the SOCIAL DECK

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Repower Noosa Report: Understanding the barriers and benefits of solar for business.

October 2018

ZERO EMISSIONS NOOSA

NOOSA COUNCIL

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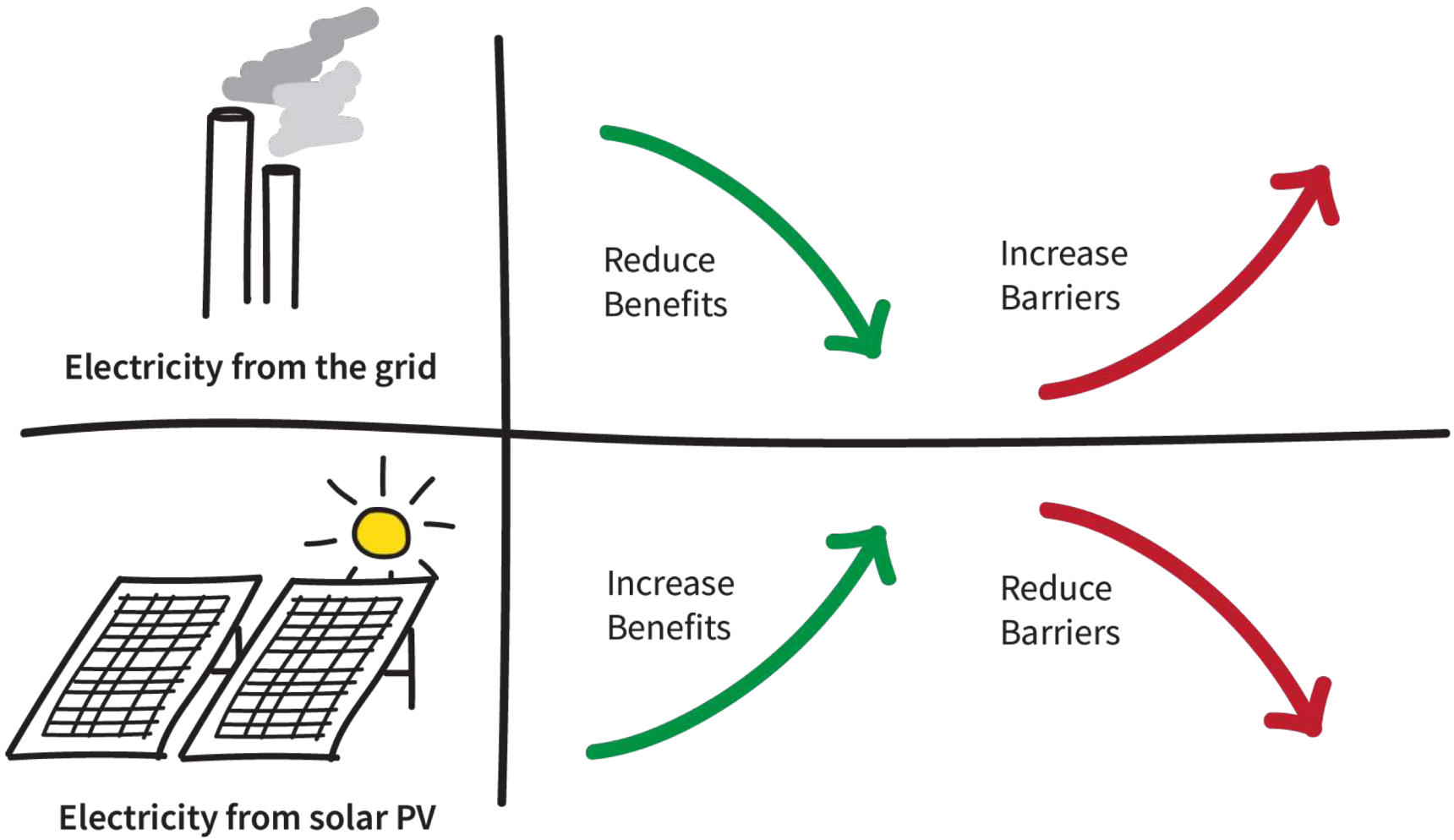
Currently less than 5% of businesses in Noosa have solar installed.*

We undertook research to understand what the barriers to business installing solar are and how the benefits of solar might help to overcome them.

* See Roadmap Report


Electricity from the grid
Reduce Benefits
Increase Barriers
Electricity from solar PV
Increase Benefits
Reduce Barriers

Introduction

As part of a Noosa Council Economic Development grant, The Social Deck has undertaken barriers and benefits research on behalf of Zero Emissions Noosa's Repower Noosa project. The aim of this research is to inform a social marketing strategy aimed at increasing the uptake of solar among businesses in the Noosa Region.

The ITP Renewables Roadmap Report estimated that for every MW of solar installed, $85 000 in electricity costs would stay in the shire. Their "stretch" assessment for an increase of 40MW for commercial (from current 3MW) would lead to electricity savings of $3.4M each year for Noosa business.

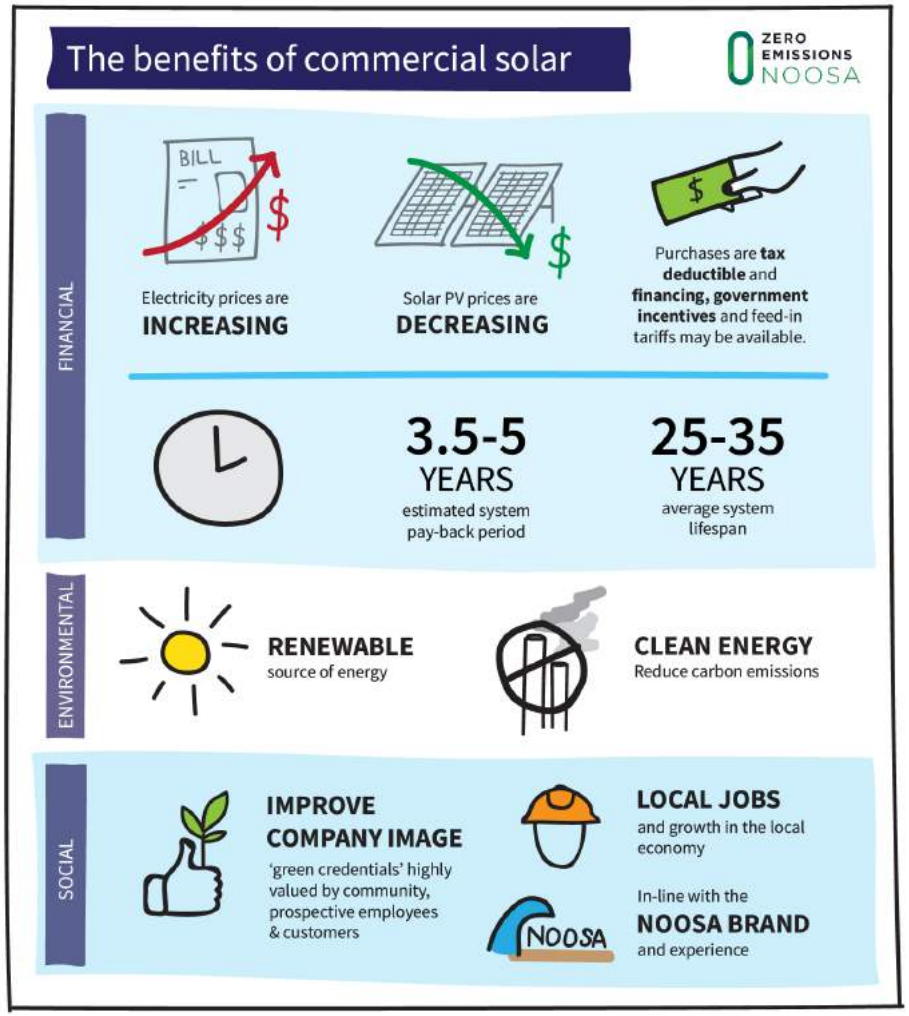
While there are numerous high-level benefits to businesses installing solar, there are still many significant barriers to adoption which is reflected in the low uptake. Currently less than 5% of businesses in Noosa have solar installed compared to 35% of residential, which indicates that the barriers faced by business are different and harder to overcome than those faced in residential (*see also Roadmap Report*)

Research approach

The research phase of this project aimed to understand the broad framework of barriers to businesses installing solar and the key benefits that would motivate business owners to install solar. At the same time we wanted to understand the different segments of business owners and how different barriers and benefits may specifically affect these businesses.

The Social Deck undertook the following research:

- A literature review to identify key barriers and benefits to businesses installing solar nationally and internationally.
- A workshop with the Repower Noosa cluster of local solar installers and Zero Emissions Noosa members to understand what they perceive as the most common barriers to businesses installing solar.
- An online survey with local Noosa businesses which was promoted via local business groups and the Zero Emissions Noosa Facebook page.
- In-depth phone and in-person interviews with a range of local businesses.



Literature review – a framework for analysing barriers and benefits

The literature review suggested that barriers to the uptake of solar energy for businesses could be divided into 6 broad categories. These categories were used as a framework for analysing the barriers and benefits of solar for business in our research. Our aim was to confirm whether these barriers were relevant to Noosa based businesses and to understand which barriers were considered to be the biggest barriers to installing solar.

The literature review also suggested that the significance of various barriers would be different for different types of businesses. We therefore endeavoured to conduct research on a broad range of business types including:

- Businesses that own their premises
- Businesses that lease their premises
- Landlords
- Real estate agents
- Businesses with high / low energy consumption
- Businesses that already have solar installed
- Businesses with body corporate ownership

The literature identifies a number of tools and tactics which may be used to help overcome the barriers to businesses installing solar. These tools and tactics are generally positioned as methods for overcoming the various barriers and promoting the benefits of solar installation and include:

- Innovative financing options to reduce upfront cost
- Clear and easy to understand information provided on ROI
- Educational programs / campaigns aimed at businesses
- Clear information provided on regulations / incentives
- Installer education about technological solutions

Financial

- Upfront cost of installing solar
- Difficulty of obtaining finance
- (Relatively) low cost of electricity
- Lack of understanding of ROI

Awareness

- Lack of knowledge of solar benefits
- Confusion over legislation and incentives
- Don't know where to start

Behavioural

- Lack of trust in installers
- Don't like the look of PV
- Lack of time to research / implement

Technological

- Grid capacity
- Network charges
- Metering for multitenant buildings

Regulatory

- Reduced feed in tariffs
- Rebate availability
- Unpredictable regulations
- Lack of understanding of tax implications

Installer

- Difficulty of speaking to decision maker
- National / multinationals
- Cost of sales / marketing

The range of businesses engaged in this research

Key motivations and barriers for Noosa businesses surveyed

- Financial benefits
- Control over energy bills
- Trustworthy information & installer
- Environmental benefits
- Friend or associate recommendation
- Government incentives

- Upfront investment
- Lack of information
- Don't understand government incentives
- Too busy
- Unsure about quality installation/installers
- Don't trust solar salespeople
- Concerned about maintenance

Financial barriers and benefits

Financial barriers are consistently identified as the **most important** for businesses that do not currently have solar AND financial benefits as the **most important motivator** for businesses that have installed solar. However, the way in which the barriers and benefits play out is quite different depending on the type of business involved.

Barriers

Upfront cost of installing solar

The upfront cost of installing solar has a significant impact on cash flow for businesses of all sizes but in particular SMEs. The impact of this barrier is increased where:

- Business has relatively low quarterly electricity bills
- Business has a relatively short lease (3-5 years) - pay back period is longer than lease term and business is uncertain about future.
- Landlords who do not see a direct financial benefit from installing solar as they do not pay electricity bills (the “split incentive” problem).
- Landlords unlikely to invest where the ROI is marginal (e.g. they are able to marginally increase rent or charge tenant a small amount for electricity).
- Business is unsure of its own longevity.

Difficulty in obtaining financing

Financing is an attractive option for businesses that want to minimise the impact of installation costs on their cash flow. However, there is a perception that financing is difficult to obtain and that the cost of financing has a significant impact on the ROI of the system. The impact of this barrier is increased where:

- Businesses are unaware of financing options
- Businesses do not trust financing options recommended by installers
- Cost of financing higher than associated reduction in electricity costs
- Business has a relatively short-term lease meaning that finance will not be paid off in time to realise ROI.
- Business is not motivated to investigate / administer financings as electricity bills are low / ROI not seen as significant.

Lack of understanding of / trust in return on investment figures

Businesses may find it hard to calculate the likely ROI of installing solar based on the information they have available and find it hard to trust ROI numbers provided to them by installers, perceiving a bias that would inflate the numbers. This barrier is increased where:

- Businesses are time-poor and do not have time to thoroughly investigate solar options / obtain multiple quotes.
- Businesses have been contacted by multiple installers seeking to sell them solar.
- Businesses do not have a sophisticated understanding of electricity usage.
- Managers must be able to present the business case to a board of directors / body corporate for final decision
- Cost of electricity reduction does not directly benefit the entity making the investment (e.g. Landlord / Tenant relationship)

Concern about maintenance costs

When a business installs solar, there is a perception that they are taking on additional costs associated with maintenance and upkeep – costs which would usually be handled by their electricity provider. This barrier is increased where:

- Business does not trust solar installer to provide ongoing support / quickly fix issues.

Financial incentives not aligned

There are a number of scenarios in which the financial incentives of investing in solar are not aligned with the person that is investing in solar does not directly benefit from cost savings. This barrier is increased where:

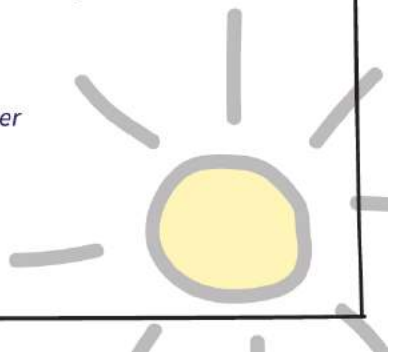
- Business leases premise from landlord
- Landlord does not have a straightforward way of covering investment by passing on costs to tenant.
- Landlord only receives a marginal financial return (e.g. administration is perceived as more than return)
- Business has short-term lease and is therefore investing in an asset for Landlord.
- Real estate agent must invest time in arranging solar but does not see financial return.

Commercial solar ROI (3-5 years) is roughly the same length as the average lease agreement, so it's hard to make a case for tenants.

- Commercial real estate manager

Power prices are not typically factored in the decision making of potential tenants, making it harder for landlords to gain from the benefit they take the risk on.

- Commercial real estate manager



Financial barriers and benefits

Benefits

Reduce the cost of electricity

Investing in solar has the potential to significantly decrease businesses electricity bill freeing up cash to invest in company growth. This benefit is increased where:

- Business has high electricity consumption.
- Business has access to working capital or finance.
- Business has adequate roof space upon which to install solar.
- Decision maker has direct financial benefit from installing solar (more complicated in premises with short-term leases.
- Business is concerned about rising electricity prices

Good return on investment

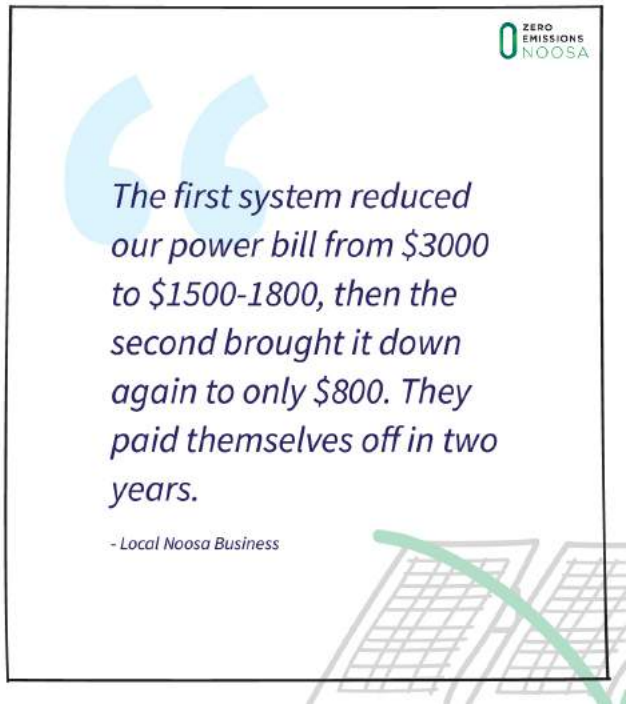
The upfront investment in installing solar is generally offset by savings on electricity bills within 3-5 years. This benefit is increased where:

- Business has high electricity consumption
- Businesses uses majority of electricity during the day
- Business has adequate roof space
- Business owns premises or has long-term lease

Finance available

Businesses may be more motivated to invest in solar where they do not need to invest a significant amount of cash upfront. There are many financing options available and banks are willing to lend for solar installation. This benefit is increased where:

- Business does not have access to working capital.
- Business trusts and understands financing options.
- Cost of financing is substantially offset by savings on electricity.
- Business owns premise or has long-term lease.



Government grants and incentives

Government grants and incentives including feed-in tariffs make investing in solar more attractive to businesses. This benefit is increased where:

- Business is aware of and has capacity to apply for grant / access incentive.

Adds value to building

Installation of solar may add value to the building in terms of future sale or lease arrangements. This benefit is increased where:

- Business owns premise
- Landlord can obtain a ‘more than marginal’ return on the investment.

Financial benefits: case study

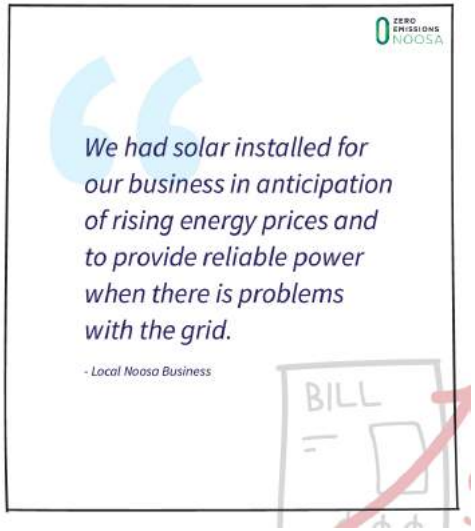
Bissell's Paint and Body

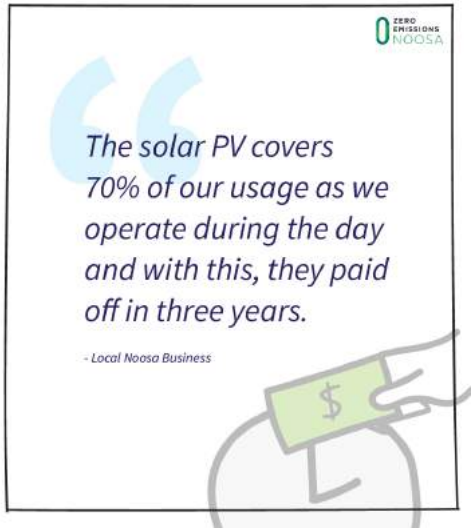
A 33kw solar PV system was installed in October 2016, with an **upfront cost of** $23,636. Over the following two year period, it provided 81.46Mwh, worth $22,808 and 22.32MWh was exported back to the grid, worth $2,366. A total of $25,173 **was saved** over the two years, with a payback period of 1.8 years.

2016		
Energy from grid	11.54	MWh
Consumed directly	8.65	MWh
Consumption	20.19	MWh
Self-sufficiency	43	%

2017		
Energy from grid	63.22	MWh
Consumed directly	41.77	MWh
Consumption	104.99	MWh
Self-sufficiency	40	%

2018		
Energy from grid	57.25	MWh
Consumed directly	31.04	MWh
Consumption	88.29	MWh
Self-sufficiency	35	%





Awareness barriers and benefits

Customer awareness and acceptance are considered essential elements in the renewable energy market, and can strongly affect demand.

Awareness centres around the knowledge and information/mis-information available to the decision maker in the business with respect to solar installation.

Barriers

Have not considered solar

Some business owners have simply not considered solar as part of their business operations. This barrier is increased where:

- Business has relatively low quarterly electricity bills
- Business does not understand how components of electricity bill affect overall total (e.g. demand charges)
- Business is time-poor
- Landlords owns premises and is not motivated by cost of electricity

Don't know how to access / assess credible information

Businesses may not investigate solar simply because they do not know where to access credible information. This barrier is increased where:

- Business is overwhelmed with information from telemarketers / non-trusted websites.
- Business does not know another business that has installed solar
- Business is time-poor
- Business has received conflicting advice about ROI, rebates, cost of installation etc

Benefits

Benefits of solar are being talked about more and more

Solar is being talked about more and more in the media and at social and networking events. This benefit is increased where:

- Business comes into contact with another business who has benefited from installing solar.
- Business sees a credible / independent case study on a similar business that has installed solar.
- Business feels a sense of urgency to investigate solar options

Electricity prices are increasing

Electricity prices are increasing which means people are becoming more aware of their bills and more likely to research solar. This benefit is increased where:

- Business has high electricity consumption
- Business has just received a higher than usual electricity bill.

Percentage of solar in residential is increasing

Business owners that have solar at home (or know someone that does) and can see the benefits first hand are more likely to consider solar for their business. This benefit is increased where:

- Business owner becomes aware of benefits of solar via a residential installation.

Behavioural barriers and benefits

Behavioural barriers and concerns related to personal values and norms also strongly affect attitudes toward solar investment. People are usually risk-averse and do not recognize the exploitable benefits offered by renewable energy technologies alone.

Barriers

Lack of trust in information sources and in solar installers

There is a significant issue of trust around solar installation where potential business customers feel that they cannot trust information sources or information provided to them by installers – they see the information as salesy and unreliable. This barrier is increased where:

- Business has heard stories about disreputable operators
- Business is overwhelmed with information from telemarketers / non-trusted websites.
- Business has received conflicting advice about ROI, rebates, cost of installation etc.
- Business does not have access to a recommendation from a trusted source.

Difficulty in negotiating through approvals process (with landlord, body corporate, board, management etc.)

Businesses may not proceed with solar where they have to invest resources in getting the installation approved. This barrier is increased where:

- Business premise is leased
- Business operates in a body corporate managed premises
- Business is a national or multi-national with associated bureaucracy in approvals

Lack of time to devote to researching and implementing solar

Business owners are generally time-poor with many competing priorities which means that a high degree of motivation is required to devote resources to investigating solar. This barrier is increased where:

- Business has low electricity consumption
- Business is not motivated by environmental factors
- Business does not have a dedicated operations manager

Don’t like the look of PV / stigma that PV is cheap

Business owners may generally dislike the look of PV or perceive a stigma that investing in PV has a stigma of being ‘cheap’. This barrier is increased where:

- Business is exposed to ‘cheap deals’ for solar
- Business does not perceive environmental benefits as valuable.

Behavioural barriers and benefits

Benefits

Environmental benefits

The environmental benefits of clean power derived from solar can motivate business owners whose personal values and attitudes align with environmental sustainability or whose customers value environmental sustainability. This benefit is increased where:

- Business owner has strong environmental beliefs
- Business requires support from the community to successfully operate
- Business has core values around environmental sustainability (e.g. eco-tourism, b-corp etc)
- Business has high electricity consumption and is motivated to offset its environmental impact.
- *Note that business owner may be motivated to research solar based on environmental values but will often still require a strong financial case.*

Sense of control over electricity production

Investing in solar power can give business owners a sense of control and security over their own power supply and to hedge against increasing electricity prices. This benefit is increased where:

- Businesses with high electricity consumption
- Businesses which use majority of electricity during the day

Social norms / competition

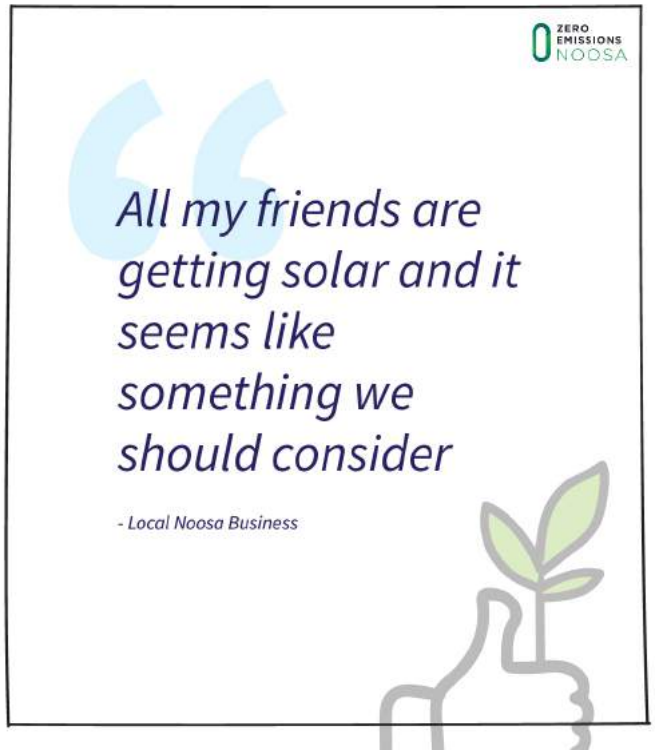
Businesses may be more motivated to invest in solar where they see a neighbouring or similar business has installed solar. This benefit is increased where:

- There is an increase in local businesses installing solar
- Businesses feel a sense of social pressure to install solar
- Business feel a sense of competition between themselves and their neighbours / competitors.

Sense of quality and support

Businesses are more likely to invest in solar where they are offered long warranties, service contracts and performance guarantees, this helps to offset trust issues and concerns over ongoing costs. This benefit is increased where:

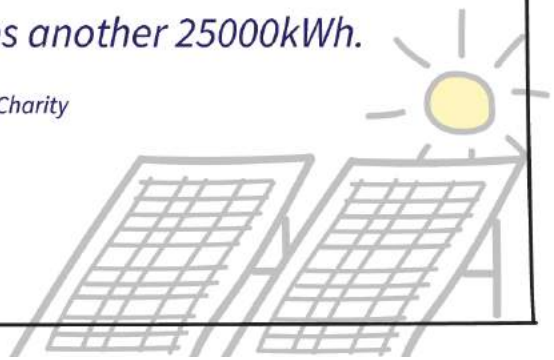
- Business is making a long-term investment (owns premise or has long-term lease)
- Business has high electricity consumption and relies on cost savings to ensure cash flow.



ZERO EMISSIONS NOOSA

We have just installed a 36.4kW solar system and decided to not only cover our energy use but be a net contributor of renewable energy to the grid. This not only offsets our own carbon emissions but also displaces another 25000kWh.

- Local Noosa Charity



ZERO EMISSIONS NOOSA

With a 51% Return on Investment and less than two year payback, doing our bit for the environment was a no brainer.

- Local Noosa Business

Technological barriers and benefits

Grid reliability, stability and efficiency are all critical technological issues which can impact the ability of businesses to benefit from the installation of solar. Other technological issues include demand charges, multi-metering and behind the meter installations.

Barriers

Technical challenge installing solar in multi-metered businesses

Many business (especially resorts) have multiple tenancies with multiple grid connections, this may present a technical challenge in the installation and billing of solar generated electricity. This barrier is increased where:

- There are multiple tenants in a single building owned by single or multiple landlords.

Technical challenge where roof space is limited

Some businesses do not have access to adequate roof space upon which to install solar. In these situations it may be possible to share an installation with a neighbour or to benefit from community owned solar but there are technical and regulatory challenges associated with this.

Demand charges

In some situations, businesses may incur penalties based on their electricity use during peak demand. This may have a significant impact on the ROI of solar. This barrier is increased where:

- Business has ‘bumpy’ patterns of electricity usage.

Night time power usage

Businesses that consume the majority of their power during the night may not benefit from solar installation unless power storage is available or they can benefit from feed-in tariffs during the day.

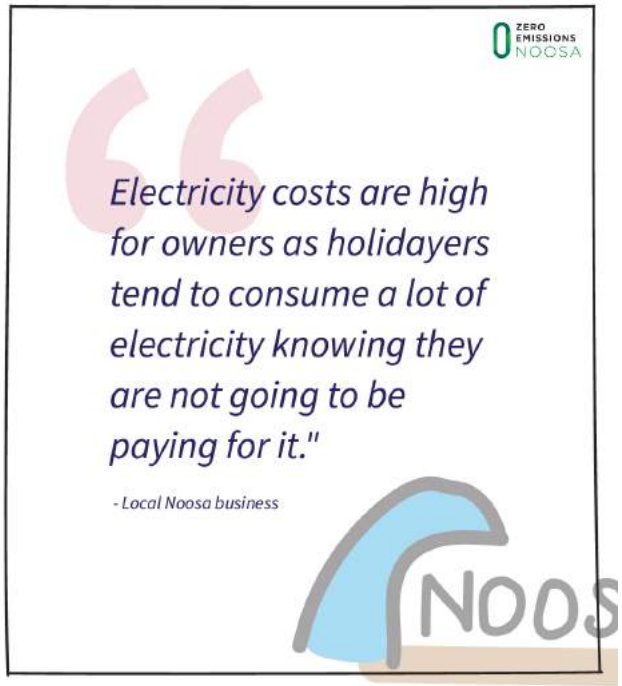
Installer unaware of new technologies / solutions

Businesses may discuss solar with an installer and uncover a technical barrier of which the installer is not aware of the solution, or the installer may ignore the barrier resulting in a less than ideal installation.

Benefits

Technology is developing rapidly

Technology based solutions to solar barriers such as embedded networks, battery storage, smart metering and more are being rapidly developed and deployed.



Regulatory barriers and benefits

Most of these barriers are related to shortcomings of the legal framework, or government actions as well as energy and environmental policy. Reductions in feed-in tariffs and the low purchase price of electricity set by the government result in a longer payback period and increased liquidity risks for green technologies.

Barriers

Feed-in tariffs being reduced / limited

Feed-in tariffs are being reduced based on government policy and the size of the system that can feed back to the grid is being limited by network capacity. This barrier is increased where:

- Business has lower electricity consumption and relies on sending excess production back to the grid to maximise ROI.

Uncertainty around regulation and policy

Businesses may be uncertain about future government policy and regulations and their impact on their investment in solar. This barrier is increased where:

- Government does not make long-term decisions around renewable energy policy.

Benefits

Electricity network providers increasingly working with solar

Electricity network providers are putting in place more policies and programs designed to make it easier for businesses to benefit from grid connected solar.

Installer barriers and benefits

There is a significant opportunity for solar installer businesses to benefit from increased commercial solar installation however, it requires significant investment of resources to increase the uptake.

Barriers

Sales and marketing - hard to speak to the right person / decision maker

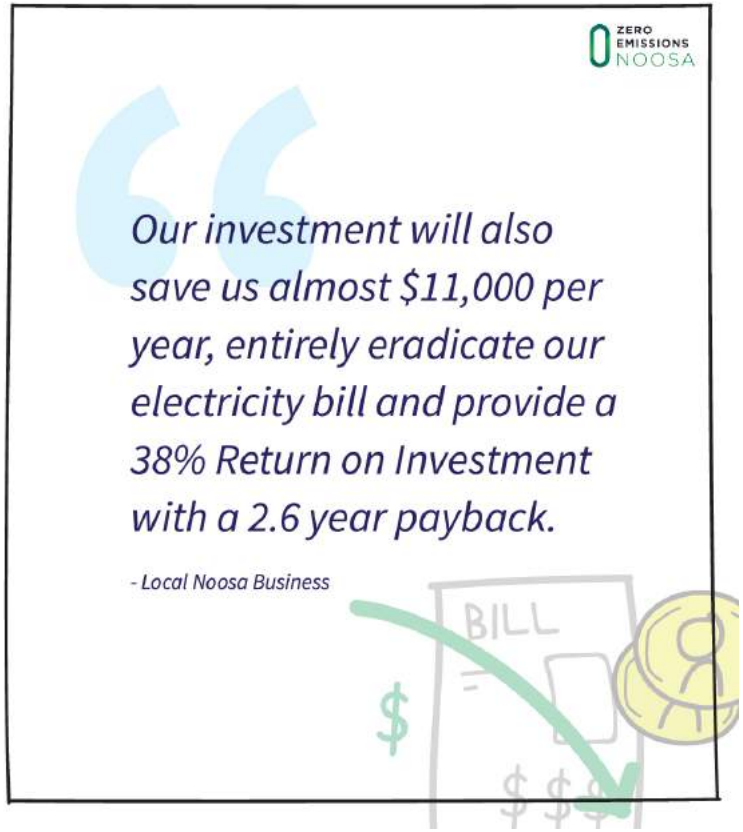
Business owners are time-poor and can be unreceptive to sales calls and other marketing tactics which makes it hard for solar installers to 'make the sale'. This barrier is increased where:

- Business owner is not decision maker with regard to solar installation
- Business is not motivated to reduce electricity costs
- Business has lack of trust in solar installers
- Business owner is not located at business premises (e.g. national / multinational companies)
- Business owner has complicated approval process for installation to take place.

Benefits

Large market available

Less than 5% of businesses in Noosa currently have solar installed which means there is a significant opportunity for solar installers to target this market.



Audience segments

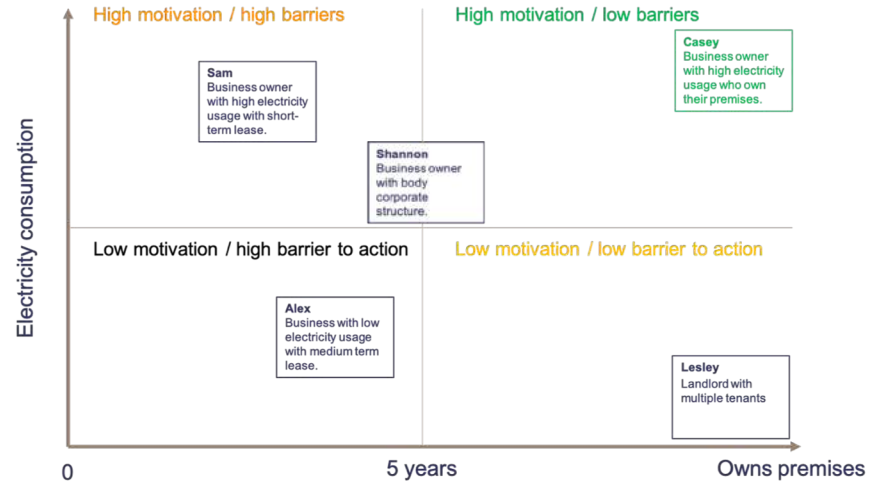
Our analysis of the barriers and benefits research shows that different barriers and benefits will have different levels of impact on different types of businesses. We have identified 5 audience segments and have mapped them against their key motivators for; and barriers to; installing solar.

- Business owner with high electricity usage who own their premises.
- Business owner with high electricity usage with short-term lease.
- Business with low electricity usage
- Landlord with multiple tenants
- Business owner with body corporate structure.

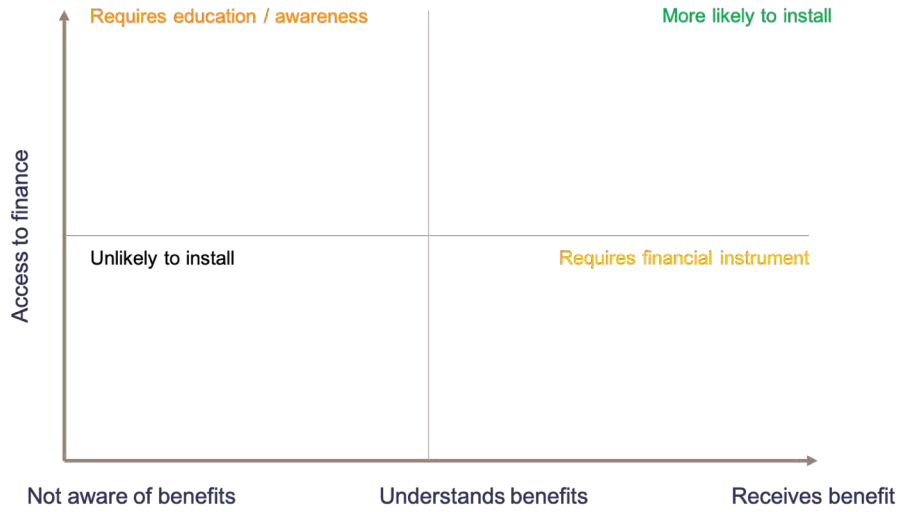
Casey Business owner with high electricity usage who own their premises.	**Motivators** • Reduce electricity costs • Good return on investment. • Control over electricity costs • Add value to building • Environmental benefits	**Barriers** • Lack of time to research • Upfront cost • Access to finance • Lack of trusted information
Sam Business owner with high electricity usage with short-term lease.	**Motivators** • Reduce electricity costs • Good return on investment. • Control over electricity costs • Environmental benefits	**Barriers** • Lack of time to research • Upfront cost • Payback period longer than lease term • Require approval from Landlord. • Access to finance • Lack of trusted information
Alex Business with low electricity usage.	**Motivators** • Environmental benefits • Social norms • People talking about solar • Government grant available • Financing available	**Barriers** • Lack of time to research • Upfront cost • Long pay back period • Require approval from Landlord. • Lack of trusted information
Lesley Landlord with multiple tenants	**Motivators** • Good return on investment. • Add value to building	**Barriers** • Financial incentives misaligned • Lack of time to research • Upfront cost • Access to finance • Lack of trusted information • Technical capability to charge tenants for electricity
Shannon Business owner with body corporate structure.	**Motivators** • Reduce electricity costs • Good return on investment. • Has lots of roof space available • Has access to finance • Add value to building • Environmental benefits	**Barriers** • Upfront cost • Lack of time to research • Complicated approvals process • Technical challenge of metering • Lack of trusted information

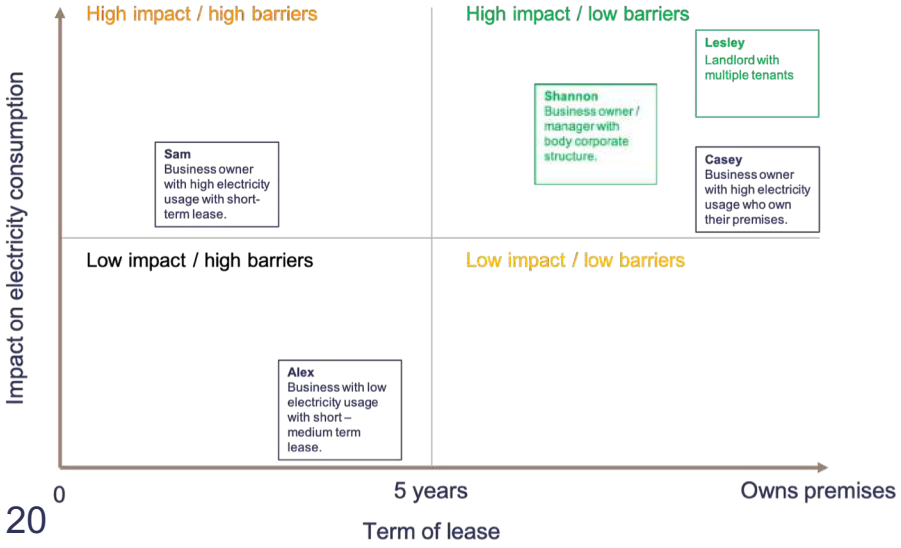
Targeting the right businesses

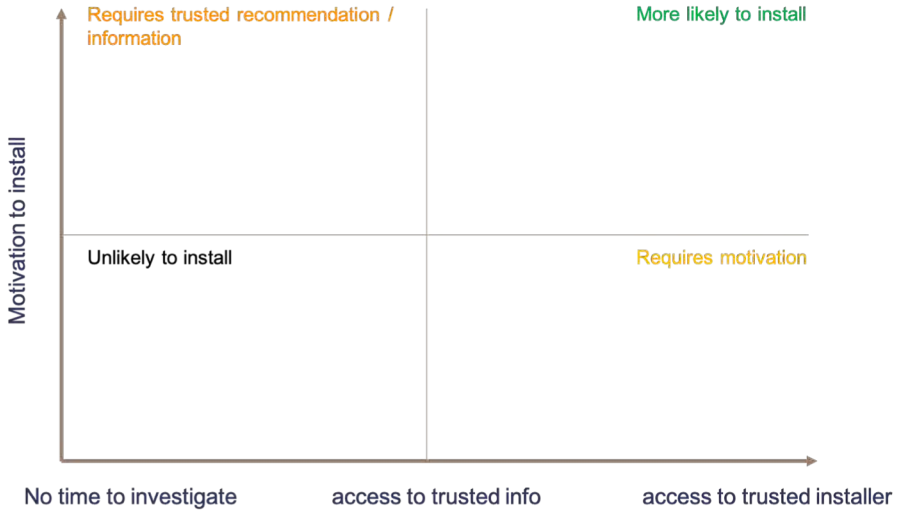
Our barriers and benefits analysis also shows that different ownership models and different electricity consumption of the identified audience segments will have a significant affect on the motivations and impact of installing solar - as demonstrated by the graphs below.



Our analysis also shows that by increasing access to finance, awareness of benefits and trust in installers we can increase the likelihood of businesses installing solar. The aim being to deploy strategies that move businesses owners into the top right-hand quadrant.







Key challenges and recommendations

The barriers and benefits research suggests that there are a number of key challenge questions that should be addressed in order to increase the uptake of solar among businesses in the Noosa region. Against each challenge, the report makes recommendations for how they might be addressed. These recommendations will be analysed further in the social marketing strategy which will be accompanied by a detailed action plan.

	Challenge	Recommendations
1.	How might we identify and influence businesses with high electricity usage who own their premises?	**1.1** Develop database of high electricity use businesses that own their premises.
		1.2 Develop series of case studies demonstrating ROI for similar businesses.
2.	How might we make it more beneficial for landlords to invest in solar?	**2.1** Investigate options which allow landlords to financially benefit from installing solar (these might include Power Purchase Agreements, Rent increases, Rates reductions, Embedded networks, Environmental Upgrade agreements) *(see also Roadmap Report recommendations 7,8,9)*
		2.2 Develop a landlords toolkit which describes the methods by which landlords can benefit from installing solar on commercial properties, including how these benefits can also be distributed to tenants (*see also Roadmap report recommendation 4)*
		2.3 Develop partnerships with commercial property agents to assist in reaching landlords.
3.	How might we make it more beneficial for body corporates (mainly tourism / accommodation) to invest in solar?	**3.1** Develop a series of case studies demonstrating the benefits and ROI to body corporate structures including how best to present this information to the board.
		3.2 Investigate mechanisms for body corporates to distribute solar ROI fairly amongst owners (e.g. embedded networks, smart meters etc).
		3.3 Undertake multi-site feasibility study for multiple accommodation providers with similar ownership models.
4.	How might we make it easier for businesses that lease premises to benefit from solar?	**4.1** Encourage landlords to invest in solar (see 2) and ensure that models are developed that ensure that tenants are also receiving a financial benefit (reduced bills) (*see also Roadmap Report recommendation 4)*
		4.2 Investigate solar leasing arrangements for tenants *(see also Roadmap Report recommendation 7)*.
		4.3 Investigate solar ownership models that allow for ongoing revenue generation after the end of the lease period.

Key challenges and recommendations continued

	Challenge	Recommendations
5.	How might we make more businesses aware of the ROI for solar? Providing valid, trusted information about solar to time poor business owners.	5.1 Develop Repower Noosa web portal as an energy info hub focusing on trusted information for business owners on commercial solar options. Include easy way for local businesses to get quotes / assessments from local installers *(see also recommendation 1 Roadmap Report).*
		5.2 Prepare and distribute a series of case studies of different types of local Noosa businesses that have already installed solar which describe the benefits and how barriers have been overcome.
		5.3 Engage (and consider funding) independent consultant to undertake multi-site feasibility studies for local business owners (consider targeting industrial estate first) (*see recommendation 6 Roadmap Report)*
		5.4 Solar for business expo / forum – event where business owners can learn about solar options and sign-up to get quotes.
6.	How might we reduce the upfront cost of solar installation for businesses?	6.1 Investigate financing options and put together a comprehensive and trustworthy toolkit for business owners.
		6.2 Investigate government grants supporting commercial investment in solar.
		6.3 Investigate Council loans (low interest) to finance commercial solar (consider whether financial returns could be invested in community solar projects)
7.	How might we create a social norm / social pressure around businesses utilising solar?	7.1 Develop campaign recognising Noosa businesses that have installed solar (e.g. similar to Plastic Free Noosa, Snail of Approval etc).
8.	How might we increase the trust of the local business community in solar installers and make it easier for trusted solar installers to contact time poor business owners?	8.1 Develop the Repower Noosa solar cluster which requires members to meet high standards of services and quality of solar installation.
		8.2 Hold events / forums with local business groups allowing members to meet cluster members and discuss solar opportunities.

Social marketing implementation plan

Recommendation	Description	Tasks	Timing	Budget	Lead
Landlords toolkit (2.2, 3.2, 4.1, 6.1, 6.2, 6.3)	Develop a landlords toolkit which describes the methods by which landlords can benefit from installing solar on commercial properties, including how these benefits can also be distributed to tenants.	Outline of toolkit	15 Jan	$360	Social Deck
		Research components of toolkit (including funding options, financing options, case studies, arrangements with tenants etc.)	15 Feb	$2000 (incl. $1500 remaining from social marketing strategy)	ZEN Social Deck Alexander Kohl
		Collate research and finalise / edit content	28 Feb	$1200	Social Deck
		Design hard copy toolkit	5 March	$980	Social Deck
		Print hard copy toolkit	10 March	TBD	ZEN
		Develop online version of toolkit	25 March	$960	Social Deck
Collation and development of a series of case studies (1.2, 3.1, 5.2)	Develop series of case studies demonstrating ROI for different business types (see audience segments on p.19).	Develop case study template	15 Jan	$240	ZEN + Social Deck
		Reach out to installers for case studies	15 Feb	unfunded	ZEN
		Reach out to Noosa based businesses with solar for case studies	28 Feb	unfunded	ZEN (plus consultant)
		Write case studies		See below	External consultant
		Finalise / edit / design case studies	25 March	$760	Social Deck
		Video case studies (if necessary)	30 April	$3000 (potentially use funding for external consultant)	? (Social Deck can provide)
Develop commercial solar web portal on ZEN website (5.1)	Develop Repower Noosa web portal as an energy info hub focusing on trusted information for business owners on commercial solar options. Include easy way for local businesses to get quotes / assessments from local installers	Scope portal requirements / structure (alongside renewed ZEN website)	30 Jan	In kind	ZEN + Social Deck
		Design web portal	15 Feb	$750 (from business model +in kind ~$1500)	Social Deck
		Build web portal	1 March	$750 (from business model +in kind ~$1500)	Social Deck
		Upload content including case studies, landlords toolkit etc.	25 March	In kind	Social Deck
		Launch website	25 March	-	ZEN + Social Deck
Database of businesses which are candidates for solar (1.1)	Develop database of businesses that are candidates for solar, include ownership structure and contact information.	Build database of commercial properties matched to owners / leasers (including contact details).	15 March	unfunded	ZEN
		Develop partnerships with local commercial real estate agents.	15 March	unfunded	ZEN

Social marketing implementation plan

Recommendation	Description	Tasks	Timing	Budget	Lead
Direct marketing of landlord toolkit to businesses identified (5.2)	Marketing materials / landlords toolkit sent to identified businesses including clear next steps and value proposition.	Refine list of businesses / owners	1 March	unfunded	ZEN
		Decide on value proposition (including action owners can take – e.g. attend forum, request quote etc.)	1 March	unfunded (could use some money from vid case studies)	ZEN / TSD
		Develop marketing collateral (email / direct mail)	15 March	unfunded (could use some money from vid case studies)	ZEN / TSD
		Send materials to database	25 March	unfunded	ZEN
Launch landlords toolkit w/ event / forums for businesses (5.4, 8.2)	Hold commercial solar forum for businesses to find out more information and take action on solar directly with installers. Could consider holding satellite event to cleantech industry conference?	Establish clear goals for forum (e.g. businesses to sign-up to multisite feasibility study, number of quotes requested etc)	1 March	$1000 available in current grant (likely requires significantly more funding)	ZEN
		Establish partnerships with business associations for launch event	1 March		
		Invite solar installers to attend / present at forum	1 March		
		Marketing collateral for event / forum	25 March		
		Press release / marketing of commercial solar forum / workshop.	April		
		Hold forum	May		
Engage consultant to undertake multisite feasibility studies (5.3)	Engage (and consider funding) independent consultant to undertake multi-site feasibility studies for local business owners (industrial / body corporate)	Establish interest from business owners through activities above	June - Dec	unfunded	ZEN
		Consider potential funding sources	June - Aug	unfunded	ZEN
Campaign to recognise Noosa businesses with solar (7.1).	Develop campaign recognising Noosa businesses that have installed solar	Promote case studies via social media, partnership with local newspaper, website.	May - Dec	unfunded	ZEN
		Encourage businesses to submit their case studies to ZEN	Ongoing	unfunded	ZEN
		Consider a ZEN business awards and recognition program	Twice yearly	unfunded	ZEN

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Solar for business survey – no solar installed

Solar for business survey

Noosa businesses currently spend approximately $24.3 million per year on electricity.

Repower Noosa (part of Zero Emissions Noosa) is working with a local cluster of solar installers to design ways to make it easier for businesses to get the benefits of solar for their businesses.

Take this 3 minute survey to help us understand the key barriers / benefits to installing solar for your business so we can design better solutions for our Noosa business community.

Name

First

Last

Business name

Business website

Email

Phone (optional)

Business Address

Address Line 1

Address Line 2

City

Postal / Zip Code

Do you own or lease your business premises?
○ Own ○ Lease

Term of lease (optional)
○ Less than 3 years ◉ 3-5 years ○ 5-10 years ○ 10+ years

Do you currently have solar on your business your premises?
○ Yes ◉ No

Have you considered solar for your business?
○ Yes

○ No

Do you consider electricity to be a significant cost for your business?
○ Yes ○ No

What is your estimated typical quarterly electricity bill? (optional)

Please rate the following barriers to installing solar for your business

	Not a barrier	Small barrier	Big barrier
I'm not convinced of financial benefits	○	○	○
I don't like the look of solar roof panels	○	○	○
I'm not willing to outlay upfront investment in solar panels	○	○	○
I'm too busy to consider installing solar	○	○	○
I don't have the information I need to make an informed choice	○	○	○
I don't have enough roof space to impact power bill	○	○	○
I lease my premises so it's not my decision	○	○	○
My building is part of a body corporate and it's too hard to get agreement from owners	○	○	○
I'm concerned about ongoing maintenance	○	○	○
I don't know how to ensure I get a high quality installation	○	○	○
I don't understand the government incentives	○	○	○
I don't trust solar sales people	○	○	○
I don't know how to find a high quality solar installer	○	○	○
Embedded networks	○	○	○

Other barriers - please specify

What would be the Number 1 thing that would motivate you to install solar for your business?

Solar for business survey – solar installed

Solar for business survey

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Take this 3 minute survey to help us understand the key barriers / benefits to installing solar for your business so we can design better solutions for our Noosa business community.

Name

First

Last

Business name

Business website

Email

Phone (optional)

Business Address

Address Line 1

Address Line 2

City

Postal / Zip Code

Do you own or lease your business premises?
○ Own ○ Lease

Term of lease (optional)
○ Less than 3 years ◉ 3-5 years ○ 5-10 years ○ 10+ years

Do you currently have solar on your business your premises?
◉ Yes ○ No

Rate the following factors in terms of importance in making the decision to install solar

	not important	important	very important
Financial benefits	○	○	○
Environmental benefits	○	○	○
Trustworthy information about solar	○	○	○
Trustworthy installer	○	○	○
Colleague / friend / associate recommended I install solar	○	○	○
Government incentives	○	○	○
Bragging rights	○	○	○
More control over electricity bills	○	○	○

Other factors - please specify

Are you interested in participating in a case study about your experience with solar and being featured on repowernoosa.com
◉ Yes ○ No

What would be the Number 1 thing that would motivate you to install solar for your business?