



# SUN MED FESTIVAL

Ask the Sun for your energy

**Prefestival**  
26 september/29 september 2016

**Festival**  
30 september/2 october 2016

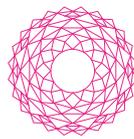
consorzio arca  
edificio 16  
viale delle scienze  
palermo

[sunmedfestival.eu](http://sunmedfestival.eu)



STS<sup>med</sup>





**SUN MED  
FESTIVAL**

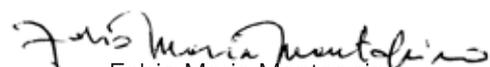
Ask the Sun for your energy

*Since he took his first steps on Earth, Man has always paid a special tribute to the **Sun**. At first he was afraid of it like he was scared of all the elements of nature of which he could sense the power unknowing their essence. Then he venerated the Sun as a God. Over the years, he began to study it and to know it, discovering the fabulous features and learning to exploit its infinite potential. Today, we have perfectly understood that all forms of life on our **planet** depend on the Sun, but we finally realized that the Sun can be an inexhaustible source of **clean, renewable energy** that our society vitally and urgently needs.*

*Nowadays, Solar energy meets an increasingly important part of our electricity needs, thanks to the sophisticated technologies developed by research centers and innovative companies over the years to pick it up and convert it. Simultaneously new approaches - aimed at introducing or rather at re-introducing the use of solar energy in everyday life - arise.*

*What it is necessary at this point is a widespread **awareness** of the opportunities solar energy offers to the environmental, climatic and economic point of view. Because of the lack of information and cultural resistance, in fact, most of the population still ignores or little cares to know the many potential applications of energy coming from the sun. And this is worsen if we consider the Mediterranean area, where we have it so abundantly in quantity and for much of the year.*

***And that is the main reason why a festival of science, culture and solar technology in and for the Mediterranean, the Sun Med Festival, was born!***

  
Fabio Maria Montagnino  
Consorzio ARCA



**STS**<sup>med</sup>





The **Sun Med Festival** is the first **Solar energy** festival hosted by the city of **Palermo**. The main aim of this event is to highlight the role of the Sun in the evolution of the **Mediterranean** civilization(s) and the opportunities it offers for a eco-friendly future in this area. The Sun Med Festival is promoted by **Consorzio Arca** as part of the **STS-Med** project and funded by the **ENPI CBC MED European program**.

The Festival program includes **international exchanges** between Solar Cluster European projects and various meetings designed for **commercial** and **partners** with the purpose to discuss the new frontiers of technology and increase business opportunities.

The Sun Med Festival is also a big celebration that proposes offering an agenda conceived for visitors of all ages and declined in different languages to captivate various audiences.

The Festival will offer a series of activities and events for both students and researchers, families as well as young people, and to all citizens.

Through **workshops, exhibitions, demonstrations** by companies and startups operating in the sector, the spectators visitors will have the chance at discovering to discover the countless opportunities and the potentialities perspectives offer by using solar energy.

There will be moments of entertainment referred to the importance of the Sun in our culture: **solar singing, talks, dance, theatrical performances, concerts**, all still connected to the main theme of the festival.

## **Why do we want a festival that talks about solar energy?**

Energy is the fundamental part of our lives and the **Mediterranean area** is the privileged place in which to develop, use and promote technologies related to the sun. The solar systems application is growing hold up by cost reduction and support policies, but has a long way to go on the road to the full **energy transition**. Therefore, it is important to develop a growing awareness with the involvement of all the population strata through a rediscovery of **cultural references** and **direct experience** with techniques and applications.

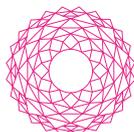
**ENEA Energy Efficiency Report** shows an annual growth of 12%, nearly 28 billion euros invested and 2.5 million energy redevelopment procedures between 2007 and 2015: these data reveal that Italy has a leading position in the European green energy sector. Not only renewable energies are now spread in 100% of Italian municipalities,



but **our country took first place in the world for solar systems**. The contribution to the electrical usage is about 38%. If we refer to **Sicily**, data are particularly encouraging. In fact, about 50% of the land has an annual solar radiation over 1600 kWh/sqm. In other words, with an square-shaped area with a side of 13 km, is theoretically possible to satisfy the total demand of our regional electricity.

Thanks to solar and wind power, in Sicily there is a longstanding idling in the old and inefficient thermal power stations operation. Soon, Sicily will be the renewable energy market key player thus living the second phase of the solar energy development. An exciting future to go into, however, knowing how to catch full benefits from eco-friendly systems as other countries do.

There is another fact that should make us reflect on the importance of investing in renewable energies such the solar one. According to a report prepared by experts from 15 international organizations, including the United Nations, the International Energy Agency and the World Bank, more than **1.6 billions people** - more than a quarter of the world's population - **live without electricity**, while **2 billions and 800 millions depend on wood or other biomass** for cooking and heating their homes. Developing alternative technologies to harness renewable energies - some of these technologies will be on display at the Festival- can help make life better allowing all of us to reach the ambitious target sets by the current Secretary-General of the United Nations Ban Ki-moon **to have the universal access to modern forms of energy by 2030**.



## What will we do

An intense week of meetings and workshops, alternating talk and exhibits with some of the economy and innovation leading characters, hackathons, games. And then music, concerts, solar singing ...

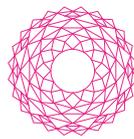
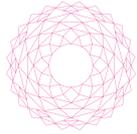
More than **50** events held during the week from **September 26 to October 2, 2016**.

**Pre-Festival** starts on **September 26** with a series of workshops designed for Palermo school children and higher activities for researchers and professionals in the field, which will continue up to Thursday **September 29**.

From **September 30**, the real **Festival** begins with workshops, exhibitions, object lessons, solar singing, talks, dance, theatrical performances and concerts.

The event takes place all around **the Solar Lab** created within the University campus in **Viale delle Scienze**, in the forecourt of **Consorzio Arca** and the premises of the incubator.

Sunday **October 2** there will be an exhibition of the products made during the workshops, a small demonstration (Observing the Sun), games and experiences for children and families, dance and theatrical performances, all in the city center.



## workshops

Learn about new technologies and possible usage in everyday life through direct experience.

## exhibits

Connect and promote the innovative solar energy specialized companies in the Mediterranean Area.

## talks

Discuss the energy transition with some influencers of our times.

## music & food

Encourage informal meetings and networking opportunities.



# Communication Campaign

Newspapers, Radio, Social Media, Website, Billboards: **the Sun Med Festival** communication will reach a heterogeneous audience, engaging the whole city in a **festive atmosphere**. In a medium-term perspective, the Sun Med Festival wants to become a benchmark for **sustainable development national and Mediterranean** dedicated events, emphasizing its unique combination of scientific, cultural and technological developments and people involvement through experience.

The festival makes use of a modern and effective communication structure based on a mix-media communication planned and managed by a dedicated regional and national press office.

We created a dedicated website to keep up with all the activities of the festival. The website is updated in real time with videos, photos and interviews ([www.sunmedfestival.eu](http://www.sunmedfestival.eu)).

Live posting on the **Facebook** page and **Twitter** handle - with a very high level of engagement - will illustrate the Sun Med Festival, such as promoters profiles and the involvement of media partners (radios, TVs, blogs).

The main goal of the Sun Festival Med's communication system is a media coverage that not only tell the event during its course, but that advances it as a "countdown" able to arouse curiosity and interest in the citizenship.

The festival is based on an extensive **network of partnerships** with local operators and associations, national startups, enterprises, research centres and other elsewhere. Their contribution will ensure the event high visibility, the involvement of the city social fabric and a cosmopolitan feel.



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## consorzio arca

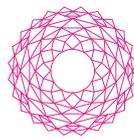
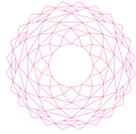


ARCA is a consortium for the application of research and the creation of innovative enterprises, which has been active since 2003 and has exploited a partnership between the University of Palermo and Easy Integrazione di Sistemi, a private entrepreneurial group committed to industrial research and technological transfer.

In 2005, within the University campus, it started up the ARCA Incubator to promote and assist the generation of innovative business initiatives.

Its services are addressed to students, researchers and innovators in order to make them able to recognize and to develop their entrepreneurial potential. In a complementary and integrated system with the activities of the incubator, it promotes industrial research, technological transfer programs (customized to the needs of small and medium-sized enterprises), networks, and industrial districts. It is strongly committed to transnational cooperation programs; it carries out social innovation initiatives in collaboration with other local development actors.





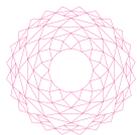
## STS-Med Project



The STS-Med project focuses on the development, implementation and diffusion of new technologies to improve energy efficiency in public buildings. The project implemented four demonstration plants based on solar concentration (SC) to serve the energy needs of 20,000 users from 20 local Mediterranean communities, with a total capacity of 400 kW. The plant constructed inside the University Campus of Palermo is based on the application of solutions put in place in research projects and by the involvement of a significant group of the Territorial Companies in order to define a possible production chain. Citizens have been sensitised through presentations of the plant - soon it will be bordered by a cycle track to increase its visibility. Sicily Region participates to the project, owning a large real estate assets that could have a significant benefit from the adoption of solar technologies. Other local authorities have been involved in information and draft design.

The STS-Med project partnership consists of 14 organizations from 6 countries: Italy, France, Cyprus, Egypt, Greece, Jordan bringing together a wide range of technical, institutional and managerial skills. Organizations involved: The Cyprus Institute; Cyprus Chamber of Commerce and Industry; Academy for Scientific Research and Technology (Egypt); New and Renewable Energy Authority (Egypt); Elsewedy Electric (Egypt); French Alternative Energies and Atomic Energy Commission (France); CEEI Provence - Innovation business support (France); University of Athens, Institute of Accelerating Systems and Application (Greece); Al Balqa Applied University (Jordan); Ministry of Energy and Mineral Resources (Jordan); Millenium Energy Industries (Jordan); Sicily Region - Department of Production Activities (Italy); ENEA - National Agency for New Technologies, Energy and Sustainable Economic Development (Italy).



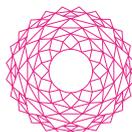


## The Solar Lab



It is an area of 3.000 sqm which houses a solar multigenerative demonstration plant based on solar concentration technology (SC). The solar installations have been built within the cross-border Cooperation Programme ENPI CBC MED. The laboratory is dedicated to the trial of new or experimental equipments and installations. These technologies add value to the outcomes of research project carried out by innovative industries.





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# Contacts

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**#sunmedfestival**