

FOR IMMEDIATE RELEASE

Solar will disrupt the energy space

Cleantech visionaries and solar industry leaders launch SolarFUTURE.today, a first-ever worldwide solar awareness campaign

Las Vegas, October 28th, 2014 - On October 22nd, cleantech visionaries gathered together with solar industry leaders from multiple nations and unanimously agreed to support the first-ever global awareness campaign for solar. This meeting was hosted by **SOLARUNITED**, Global Solar Business & Technology Association and SolarPV.TV and featured honorary visionary guests Tony Seba and Chip Comins.

A day earlier, the SolarFUTURE.today campaign was officially launched at a panel discussion with solar gurus and thought leaders at the Solar Power International trade show in Las Vegas. This panel was moderated by Solar Pioneer and SunEdison Founder Jigar Shah.

SolarFUTURE.today will feature the production of a documentary film and the creation of a foundation supporting young solar talents. The goal of the campaign is not only to provide hope and a vision, but also to accelerate the growth of solar as a mainstream energy source.

“Solar is on the cusp of disrupting the world’s largest industry,” says Tony Seba, Stanford lecturer, Silicon Valley entrepreneur and author of Solar Trillions and Clean Disruption, which made it to number 3 on Amazon’s best seller list of oil and energy eBooks. “Solar capacity has been growing more than 40% per year for decades while improving unit costs by hundreds or even thousands of times relative to conventional energy. At this rate solar will be the world’s main energy source before 2030.”

At the meeting, Tony Seba provided definitive evidence showing how solar will permanently disrupt the energy industry within the next 15 years. As explained in detail in Clean Disruption, solar, together with electric vehicles, autonomous cars and enabling technologies will disrupt and sweep away the energy and transportation industries as we know them, by virtue of superior and exponentially improving technologies, new product architectures and innovative business models.

By 2020 on-site solar generation will not only be cheaper than utility prices (grid parity) in most of the world’s energy markets; solar will be cheaper than the cost of transmission. This means that centralized generation of energy will not be able to compete with distributed solar no matter what their generation costs are. The data pointing to the disruption of energy are overwhelming.

Solar PV Cost Improvement



Solar PV Cost Improvement relative to:	Times Improvement (1970-2013)	Times Improvement (1970-2020)
Petroleum	5,355x	16,065x
Nuclear	1,540x	4,620x
Natural Gas	2,275x	6,825x

Source: *Clean Disruption*, Tony Seba

SolarFUTURE.today's four initiatives

The SolarFUTURE.today campaign includes four main initiatives. The first, a Worldwide Visionaries Discussion, will be based on a global roadshow including face-to-face interviews and panel discussions. These will compare concepts from technology visionaries, business and policy experts and solar gurus, to foster a dynamic global discussion.

Simultaneously a Worldwide Awareness Campaign will be launched to not only disseminate information but also gather ideas and popularize the campaign through an ever-evolving interactive web portal and social media campaign. This will also include a partnership with universities for our Young Solar Awards competition.

The third component of the campaign will be the production of first-of-its-kind groundbreaking feature documentary, promoting solar as a practical energy solution and covering the development of solar technology, its current state, its history and our shared vision for the future.

“The world is overdue for an eye-opening documentary about solar,” says SolarPV.TV Global Media Director Dmytro Bershadskyy. “This will be a dream come true for all of us in solar industry.”

“We will not only include solar and technology visionaries, but also celebrities who already support solar. This will help ensure that the message is delivered to widest audience possible.”

Finally, the SolarFUTURE.today Foundation will be set up to continue this collaborative effort.

“This is not for profit effort, the extra proceeds from our fundraising will be put in a foundation supporting young solar talents,” says SolarPV.TV VP of International Relations Alecja Vandenabeele. “This is not a one-time campaign, and we want to have a lasting impact.”

The campaign has already received support across solar and cleantech communities across the globe

“This is the right moment to build this campaign,” says **SOLARUNITED** Executive Director Bryan Ekus, “We are on the cusp of a radical transformation in the way that we produce, store, manage and use energy and I believe SolarFUTURE.today can provide much-needed hard facts and insights about of the unfolding solar reality to investors, business managers and entrepreneurs who may not yet realize the massive opportunities solar will provide.”

“The American Renewable Energy Institute is delighted to partner with the SolarFUTURE.today campaign and we are looking forward to featuring solar energy at the 12th Annual AREDAY Summit August 9 -13, 2015 in Aspen, CO. Past speakers and presenters have included: President Jimmy Carter, Ted Turner, Tom Steyer, James Cameron and many other notable global leaders in renewable energy and clean technology,” adds Chip Comins, Chairman and CEO of the American Renewable Energy Institute.



Attendees of the Visionaries Breakfast on October 22nd in Las Vegas give Thumbs Up for SolarFUTURE.today!

“Since the moment I decided to join renewable energies, back in 2001, first with BP Solar, later as VP of Trina Solar and currently for almost five years as CSO in JinkoSolar, it was clear to me that I wanted to contribute to

this energy revolution we are together implementing for the improvement of our society and our planet,” says Arturo Herrero, Chief Strategy Officer & Head of Emerging Markets at JinkoSolar.

“As one of the leaders in photovoltaics and the most competitive company, at JinkoSolar we see this initiative of SolarFUTURE.today, led by SolarPV.TV, as the right and effective platform to speed this revolution. We look forward to joining efforts with associations, governments, influential executives and, even movie stars, to actively promote and spread the benefits of solar energy.”

“Since the founding of Shoals we have strived to advance the PV industry through technical innovation and outreach programs.” says Shoals Founder and CEO Dean Solon. “SolarFUTURE.today is an excellent opportunity to both tell our story and expand the collective understanding of exactly how solar energy can change our world.”

“It is so great that there is this kind of global initiative, which will help to promote businesses across the Chinese industry and beyond,” adds Ms. Mi Yue, Executive VP of Shanghai New Energy Industry Association.

SolarFUTURE.today open to worldwide collaboration

“We invite media, organizations and individuals to support this campaign and now we will be inviting solar personalities from around the globe to join the Solar Advocates group, as well as inviting other technology visionaries who support our concept,” says SolarPV.TV VP of North America Adisa Ziric.

“We are looking also for as wide as possible partnerships with everyone who shares our dream as our campaign is about cooperation across society, to gather everyone who believes that the solar future started today.”

Media contact:

Adisa Ziric

+1 (858) 442-0801

email: adisa@solarpv.tv

Biography of honorary visionary guests Tony Seba and Chip Comins:

Tony Seba is a Lecturer in Entrepreneurship, Disruption and Clean Energy at Stanford University, a serial Silicon Valley entrepreneur and author of *Clean Disruption of Energy and Transportation*, *Solar Trillions* and *Winners Take All*. His work focuses on clean energy, entrepreneurship, market disruption, and the exponential technology trends and business model innovations that are leading to the disruption of the world’s major industries, such as energy, transportation, infrastructure, finance, and manufacturing.

Chip Comins is the Chairman and CEO of the American Renewable Energy Institute, (AREI, Inc), Founder of the AREDAY Summit, Expo and Film Festival, Managing Director of American Spirit Productions, President and CEO of W Energy, Inc. and Co-founder of the Green Girl Minute. He has produced and directed both long and short form documentary films for educational and broadcast television markets, including The National Renewable Energy Laboratory, DOE Wind Powering America, PBS, Link TV and BET. A long-time advocate of developing and implementing renewable energy resources to abate green house gases and climate change, Comins advocates a business approach to solving both the economic and environmental crisis.

Pictures gallery

Photo captions (IMPORTANT: High Quality photos are included in Press Kit)



caption: Minh Le, Director of the Solar Technologies Office, U.S. Department of Energy gives Thumbs Up for SolarFUTURE.today



caption: Attendees of the Visionaries Breakfast on October 22nd in Las Vegas give Thumbs UP for SolarFUTURE.today



caption: Attendees of the SolarFUTURE.today Kick-Off Visionaries Panel Discussion moderated by Jigar Shah, Solar Pioneer and Founder of SunEdison on October 21nd in Las Vegas

Relative documents and links

I. Press Kit:

1. Logo of SolarFUTURE.today
2. Brochure of SolarFUTURE.today
3. Photos:
 - Minh Le, Director of the Solar Technologies Office, U.S. Department of Energy gives Thumbs Up for SolarFUTURE.today.
 - Attendees of the SolarFUTURE.today Visionaries Breakfast on October 22nd in Las Vegas.
 - Attendees of the SolarFUTURE.today Kick-Off Visionaries Panel Discussion moderated by Jigar Shah, Solar Pioneer and Founder of SunEdison on October 21nd in Las Vegas.
4. Solar Disruption – Presentation by Tony Seba
5. Chart: Solar PV Cost Improvement - Clean Disruption by Tony Seba
6. Brochure of **SOLARUNITED**

Download the Press Kit here:

http://solarpv.tv/storage/files/documents/1414542540_ch_PressKitSolarFUTUREtoday102014.zip

II. SolarFUTURE.today visions reveal (learn in 1:40 minutes about the campaign)

- Link to video: <http://solarpv.tv/channel//908/solarfuture-today-vision-reveal>
- Embed link: `<iframe width="548" height="266" src="http://solarpv.tv/embed/908" frameborder="0" allowfullscreen></iframe>` (please feel free to embed it to your web-portal)

III. Kick-Off Visionaries Panel Discussion moderated by Jigar Shah, Solar Pioneer and Founder of SunEdison on October 21nd in Las Vegas:

<http://solarpv.tv/video/909/kick-off-visionary-panel-discussion-of-solarfuture-today-campaign-moderated-by-jigar-shah-solar-pioneer-founder-sunedison-1st-ceo-carbon-war-room-creating-climate-wealth>

IV. Clean Disruption by Tony Seba on Amazon: <http://bit.ly/cleandisruption>

V. Interesting speeches by Tony Seba:

- Keynote: "Clean Disruption of Public and Private Transportation" <http://youtu.be/euuzshQtKQ0>
- Stanford course:
 - "Understanding & Leading Market Disruption" <http://stanford.io/1oZYjAr>
 - "Choosing to Wait is Choosing to be Disrupted": <http://youtu.be/BGdTIPZNhKE>
 - "Business Model Innovation is Key to Market Leadership": <http://youtu.be/TEHA3fqTcmw>

VI. **SOLARUNITED** Webpage: www.solar-united.org

VII. SolarPV.TV webpage: www.solarpv.tv

VIII. Exclusive report: Goldie Hawn, Vanessa Hudgens and other Hollywood stars support solar !

<http://solarpv.tv/video/907/solarpv-tv-extra-goldie-hawn-and-other-hollywood-stars-support-solar-solarbuzz-predicts-19-5-gw-of-solar-pv-in-q4-2014-gtat-files-for-bankruptcy-the-eu-parliament-has-confirmed-miguel-arias-ca-ete-commissioner-for-climate-and-energy>

**List of participants of the SolarFUTURE.today Visionary Breakfast
22nd October 2014, Wynn Las Vegas**

Name	Position	Company / Organization
Chip Comins	CEO	The American Renewable Energy Institute
Alison Loomis	Project Manager	The American Renewable Energy Institute
Tony Seba	Lecturer at Stanford University	Stanford University
Cem Seber	Director Product Marketing & Global Expansion	REC Solar
Mi Yue	Executive Vice President	SNEC/SNEIA
Peter Xu	US Manager	SNEC/SNEIA
Qun Wang	SNEC Event Director	SNEC/SNEIA
Eric Ast	Senior Manager Global Business Development President	Multi-Contact SOLARUNITED
Torsten Nimitz	Director North America	Hellmann Worldwide Logistics
Jane CP Tan	Director Asia	Hellmann Worldwide Logistics
Carmen Brown	Business Development Executive	Hellmann Worldwide Logistics
Arturo Herrero	CSO & Head Emerging Markets	JinkoSolar
Robert Benedict	VP North America	RECOM / examiner.com
Pedro Magalhães	Managing Director Americas	Versol
Laura Azpilicueta	Global Sales & Marketing Director	EVASA
Jing Tian	Head of Global Marketing	Trina Solar

Nicola Sicchieri	Business Development Manager	DSM
Jan Grimberg	Business Director	DSM
Andreas Meisel	Global Reliability Director	DuPont
Ingmar Kruse	CEO	SunSniffer
Fabien Occipinti	Managing Director, Southern Europe & South/Central America	CSUN
Peter Mathews	VP North America	SolarEdge
Bryan Ekus	Executive Director	SOLARUNITED
Marcelo Gomez	Director of Marketing	Unirac
Tomasz Slusarz	CEO	SolarPV.TV
Alicja Vandenabeele	VP International Relations	SolarPV.TV
Adisa Zirc	VP Americas	SolarPV.TV
Dmytro Bershadskyy	Global Media Director	SolarPV.TV
Tarek Albaba	Producer/ Director	SolarPV.TV
Stuart Brannigan	CSO	ZNShine Solar
Browning Rockwell	President	Saudi Arabia Solar Industry Association (SASIA)
Thomas Franken	Vice President Marketing	Hanwha Q CELLS
Alex Lightman	Chairman	Everblaze energy
Dave Lee	VP	Everblaze energy
Michael Bellmer	CEO	LTi REEnergy GmbH