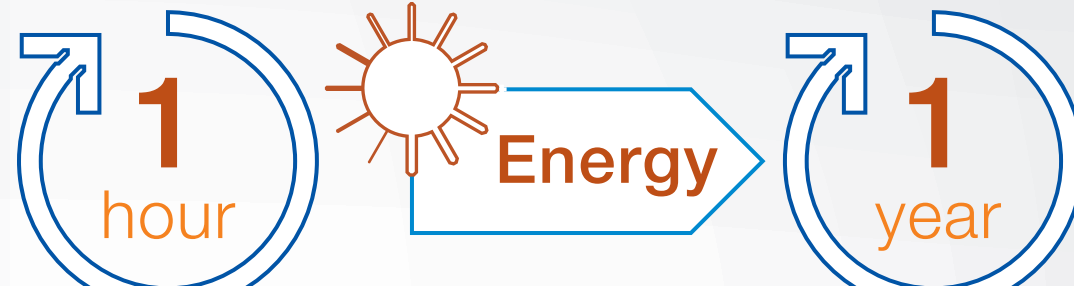


## Why solar power? Energy that is clean, competitive and sustainable

The sun is a renewable source of energy. Using photovoltaic (PV) technology, we can convert that solar energy directly into electricity without causing harm to the environment. This can help solve today's energy challenges.

### How abundant is the solar resource?

The sun provides as much energy **in one hour** as the world consumes **in one year**.



**Each year**, the Earth receives over 5,000 times more **solar energy** than it actually consumes.



**5,000 x**  
World energy  
consumption  
in one year

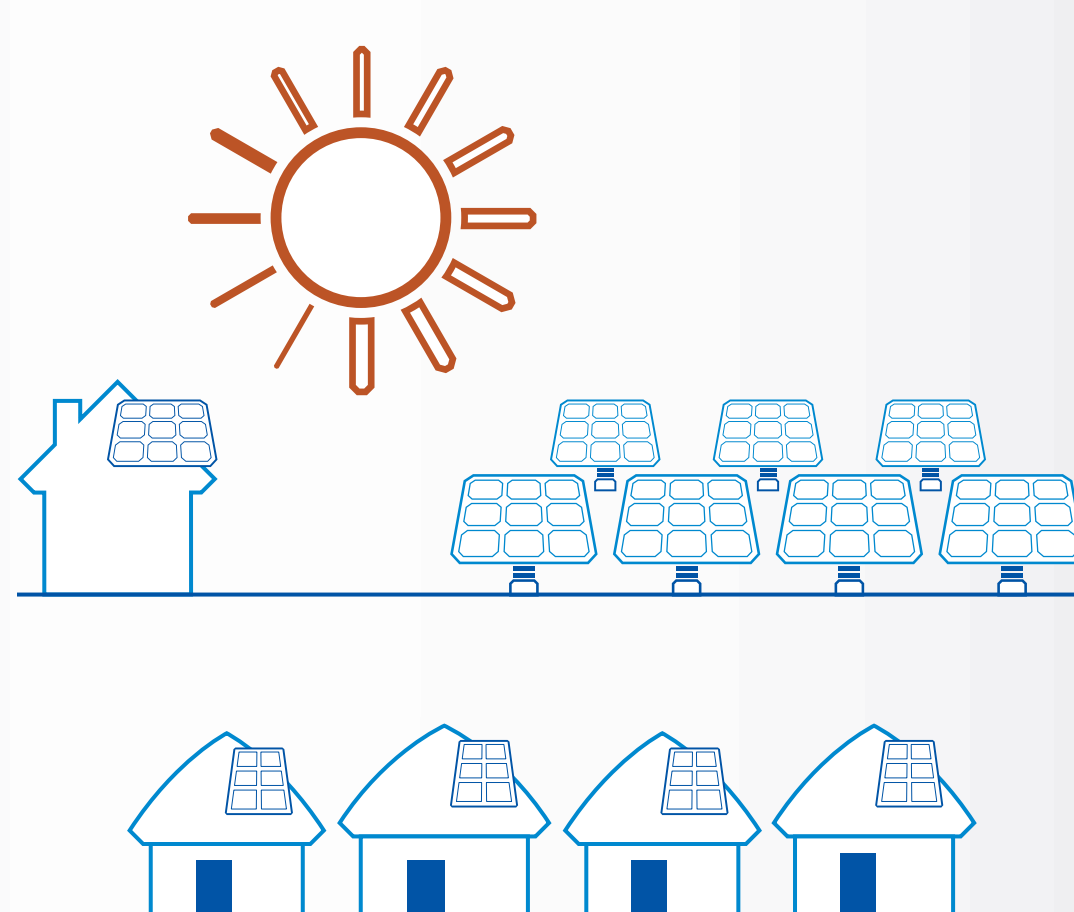
### What are the advantages of solar PV?

The sun is an **unlimited, clean and safe** source of energy.

It enables **energy independency**, reducing the need for increasingly expensive fossil fuels.

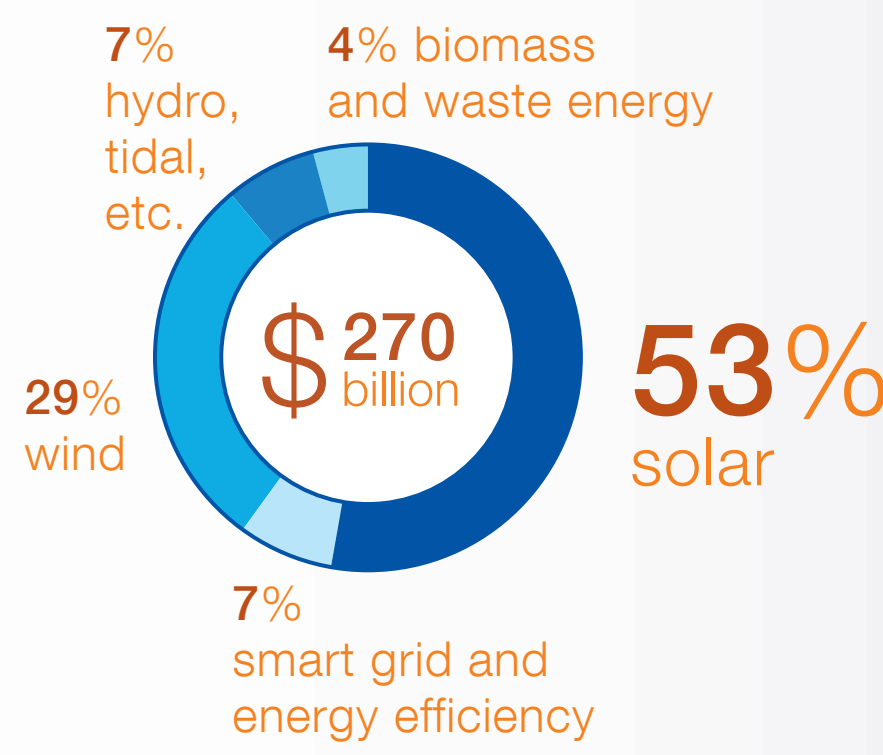
**Flexible**, it can be installed on anything from a rooftop to a large power plant.

**Accessible everywhere**, it provides electricity even to the most remote locations in the world, whether they are connected to the grid or not.

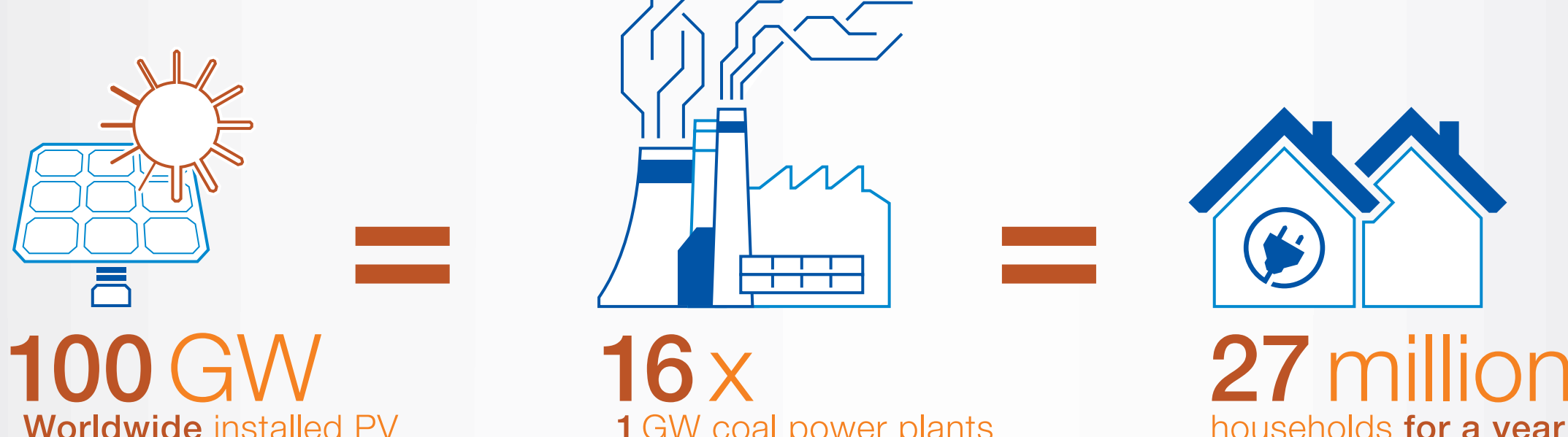


### What is the future of solar PV?

In 2012, **270 billion dollars** were invested in the clean energy sector. That's more than the entire **GDP of Chile in 2012**.

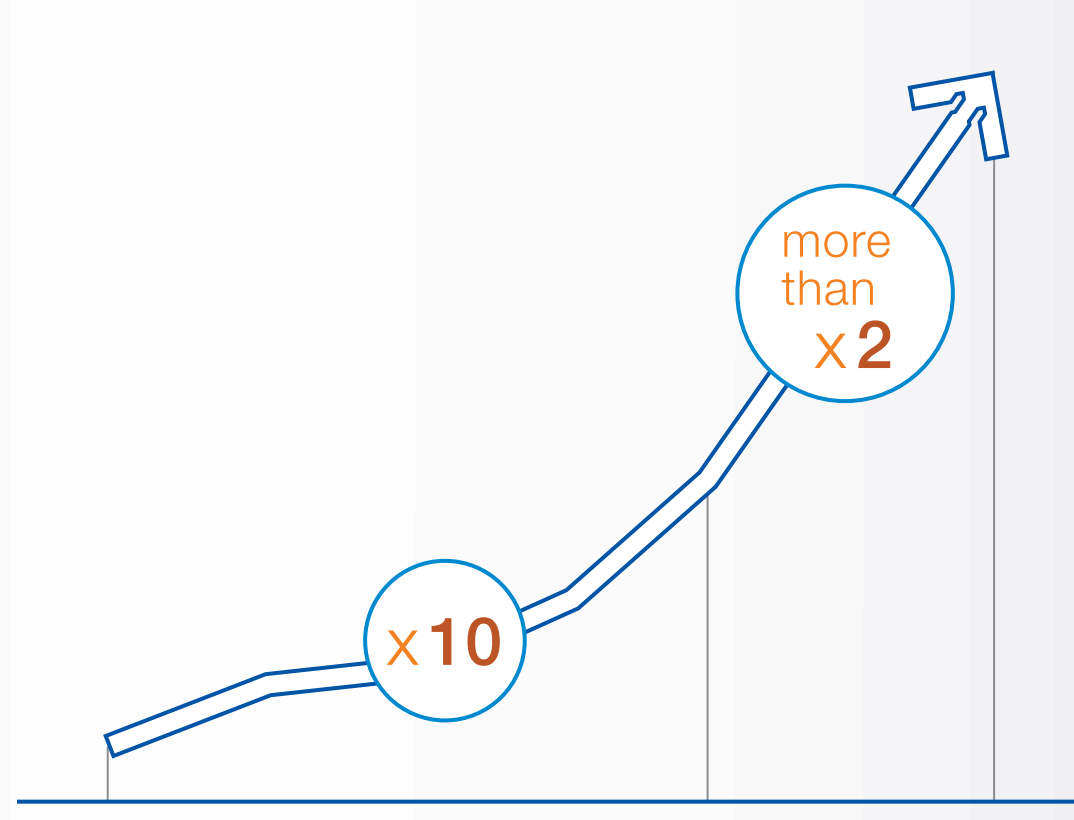


In 2012, solar PV installations hit the **100 GW** milestone, generating as much electricity in a year as **16 coal or nuclear power plants**.



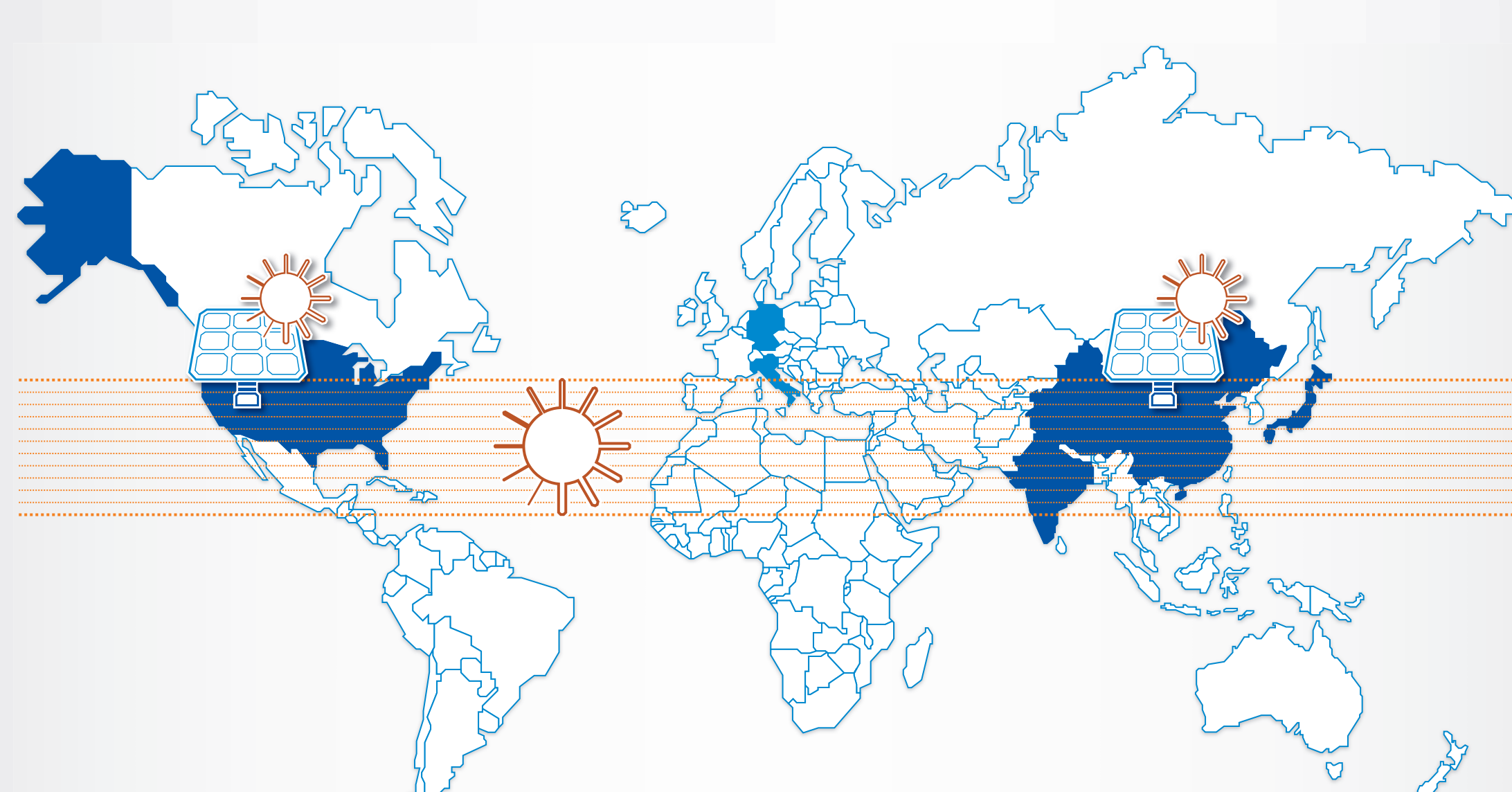
Solar PV installations have **grown tenfold** since 2007.

Installed PV capacity **could double** again as early as 2015, reaching **ca. 200 GW**.

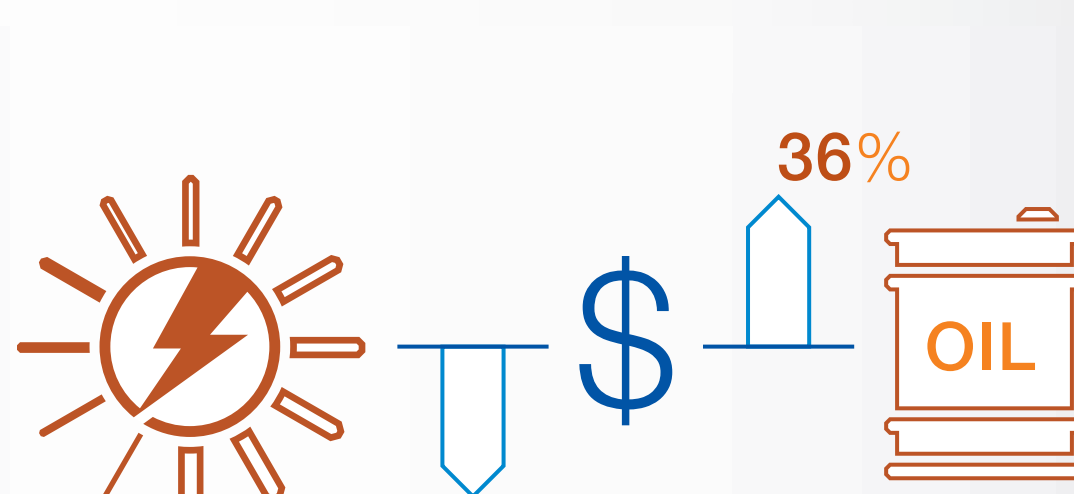


In 2011, 53% of solar PV installations were in **Germany and Italy**.

By 2017, growth will be led by **China, Japan, the US and India**.



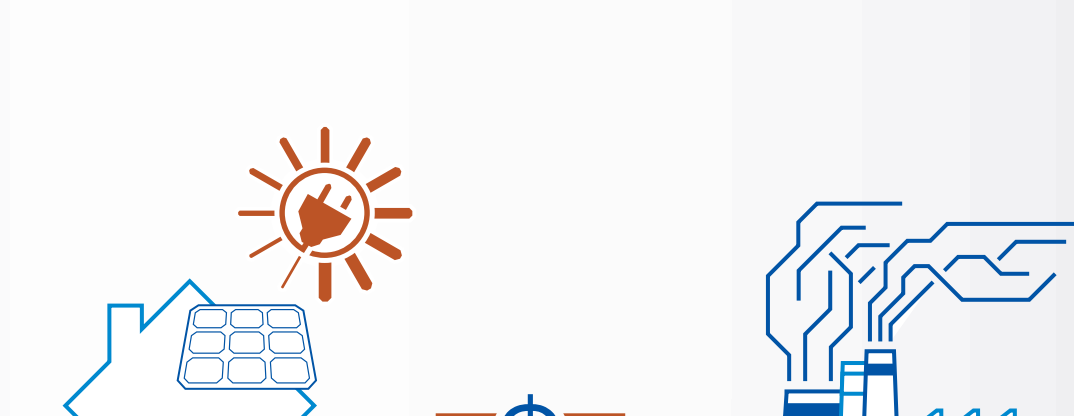
Since 2009, the average cost of solar PV systems has **decreased** by **50%** whereas oil prices have **increased** by **36%**.



With solar system prices going down, and electricity costs rising, solar PV is now a **competitive source of energy**.

In Italy and Hawaii, the cost of generating PV power from your own rooftop is cheaper than purchasing power from the grid.

By 2020, solar will become competitive in more than **70% of the world** for both residential and industrial markets.



**Solar**  
is no longer just an alternative,  
but real business

### Sources:

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