



## FOR IMMEDIATE RELEASE

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## Solar Thermal Alliance of Colorado Launches State Roadmap

*Coalition of researchers, industry representatives, environmental groups, elected officials and academics initiates effort to determine economic and job-creation potential of solar heating technologies in Colorado*

DENVER - November 18, 2010 - A new coalition has launched a project to develop a statewide Solar Thermal Roadmap to make Colorado a global leader in solar thermal research, development, manufacturing and deployment.

A recent NREL presentation showing that Colorado is the number one state in the nation for potential to optimize solar thermal energy spurred the effort by the Solar Thermal Alliance of Colorado (STAC). The Solar Thermal Roadmap will address the gap between the great amount of solar thermal development that's possible -- as shown by solar thermal adoption in other states and nations -- and the small amount of solar thermal technology currently deployed in Colorado.

The Solar Thermal Roadmap will identify the economic and job-creation potential of widespread deployment of these technologies, identify barriers to growth, and provide detailed recommendations to accelerate growth in the sector. Solar thermal technologies -- which use the sun's energy to generate heat -- are commonly used for residential and commercial water heating, space heating, and utility-scale electrical generation.

The Solar Thermal Alliance of Colorado announced plans to develop the Solar Thermal Roadmap at a kickoff event in Denver on Wednesday to a diverse audience of nonprofit leaders, entrepreneurs, and industry representatives. The group discussed the current state of solar thermal technology and some of the ways to increase its penetration in Colorado.

"Colorado is full of the kinds of resources that are required to move solar thermal technology forward in a big way," said Tony Frank, executive director of the Colorado Renewable Energy Society. "We want to harness all the parties who'd like to see this happen, and enable them all to work together in a coordinated effort."

Solar thermal systems collect the sun's radiation to provide heat for hot water in homes and commercial buildings, for space heat, or to provide electricity. Ramping up manufacturing and installation of the various technologies could provide thousands of new jobs in Colorado over the next decade, according to STAC leaders.

"There is tremendous business opportunity in solar thermal in our state. Of all U.S. states, Colorado is the bullseye for solar thermal efficiency," said Laurent Meillon of Capitol Solar Energy, based in Castle Rock, Colorado. "Solar thermal is a clean and renewable energy source which can provide a tremendous amount of the energy used in Colorado buildings."

Jobs in the solar thermal industry range from manufacturing and associated support functions, to design and installation jobs. Solar thermal is a mature technology with a 30-years proven record," said Meillon "Solar thermal installations include a noticeably high local labor content, guaranteed to stimulate our economy. Furthermore, Colorado is home to many significant national solar thermal manufacturers and start ups that need to see their home state adopt the technology."

"Solar thermal technologies are job-creating, economy-boosting powerhouses that are gaining momentum around the world. We want to bring those jobs here to Colorado," said Neal Lurie, Executive

Director of the nonprofit Colorado Solar Energy Industries Association. “This Solar Thermal Roadmap will help identify clear steps we can take to ensure our state is a leader in these technologies.”

The Solar Thermal Roadmap will evolve over the next nine months as STAC members meet to discuss opportunities and challenges, and map potential solutions to the existing roadblocks for solar thermal deployment. The Roadmap will describe the ways in which researchers, entrepreneurs, citizens and government can work together to achieve massive deployment of solar thermal technology in the coming decades throughout the state.

#### ABOUT COLORADO RENEWABLE ENERGY SOCIETY

Established in 1996, The Colorado Renewable Energy Society (CRES) is a nonprofit membership organization whose members include businesses and individuals that work to increase awareness of the economic and environmental benefits of renewable energy and energy efficiency technology and support the sensible adoption of these technologies by Colorado businesses and consumers. [www.cres-energy.org](http://www.cres-energy.org)

#### ABOUT COLORADO SOLAR ENERGY INDUSTRIES ASSOCIATION:

Established in 1989, the Colorado Solar Energy Industries Association (COSEIA) is the voice of the solar industry in Colorado. COSEIA represents and serves more than 200 member companies in Colorado. Its mission is to expand solar markets and generate jobs and prosperity for the people of Colorado. COSEIA advances solar policy, removes market barriers, highlights emerging trends, and improves education and outreach. [www.coseia.org](http://www.coseia.org)

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