



amsterdamse
zoncoalitie

**More solar energy
in Amsterdam**



The problem



A golden opportunity



Our ambition

A solar panel for every citizen of Amsterdam



Scaling up the number of solar panels in Amsterdam to 850.000

Citizens of Amsterdam can choose for solar panels on someone else's roof

Our cooperation

A diverse group of solar companies joined forces to work towards this shared ambition

Therefore they accomplish economies of scale and strength



Our process

Working together is an art in itself

1. An appealing idea
2. Share interests
3. Think big
4. Choose together
5. Action plan
6. Just do it!
7. Rule of the game
8. Added value
9. Know your results
10. Short learning loops



The focus areas

Thinking big: what is needed to realize 850.000 solar panels?



Inform the roof owner



Make it simple



Work together with politics



A professional approach



Business models without investments

The results



A cooperation of 20 parties



A successful conference for roof owners in the Arena



- Matches: 2.974 panels
- Date: 62.242 panels
- QuickScans: 139.156 panels

Our plans

120.000 solar panels through 7 campaigns in 2016



Own events and partnership for joined campaigns

Focus on the bigger roofs of companies and public buildings

Our question

