

Welcome to Solar Weekly Insight, presenting the most important developments in the global solar industry, ranging from significant industry trends, policies, research, and new technologies to markets and pricing.

This week's edition focuses on IEA's new PV trend report, an important study on consumers' willingness to pay a high price for the deployment of renewables, global Q4 PV installation forecasts, and a milestone in the development of polymer solar thermal collectors.

## IEA PVPS "Trends in Photovoltaic Applications" report: About 40 GW of solar PV capacity installed in 2013

On October 13<sup>th</sup>, 2014 the International Energy Agency's Photovoltaic Power System Programme (IEA PVPS, Paris, France) published its 19<sup>th</sup> "Trends in Photovoltaic Applications" report.



*PV has extremely rapidly become a significant source of electricity in several countries worldwide. The speed of its development comes from its unique ability to cover most market segments, from the very small individual systems for rural electrification to utility-scale power plants IEA PVPS notes*

This report provides official and accurate data about the solar photovoltaic (PV) market, industry, support policies, research activities and the integration of PV into the power sector in the 24 countries reporting to the IEA PVPS Programme, plus a reliable estimate of the other most important PV markets.

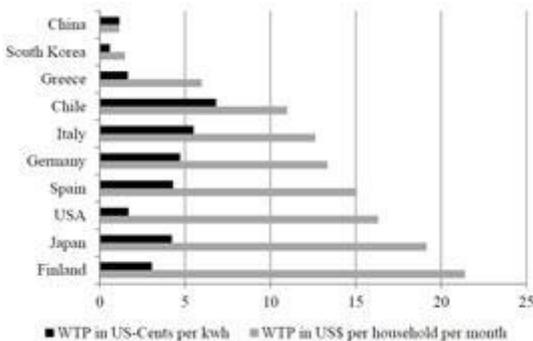
In a market where the main market driver remains the Feed-in Tariffs, Asia has taken the lead of PV development. FiTs remain the dominant driver for PV market development with 74% of PV installations in 2013 having been underpinned by FiTs.

However, for the first time, the share of distributed PV markets, where self-consumption was at least partially driving the market, rose to 55% in 2013. Tenders represented less than 4% of the world PV market in 2013.

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## New analysis: Customers are willing to pay EUR 10 per month or 3.18 euro cents per kWh for renewables

Consumers are prepared to pay a high price for the deployment of renewable energies, an analysis carried out by the Kiel Institute for the World Economy finds.



A worldwide comparison (based on studies from Europe, the Americas and Asia) shows that consumers are willing to pay either EUR 10.46 per household a month or 3.18 euro cents per kilowatt-hour for a higher proportion of renewable energies in their energy mix - albeit with significant differences from one country to another. [More](#)

## New benchmark for the solar thermal and building sectors: Polymer collectors integrated in the envelope of 34 passive house standard buildings

In Mortensrud near Oslo, a consortium, made up of research and industry, has achieved a milestone in the development of polymer solar thermal collectors. In the housing estate “Stenbråtlia” of the cooperative building association OBOS, polymeric solar collectors from the Norwegian company Aventa are installed on the south-facing roofs of the terraced houses.



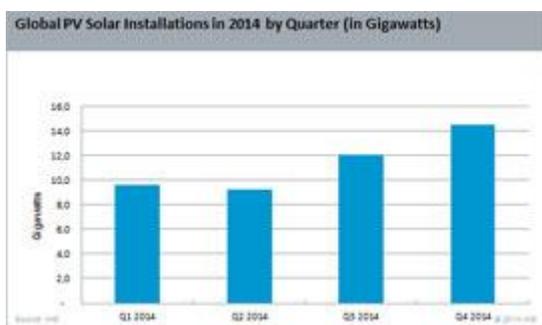
Sixty-two per cent of the total energy consumption for both space heating and hot water are supplied by the polymeric solar collectors. The model housing estate for energy-efficient building became a benchmark project for the solar and building sectors, fulfilling the aspirations of both architects and building owners. [More](#)

## Global Q 4, 2014 PV deployment forecasted up to 19.5 GW

Lately IHS and NPD Solarbuzz published forecasts for the fourth quarter of 2014, expecting new PV installations of 14.4 gigawatts (IHS) respectively 19.5 GW (Solarbuzz). Solarbuzz expects cumulative global PV capacity to reach 200 GW at the end of the year.

### IHS: PV installations to rise 20 percent in 2014, thanks to strong fourth quarter

Global solar photovoltaic (PV) installations will rise to 45.4 gigawatts (GW) in 2014, with 32 percent of this total, or 14.4 GW, coming in the fourth quarter, according to IHS Technology (London).



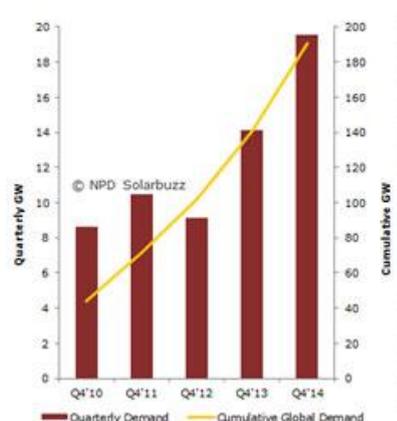
Although IHS has trimmed its forecast for 2014 by 1.5 GW due to weaker-than-predicted performance in several key markets, a 20 percent increase is still forecast in installations from 37.8 GW in 2013. [More](#)

*IHS forecasts that a total of 32 percent of the annual solar PV installations will occur during the fourth quarter 2014*

## Solarbuzz: Global PV demand to hit quarterly high, pushing cumulative deployment to 200 GW

NPD Solarbuzz actually forecasts that global solar PV installations added during Q4 2014 will exceed 19.5 gigawatt (GW), pushing global cumulative PV deployment towards the 200 GW mark.

According to findings in the latest NPD “Solarbuzz Quarterly” report, this record will be driven in large part by China, and will ensure that the PV industry approaches the previously forecast 50 GW annual installation level in 2014.



China, Japan and the United States to account for approximately 70 percent of PV to be deployed in Q4 2014.

The Chinese PV market is driving year-end growth, with Q4 demand forecast to exceed 7 GW, more than doubling quarter-on-quarter, and up more than 10 percent compared to Q4 2013.

Japan and the United States are also expected to add several gigawatt of demand during the fourth quarter; these three major countries are set to account for approximately 70 percent of PV deployed in this period.

[More](#)

## “Solar Wonderland”:

### Monarch Power announces to build an energy amusement park, and a “giga” fab

Dr. Joe Hui, CEO and Founder of Monarch Power Corp. (Scottsdale, Arizona, US), and Monarch Power last week launched an IndieGoGo funding campaign to market its “Lotus” solar PV panels. Monarch Power also plans to build a gigawatt per year panel factory as part of Solar Wonderland, the company announced in a press release.



Dr. Hui, also known as Solar Man, announced to raise funds to build “Solar Wonderland”, an energy amusement park where students can learn about the science of energy through fun rides, 3D video, and hands-on experimentation. Solar Wonderland will be part of Odyssey of the Desert in Phoenix, Arizona. [More](#)

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