

Reasons Why.

solar decathlon europe

Hosting the next premiere, international, student-driven
renewable energy 'design & build' SDE Competition event.

The Solar Decathlon Europe. Simply singular.

The SDE is the award-winning Competition challenging university Teams to design, build, and operate full-scale energy-efficient dwellings that are cost-effective, resource-responsible, comfortable, and attractive. It is the premiere, international, student-driven renewable energy 'design & build' event attracting broad audiences, our future ambassadors for energy-literacy and behavioural change.



The SDE Competition event has impact.

Extending 'learning by doing' to 'learning by building', the SDE invites students to design, build, and operate 1:1 resource-optimised prototype dwellings. The buildings are constructed in record time, creating a 'solar village', then measured and judged in ten contests. The village is a public forum and living lab, educating wide audiences through accessible, affordable innovations and technologies, all contributing to responsible habitation. This singular learning-by-building experience galvanises workforce development, inspiring students worldwide in disciplines that include design, architecture, engineering, communication, finance, and renewable energy management.



Hosting the Solar Decathlon Europe & reasons why.

This document is intended to provide a quick insight for those interested in hosting the upcoming edition of the Solar Decathlon Europe Competition event. The Solar Decathlon Europe (SDE) is an intrepid, ingenious, and responsible programme, invigorating to all stakeholders, and important for the future of our homes, habitats, and human interaction. The SDE serves as a catalyst: improving building science education, stimulating industry, boosting workforce & economic development. Through its unique combination of youth-driven ambition, resource-responsible innovation, and keen competition, the SDE offers a platform to showcase building design in our future human habitat, galvanising broad, multi-generational, and international audiences.

the sde objectives are the reasons to host_ 5 reasons why

- 1 act_ protect the planet & worship our human habitat
- 2 shape_ contribute to our future through resource optimisation
- 3 motivate_ communicate on innovation & technology
- 4 stimulate_ provide workforce & economic opportunities
- 5 trigger_ raise energy literacy & behavioural change



Host cities **act** on the mission to protect the planet & worship our world.

learn by building__ stimulate the personal & professional trampoline__ build spaces, build lives

The SDE brings singular hands-on experience and a unique professional platform to students toward clean-energy careers in architecture, engineering and other cross-pollinated disciplines. It fosters R & D, integrating renewable-energy technologies and innovation from ambitious students and worldwide universities. Opportunities for industry and entrepreneurship are stimulated through the design, construction and operation of energy-efficient buildings. The SDE raises broad public awareness and energy-literacy, through real-life solutions to real-world challenges.



cont. By hosting, cities **act** to protect the planet & our human habitat. Here's how.

- * exemplify resource-optimisation through a safe, fair, efficient & inspirational 6th SDE Competition event
- * provide top-level training during the intensive preparation period
- * support & mentor Decathlete Teams through the assembly phase to completion of the 1:1 built prototype
- * greet hundreds of new Decathletes into the ever-growing worldwide Solar Decathlon community
- * honour the ten-contest Competition event through structured divisions including:
 - > competition management > infrastructure > event production > sponsorship
 - > communication & information tech > scientific & educational outreach
- * maintain Rules & juried or measured scoring of 10 contests, relating to energy-use in European dwellings
- * design & safely implement the solar village electrical grid, internet, logistics, infrastructure, visitor education
- * collaborate with the EEF stewarding body to support SDE Competition protocols & preserve SDE values
- * recruit and recognise industry partners in sponsor programmes
- * create an inspiring venue showcasing the value of the original U.S. DOE-created SD movement

the ten SDE contests **architecture_ engineering & construction_ energy performance_ communication, education & social awareness**
innovation_ affordability & viability_ sustainability_ comfort_ house functioning_ urban mobility

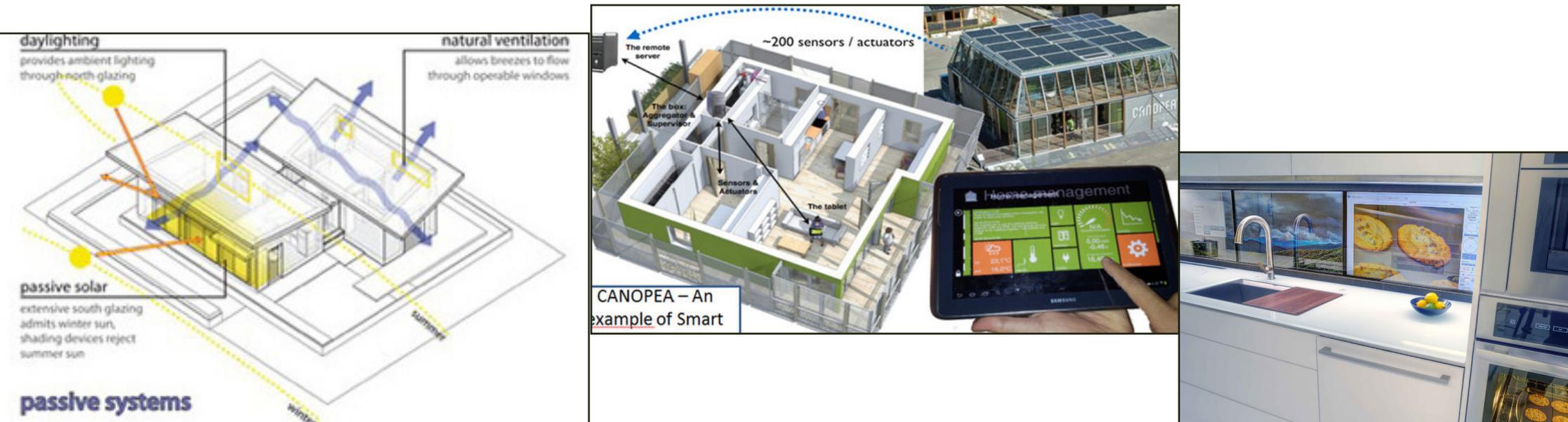


cont. Host cities **shape** the future with next generations of clean-energy ambassadors.

- * showcase new technologies powered by youth
- * demonstrate responsible design solutions
- * provide technological answers to challenges in energy-efficiency
- * stimulate innovation in combining responsible design & technology
- * champion Decathletes to utilise building information modeling
- * embrace big data, home automation apps, internet of things appliances
- * foster entrepreneurial startup ecosystems for their innovations

some key topics demonstrating advancement

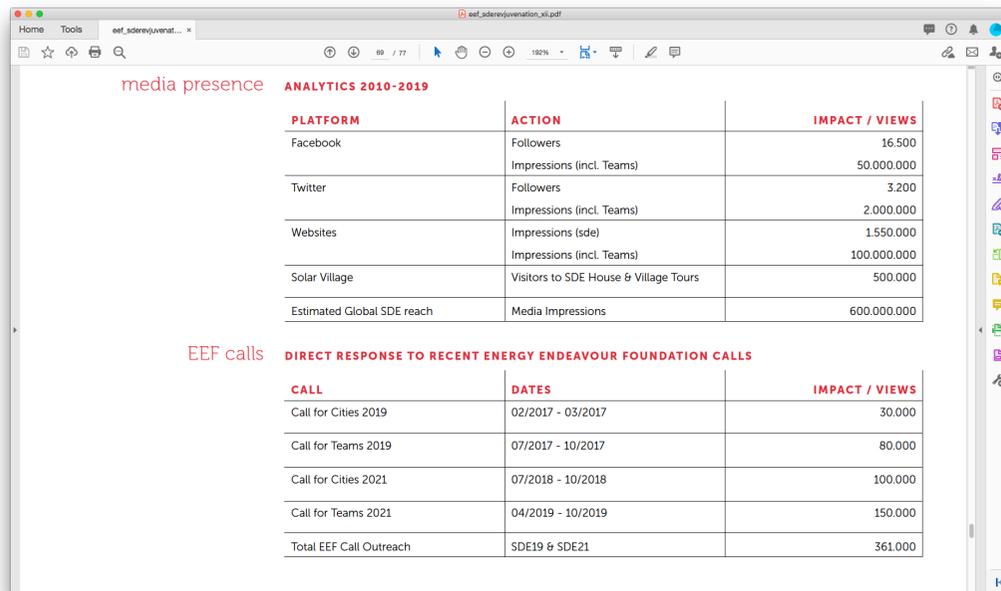
spatial configuration_ advanced photovoltaics_ heat exchangers _ intelligent controls_ integrated appliances_ smart grids



Hosting **motivates** broad audiences through communication, innovation & tech.

youth_ academics_ professionals_ policymakers_ industry leaders_ children_ teenagers_ general public

The Solar Decathlon Europe is a proven international educational and training programme preparing students for the clean-energy workforce with real-world, hands-on experience. The Solar Decathlon also results in broader consumer understanding of how to save money at home with clean-energy solutions.



media presence ANALYTICS 2010-2019

PLATFORM	ACTION	IMPACT / VIEWS
Facebook	Followers	16.500
	Impressions (incl. Teams)	50.000.000
Twitter	Followers	3.200
	Impressions (incl. Teams)	2.000.000
Websites	Impressions (sde)	1.550.000
	Impressions (incl. Teams)	100.000.000
Solar Village	Visitors to SDE House & Village Tours	500.000
Estimated Global SDE reach	Media Impressions	600.000.000

EEF calls DIRECT RESPONSE TO RECENT ENERGY ENDEAVOUR FOUNDATION CALLS

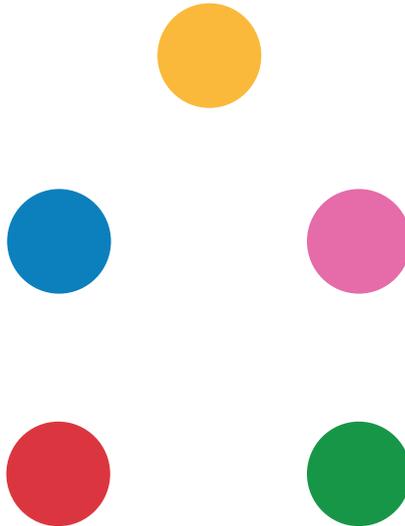
CALL	DATES	IMPACT / VIEWS
Call for Cities 2019	02/2017 - 03/2017	30.000
Call for Teams 2019	07/2017 - 10/2017	80.000
Call for Cities 2021	07/2018 - 10/2018	100.000
Call for Teams 2021	04/2019 - 10/2019	150.000
Total EEF Call Outreach	SDE19 & SDE21	361.000



cont. The SDE **invites** & unites citizens as a global capital of sustainability.

The SDE Competition and exhibition areas become a two-week public celebration. Activities are plentiful, varied, and engaging: showrooms, conference areas, cultural activities, and partner stands are integral parts of any solar village. The host city is promoted as a capital of sustainability for citizens and visitors from all over the world. Public house tours are provided by Decathletes themselves, for first-hand experiences on the comfort and savings in homes that combine energy-efficient construction, home systems, appliances, and innovative design with onsite renewable energy production. All of this under the recognised SDE brand.

- * showrooms
- * conferences
- * parades
- * debates
- * tech demos
- * music
- * vip events
- * corporate networking
- * tours



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cont. The SDE **inspires** all stakeholders & leads to behavioural change. Here's how.

- * international visibility through the broader Solar Decathlon worldwide movement
- * five successful SDE editions_ Spain, SDE10, SDE12; France, SDE14, Hungary, SDE19, Germany, SDE21
- * 81 ambitious participating Teams, 3000+ Decathletes, representing 26 countries
- * 400+ engaged sponsors & supporting entities
- * 500.000+ active consumers & visitors to Solar Villages
- * 10,000+ media impressions reaching over 500 M viewers worldwide
- * important short-term economic impact reaches 2x - 3x of host city expenditure
- * SDE contribution to ecological purchase decisions from most visitors within one year
- * long-term impact based on clean energy workforce & resource responsible civic pride



Hosting the SDE **stimulates** economies & workforce opportunities.

hospitality industry_ clean-energy purchase decisions_ workforce development_ entrepreneurship_ smart city development

Solar Decathlon Europe Host Cities stimulate economies and workforce opportunities through hospitality and event management sectors, providing incentives to consumers toward clean-energy purchases and a clean-energy economy. Opportunities flourish for regional and national workforce development, which encourages innovation and technological advancement. SDE Teams band together, creating long-lasting entrepreneurial businesses, realigning economic opportunities to fit our future.

direct impact

Local economic impact of the Solar Decathlon event is noticeable. Based on studies carried out at other Solar Decathlon events, the following economic impact can be extrapolated from attendance figures and visitor questionnaires:

ITEM	NOTES	IMPACT
Direct Economic Impact of Participants	20 Teams + Organisers, 1100 Participants @ € 1200 / Participant	€ 1 320 000
Economic Impact of Attendees (avg. 120.000 people per event)	10 000 Multi-day (€180), 110 000 single day (€ 80)	€ 10 600 000
Other Economic Impact	Conferences, Parallel Events 12 000 Attendees	€ 2 160 000
Total Event Impact		€ 14 080 000

This table represents figures for an average Solar Decathlon event based on these sources:
US DOE, SDUS13 Impact Assessment; UPM SDE10 & SDE12 documentation.



cont. The SDE **promotes** opportunities: regional, national, international.

The Solar Decathlon Europe Competition event attracts a wide range of sponsors and supporters, providing incentives to those investing in clean-energy technologies, cutting edge talent, and new business opportunities. All SDE stakeholders come away with a greater understanding of our changing behaviour, and purchasing decisions, in our ever-thriving built environment.



cont. The SDE **activates** economies with engaged sponsors & supporters.

The following pages present a selection of SDE19 Team sponsors and supporting entities. The list is non-exhaustive, a reflection of the diverse sectors and stakeholders in building construction, sciences, and energy-efficiency sectors. The support reveals extensive and cross-pollentated interest, involving academia, commerce & industry, and other institutional entities.

academic support & sponsorship for SDE19 Teams (non-exhaustive)



cont. The event **invigorates** networking: commercial, industrial, institutional.

commercial support & sponsorship for SDE19 Teams (non-exhaustive)



cont. SDE networking **stimulates** economies: local, regional, national, international.

other & institutional support & sponsorship for SDE19 Teams (non-exhaustive)



cont. Host the SDE & **trigger** behavioural change through increased energy literacy.

testimonials on leadership, quality design, building science, research, & future careers

“In a world where resources are limited, it is necessary to resort to new technologies for resource optimisation. That is why there is a need for research groups offered by higher education. It is the perfect opportunity to put the results into practice and show citizens the impact of sustainability.”

Ana Camila Vargas, SDE19 Aura Team, Spain



“I’ve always considered Solar Decathlon as a great potential for business opportunity. Because of this, I’ve moved on after the Competition, currently working on a startup in this field. At the moment we are developing energy efficient, modular, and 100% prefab houses, built primarily of natural materials (wood, straw insulation, clay, etc). We’ve built a prototype in Romania and continue to improve it, in order to give people the possibility to buy an energy efficient house, as they do with a car.”

Daniel Butucel, SDE19 Over4 Team, Romania



“Ecological transition and the fight against climate change require all actors in the building industry to rethink the design process and move towards a frugal approach... Sharing is better and the future lies in the development of a social and solidary economy. More specifically, one of the main goals of the[SDE] is to develop a structure that engages in research and development through architecture and environmentally conscious design.”

Denitsa Hristova, SDE19 Habiter2030 Team, France



Raise awareness & **boost** behavioural change.

testimonials on purpose, strategy, social impact & continuity

“ABN AMRO possesses a clear and bold purpose: banking for better, for generations to come. Our sustainable strategy is built on concrete ambitions in the area of climate change, the circular economy and social impact. The TU Delft MOR project has a lot in common with our sustainable ambitions and builds further on generations to come. Combining strength and expertise seemed logical. Our support resulted in exchange of knowledge between TU Delft, business partners of ABN AMRO, and employees of ABN AMRO itself. These valuable insights brought all of us a step closer to our sustainable ambitions, and the innovative solutions presented by MOR definitely created inspiration for opportunities and more corporate involvement.

Petran van Heel, Sector Banker, Construction, ABN AMRO, Netherlands



Like the Olympics, the Solar Decathlon Europe relies on an international stewarding body; the Energy Endeavour Foundation provides the continuity between Solar Decathlon Europe events, transferring from one SDE edition to the next, the valuable knowledge and experience to future SDE Organisers and competing Teams.

Emeline Ritt, Chair of the Board of Directors, Energy Endeavour Foundation



Host the next Solar Decathlon Europe.

Combine youth, resource-responsibility, and competition to activate greatest interest in a sustainable future. Empower next generations and clean-energy workforces. Stimulate growth through corporate sponsorship and entrepreneurial spirit. Showcase design and technologies that teach us how to live responsibly. Establish your city as a leader in energy transition. Make a difference.

Credits.

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Information & Contact.

Detailed documentation regarding the official Call for Cities can be found here:

WWW.SOLARDECATHLON.EU/SDE23-CALL-FOR-CITIES

Please send Full Applications to:

APPLICATION@ENERGYENDEAVOUR.ORG

Please send questions regarding Call applications to:

QUESTIONS@ENERGYENDEAVOUR.ORG

Thank-you & well-wishes!

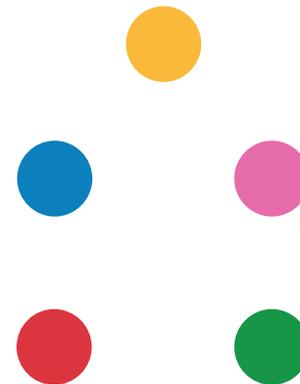
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