



# Europe Renewable Power Advisory

Provides the tactical advice necessary to capitalize on market opportunities and drive successful strategies in Europe renewable power markets.

IHS Emerging Energy Research's Europe Renewable Power Advisory provides in-depth analysis of policies, players, and markets, focusing on industry events, issues, and competitive strategies that shape Europe's renewable energy markets. Analyzing company strategies and activities across the full range of renewable technologies, while assessing key policy, technology, cost, and other drivers affecting the level of renewables penetration, this service provides a complete assessment of renewables development potential in the context of the Europe's broader power picture.

## 2011 Research Themes

### Renewable energy markets and policies:

- How will national budget considerations shape renewable support mechanisms and influence the renewable technology mix?
- Will cross-border transmission build-out enable greater renewable penetration?
- How will new regulations for storage and hybrid generation impact market choices and strategies?
- Will renewable power imports from non-EU countries play a significant role in meeting 2020 targets?

### Renewable strategies and competitive benchmarking:

- How can utilities adapt their strategies as stricter environmental regulations slow domestic power sales and speed capacity retirements?
- What are successful utility strategies for optimizing generation portfolios with renewables, gas assets, and storage solutions?
- How will utilities and independent power producers navigate the regulatory uncertainty?

### Technology and cost analysis:

- How will a scaling industry and the increasing need for grid capacity affect renewables costs?
- What are the best opportunities in emerging renewable power generation technologies?

### Market forecasts:

- What is the impact of policy uncertainty on Europe's renewable growth and generation mix?
- What is the outlook for renewables development in North African and Middle East countries?
- Where are the remaining areas of renewable growth in Europe?

## Advisory Benefits

IHS EER Advisory Services provide objective, independent research to support the competitive and market strategies of successful companies across the energy industry.

- **Understand** market shifts, and identify new opportunities and threats.
- **Support** long-term renewables technology investment decisions within the broader energy landscape
- **Assess** the impact of regulatory and policy shifts, supply chain issues, project finance, and technology advances.
- **Evaluate** your competition, anticipate their moves, and adjust your strategy accordingly.

## Recent Research

- Renewable Support Policies in Europe: 2011 Country Comparisons
- Belgium Sets Framework for Biomass Growth
- EU Renewable Action Plans: Roadmap to 2020 Targets
- Mediterranean: Bridging the Transmission Gaps
- Europe Renewable Power Generation Forecast: 2011-2025
- Assessing Storage Needs for Renewables Growth
- Comparative Cost of Renewable Power Generation Europe
- Europe Power Capacity Ownership Rankings
- EU Advances Renewables Grid Strategy
- Middle East/North Africa Market Snapshots
- Europe Falls Just Shy of 2010 Renewables Milestone
- Scotland Sets Ocean Energy's Evolution in Motion



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## Advisory Overview

IHS Emerging Energy Research Advisory clients are supported by a continuous flow of research, presented in formats designed to make our insights, analysis, and advice succinct and easily accessible.

### On Points

Intelligence-driven, executive briefings providing direct insights into developments shaping the industry. IHS EER On Points clearly illustrate industry trends and provide strategic and tactical perspective on industry events to bring insight to:

- Strategies of the leading market players and new challengers
- Regulatory and policy developments
- Project activity: pipeline and underway
- Technology developments, industry trends, and market directions

### Market Briefs

IHS EER Market Briefs provide thorough assessments of developments in renewables markets: the dynamics of the competitive landscape, regulatory developments, market segments, supply chain shifts, players' initiatives, and state or country snapshots. Market Briefs are highly graphical and delivered in presentation formats, making their content and conclusions powerful and easily understood.

### Market Forecasts

IHS EER's Market Forecasts emerge from a rigorous assessment of the key issues and challenges facing the market, resulting in annual, 15-year projections of installed and added energy capacity as well as reviews based on recent market intelligence. IHS EER forecasts reflect the affects of global metrics that include commodity prices, natural gas pricing, and manufacturing constraints. All data assumptions are provided.

### Data Insights

IHS EER's Data Insights include developer and ownership rankings by installed project, capacity, and market share. Unique tools for following the progress of the industry's key players and understanding competitors' strategies, the rankings provide data by country, including divestments, acquisitions, and new capacity and build. All rankings are accompanied by Excel back-up data.

### Market Studies

IHS EER Clients receive a choice of IHS EER's Market Studies, which are primary, research-based studies, providing clients with a rich resource of market analysis, competitive analysis, and strategy review. Studies typically include technology trends, detailed regulatory analysis by country, profiles of local utilities, and analysis of strategies of developers and technology providers.

### Analyst Access

With Analyst Access, IHS EER clients can contact our experts directly for detailed, tailored requests on specific market questions, for discussion of IHS EER's analytic perspectives, or for additional market intelligence. Analyst Access is also a source of different support vehicles, such as special presentations delivered by IHS EER analysts at industry events.



## About IHS Emerging Energy Research

As the industry's leading provider of emerging energy market analysis, IHS EER's recognized industry experience and proven track record give you unrivaled balance and perspective on the world's renewable energy industries. Our team of research analysts matches industry experience and on-the-ground research with extensive access to key players in global renewable energy markets. IHS EER works with more than 1000 stakeholders across the industry, providing research-based advice, support, and analysis to executives and key decision-makers including utilities, developers, independent power producers, technology promoters, manufacturers, and investment companies.

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