

Guidelines for the implementation of solar district heating

Subject:	Improve public acceptance
Description:	Improve acceptance of solar district heating (SDH) with a guide and a video based on key facts and interviews
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Document download:	www.solar-district-heating.eu/en/knowledge-database/

Summary description of the instrument

Region: Auvergne-Rhône-Alpes

Partners involved: Auvergne-Rhône-Alpes Energie Environnement (AURA-EE), Regional Council of Auvergne-Rhône-Alpes (RCARA), Commissariat à l'Énergie Atomique et aux Énergies Alternatives (CEA) - Institut National de l'Énergie Solaire (INES)

The measure is based on the drafting of guidelines for the implementation of solar district heating. The goal is to develop the knowledge of this possible heat source for district heating and to increase the acceptance.

Initial situation

In France, solar thermal energy is developed only for domestic hot water use in individual or collective houses. There is consequently a lack of knowledge about the possibility of integrating solar thermal energy in district heating. For a part of the stakeholders, solar thermal energy is always associated to domestic hot water (with moreover bad references because of a lack of monitoring). For the other part, SDH seems to be an experimental and expensive renewable energy.

Those points have been identified in a national survey realised during a previous step of the SDH p2m project.

During the discussions with the regional stakeholders group created at the occasion of the SDH p2m project, a specific focus has been made on the need for communication towards elected representatives. If they are well informed at the early stage of a DHC project, they could boost new projects by showing a strong political will to integrate a part of solar thermal in district heating and cooling projects.

Public acceptance is an important point to develop.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 691624

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Objectives

The main objective of the guide and the video is to develop the knowledge of SDH among elected representatives and improve SDH local acceptance. This guide will include popular scientific information about technology, and interviews of elected representatives that have already developed SDH on their territory.

On the one hand, a part of the guide aims at targeting local authorities and on the other hand, it will be a large scale communication tool to improve acceptance and to show that SDH is technically and economically feasible and is relevant for the territories.

Implementing both a guide and a video is relevant to have a better impact.

Measures and actions

The redaction of the guide is a collaborative work between AURA-EE, RCARA and CEA INES based on existing content (technical parts for instance), but also new materials such as interviews of elected people. The main challenge is to be clear and concise to give good arguments to defend solar thermal in district heating. The guide is less than 20 pages.

Associated to the guidebook, a video has been realised. This video will present interviews from different stakeholders (local authorities, energy supplier) working in the region to develop SDH. Videos presenting SDH interest do not exist yet in France, therefore this one will complement the guidebook for a better public acceptance.

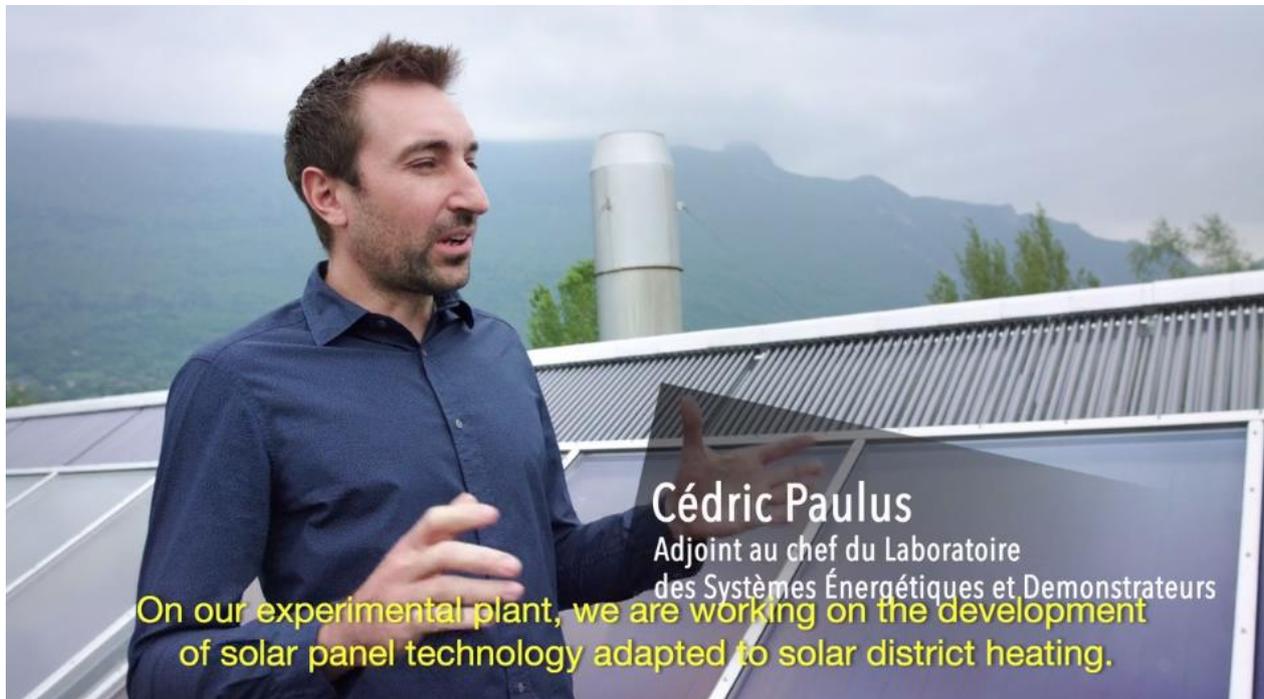
The different indicators that can be measured to evaluate the impact of the action are:

- Number of electronic versions of the guide downloaded
- Number of view of the video
- Number of printed versions of the guide distributed
- Number of feedbacks

A relevant dissemination will be done during regional and national conferences, press articles, and will be integrated to the dissemination action planed within the SDHp2m project.



Guidelines for the implementation of solar district heating



Barriers and opportunities

There are two identified barriers. The first barrier could be that stakeholders may not read the guide or watch the video, if there is a failure in the dissemination phase of the document or if it is not attractive enough. The other one could be that the stakeholders don't feel concerned by the topic and that the aim of the guide is missed. It is consequently essential to involve the stakeholders group before wide dissemination to have feedbacks.

A good opportunity identified is that new stakeholders can be convinced of the interest of SDH. Therefore the target group for this guide will not only be local authorities but other stakeholders too.

Another opportunity is that this guide and this video could be relevant at the European level, with the help of EuroHeat and Power for translation and dissemination.

Results

One of the first results of the video and the guide is a good promotion of the dynamic in the region Auvergne Rhône Alpes. The video has relevant drone view that show how SDH can have good landscape integration.

There is a logical scheme to get more and more information about SDH. First, the 2min video explain briefly what is SDH. It is a teaser for the longer video of 15 minutes. Then, if people are interested to get more information there is the guide.



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It is important to have different communication channel when working on public acceptance.

The teaser has been posted on linkedin and the post get more than 400 views in 1 month. The teaser has been published on [youtube](#) and gets 98 view in 1 month.

The full version video has been published on [youtube](#) and reached 289 views in 1 month.

Lessons learned

About the video, it is important to have visual images to show landscape, roof tops, but drone video needs authorisation for flying and for taking images. It must be anticipated in the planning.

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