The Opportunity

- **GHG savings potential**
  - Reduced emissions vs Zero emissions (eg EU RE Development Target)

- **Economic potential**
  - Renewables at site vs centralised
  - HVAC industry jobs/ capability of the HVAC industry
The Need

- Innovation Partnership
  - Research
  - Implementation
  - Funding

- Market Development
  - Level playing field with other Renewables in Australia
    - Australian CPRS
    - Rebates
    - Planning approval recognition
  - Competence to compete in international markets
    - EU RE development target

The Day’s Activities

- Conference
- Site Tours
- Meetings

Knowledge exchange

Develop the industry

Compete for fair reward

Deliver an excellent product
Selfish Altruism and the Big Ask

- “As new markets emerge, the smartest strategy is to work with others to accelerate the growth of the entire sector —- This is true even if it means a) spending a little less time on your own projects and b) doing things that may benefit other companies, including competitors”

- Emerging markets typically move through four phases:
  
  - **Concept.** Agreeing on the general direction and nature of the change.
  - **Consensus.** Recruiting sufficient stakeholder buy-in to begin moving forward.
  - **Coordination.** Working together to accelerate growth.
  - **Coopetition.** Continuing to cooperate to grow the market while simultaneously competing to gain advantage.

  • This is the lesson Microsoft learned in computing; Qualcomm in the telecomm space; and Cisco in the Internet. All three were very active in standards groups [etc]. And all three found ways to create ... proprietary advantage through those “altruistic” activities.”