

Green Energy Markets in Europe

Strategic prospects to 2010

A report by GreenPrices Publishing



The European green energy market is still relatively undeveloped. Instead of being a single market representing all 25 European countries, the market consists of a number of sub-markets each with their own unique characteristics.

The brand new report 'Green Energy Markets in Europe; Strategic prospects to 2010' from Greenprices is based upon a detailed analysis of the current EU green energy markets, it provides in-depth forecasts and actionable strategies.

Identify your main business opportunities in EU renewable energy markets

A pre-requisite to success in the green energy markets of the future is an understanding of current composition, dynamics and future opportunities.

As the consumer becomes increasingly environmentally concerned, as the markets continue to harmonise and grow this report is the essential planning tool for businesses looking to develop strategies to 2010.

Key Features

Market profiles for every European country including the new members, the report details each country's current market volume, green energy policies and the composition of green energy retail markets.

An analysis of the key issues influencing market development including assessments of EU policies, promotional tools, certificate systems, voluntary labels and the main resistors and drivers of market growth.

Overview of the major players in the European markets, examining their current activities and their future strategies.

An examination of the major green energy technologies the report provides an overview of each technology and provides details of current trends and future developments.

Market forecasts for both renewable energy and biofuels charting the history of renewable energy in Europe the report continues to provide detailed market forecasts by country and by technology.

An assessment of the key issues that will shape future green energy markets, including an investigation into the possibilities for international trade and whether the potential for biomass will ever be realised.

Benefits

The report 'Green Energy Markets in Europe; Strategic prospects to 2010' will enable you to:

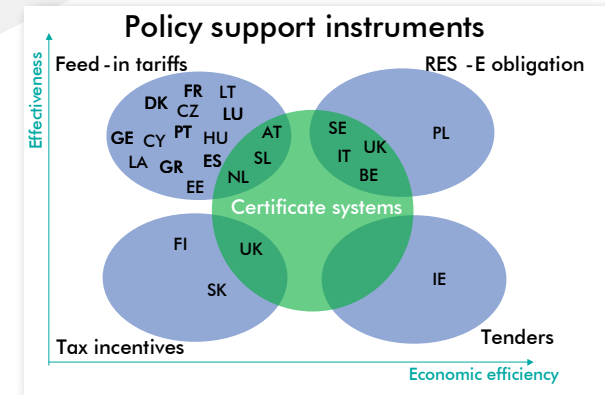
Develop retention and acquisition strategies, as consumers become increasingly environmentally aware energy suppliers need to invest in new brand strategies to accentuate their green credentials over their competitors.

Benchmark your performance against your competitors using the report's exclusive analysis of the major players.

Identify the key profit opportunities using the report's detailed assessments of the volume and composition of the European markets, including assessments and forecasts for the green technologies.

Identify the main trade opportunities, using the report's analysis of national policy developments, which detail how policy decisions now will affect the markets of tomorrow.

Understand the dynamics of the numerous European green energy markets, the report provides in-depth discussions of the marketing tools, support mechanisms, legislation procedures and competitive dynamics operating within each market.



Gain full insight in the local policies in place for all EU members and determine where your business opportunities are located

Investment costs and ROI's

Indicative costs for investment and generation of electricity per technology

Technology	€/kW	€/kWh
Wind onshore	9,00	0.05-0.07
Wind offshore	1,500	0.06-0.09 (short term reduction of 25% possible)
Biomass (2 □/GJ input)	1,600-1,800	0.05-0.07
Photovoltaic (PV)	5-7 €/Wp	0.30-0.60 (south to north Europe)
Hydropower	2,000	0.02-0.10
Geothermal energy	2,900	0.03-0.11

Source: Ecofys

Complete your business cases with actual figures on investments and ROI's per technology

Executive summary

Chapter 1 Introduction

Chapter 2 Technologies

All technology profiles contain the following paragraphs:

- Resource potential
- Costs and developments
- Technologies
- Trends in R&D
- Barriers

Wind Energy
Biomass and waste
Solar energy
Hydropower
Ocean Energies
Geothermal energy
Summary costs

Chapter 3 Biofuels

Introduction
Technology
Potential
Costs
Policy
Current EC situation
References

Chapter 4 Key Issues

Introduction
EU Policy
Electricity
Biofuels
Heat
Promotional tools
Fixed feed-in tariffs
Purchase obligations
Tendering
Fiscal instruments

Labelling and certification

National systems
Double counting
International green energy trade
Green reciprocity
Renewable Energy Certificate System (RECS)
Green certificates and emissions trading

Are waste and biomass green energy sources?

Marketing green electricity
Configurations
Business to business
Verification

Green energy drivers and resistors

Resistors
Drivers

Chapter 5 Major Players

Introduction

Supply chain
Other green energy stakeholders in Europe

Chapter 6 Country Profiles

All country profiles contain the following paragraphs:

- Market volume
- Policy context
- Retailing green energy

Introduction
United Kingdom
Germany
The Netherlands
Spain
Belgium
Denmark
Italy
France
Sweden
Finland
Ireland

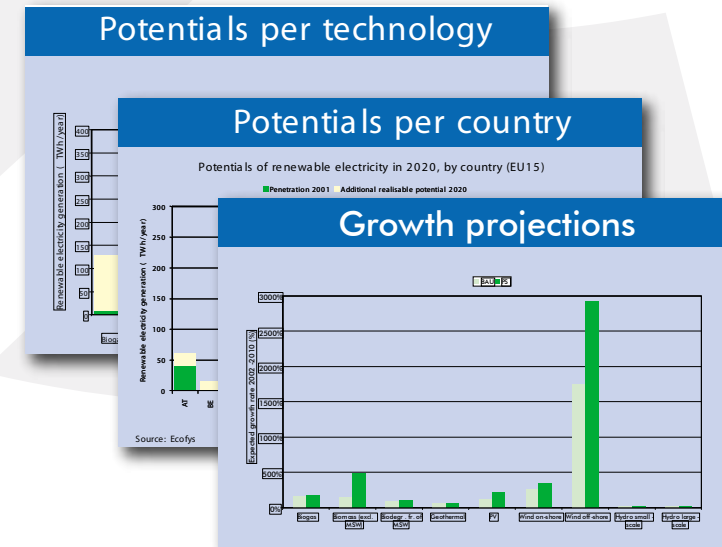
Austria
Portugal
Greece
Luxembourg
EU new member states
Hungary
Poland
Czech Republic

Chapter 7 Future Outlook

Introduction
Renewable electricity generation: historical development and future outlook
Potentials renewable electricity
Potentials biofuels

Chapter 8 Prospects

Current policies not enough to meet the 2010 targets
Heat from renewable energy sources: the sleeping giant
Will Europe's biomass potential be unlocked?
Booming growth in wind energy
Strong growing markets: Germany, Spain, Denmark and Finland
The road towards meeting the 2010 targets
International trade of renewable electricity
Strong market impuls when targets become mandatory



The report provides data that characterize the most promising markets

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Strategic Prospects to 2010
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More information

Please contact Arjin van As
Commercial Manager
a.vanas@greenprices.com
+31 (0)6 25 00 45 37

Or visit www.greenprices.com