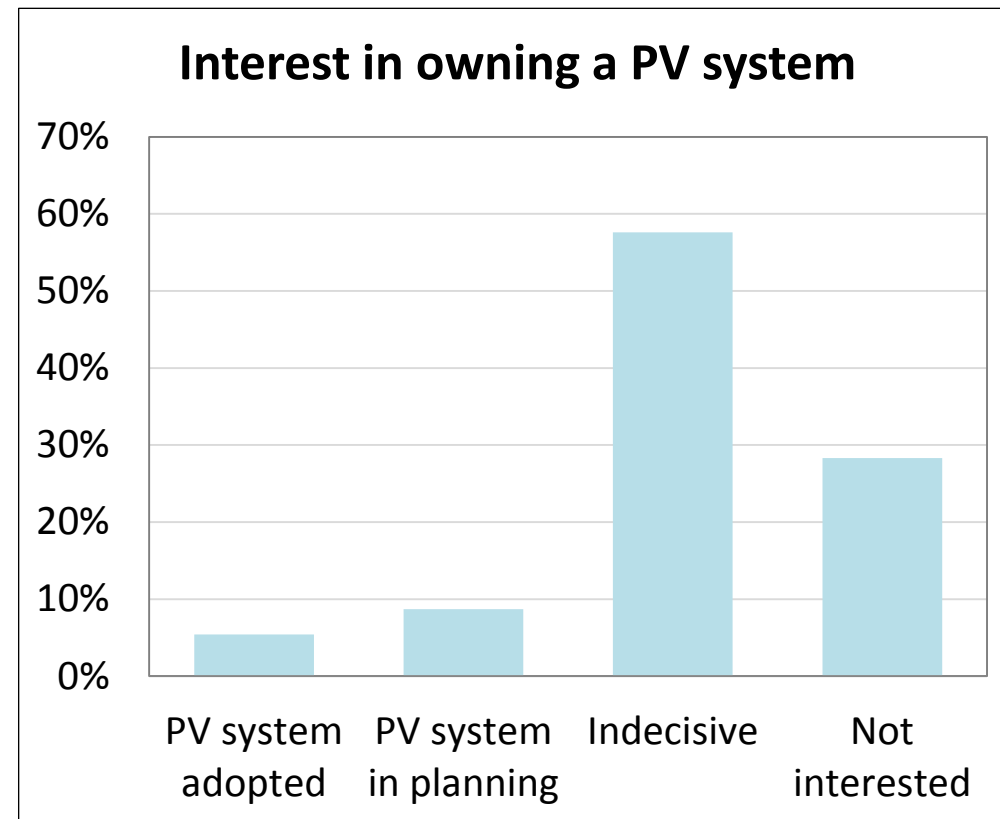
Main questions in the survey 2016:

- Was a PV system adopted on the building?
- What was the main reason against adoption?

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Results

- Most respondents still indecisive (58%)
 - Unexpected because of the well attended information event
- **Information does not seem to be enough to establish rooftop PV on suited buildings**



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Results

- “Joint ownership” and “Economic factors” most often mentioned main barrier
 - Joint ownership can be seen as an additional barrier for buildings with multiple owners
 - Economic factors more often mentioned by owners of commercial buildings

Main Barrier	Times mentioned
Joint ownership	32 %
Economic factors	22 %
Lack of interest	14 %
Pending renovation	13 %
Heritage protection	5 %
Other	14 %

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Results

17 Statements were rated on a five-point Likert scale

For certain statements the answers significantly differed by owner-groups:

- The time needed for realisation of a PV system is perceived higher in joint ownership
- The importance of independent electricity production is perceived higher by sole owners of buildings

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Conclusions & Recommendations

- Different approaches are needed to motivate building owners to adopt rooftop PV
- Switching focus to co-benefits and addressing owner groups differently

Ideas:

- Commercial buildings → Image enhancement
- Joint ownership → Procedural guidelines
- Detached houses → Self-supply
- Rented buildings → Guidelines for on-site consumption