



YELLOW IS THE NEW GREEN

We want the European Union to create a common regulation on solar energy production in order to make this unlimited and clean energy easily accessible for everyone.

Group Members: Bassan Elena, Cardonnet Elodie, Gotca Paula, Grasser Sophia, Mollenhauer Laura (Germany, Italy, Romania)

SUMMARY

Energy in Europe is expensive, the choice is limited, and the financial support is insufficient. The solution is right above our heads – the sun. We need a standard regulation in order to challenge the current market system. Boosting this green, non-polluting and freely accessible source can increase widespread demand for solar energy, making it both profitable for companies and beneficial for individuals. We want the European Union to create a common regulation on solar energy, in order to make this unlimited and clean energy easily accessible for everyone. Support our vision!

PROBLEMS

Energy in Europe is expensive, the choice is limited, and the financial support is insufficient. Mostly people have one choice: fossil fuels. All our activities rely on these resources, but we are running out of them and we are running out of time. Energy consumption is faster than resources regeneration, therefore we need to replace fossil fuels with renewable and sustainable energy sources. Because of aggravating pollution, worsening life quality and increasing health problems, our current lifestyle is in danger. Some facts: 4.2 million death every year as a result of the exposure to outdoor air pollution in the world (WHO data) and 85% of Europe's energy comes from polluting sources (IEA data).

Imagine a crisis situation, a possible scenario in which we become vulnerable due to the exhaustion of fossil fuels: this may lead us to sacrifice our basic needs – using the car, breathing without a mask, normal functioning of the healthcare – or even to worse scenarios like wars. Since we are not self-sufficient in terms of energy production, we may not be able to cope with it. And now, more than ever, Europe is confronting extreme unpredictable social and climate hazards and needs to adapt to them, to be resilient. People may not know, but there is a simple solution available for everyone.

SOLUTIONS

The solution is right above our heads, the sun. The sun is the centre of our everyday life: it makes our planet habitable; it times our day and it is a source of energy we will never run out of. Solar energy, unlike fossil fuels, is non-polluting, unlimited, fairly distributed around the world and storable – so yes, if you wonder, you can rely on solar energy even in Finland, in winter and at night. Thanks to the recent development of solar technology, we can capture sunlight and easily transform it into electricity, heat and in the near future also into fuel. If you are asking yourself who can do it, the answer is that each and every person can freely capture it and become self-sufficient and independent from energy companies in covering their own needs. Also, European Union as a community could rely less on fossil fuels supply from external countries. Solar energy is clean, is green, therefore there would be less pollution and the life quality and health of everyone in Europe will improve. Imagine a world where all the comforts of our modern life are granted, and you do not need to worry about it because you have easy and cheap access to a green and unlimited energy source.

ACTIONS

Our proposal is to create a common European Union regulation on solar energy production so that every EU citizen can take advantage of easy and cheap access to solar energy. Boosting this green, non-polluting and freely accessible source can increase widespread demand for solar energy, making it both profitable for companies and beneficial for individuals. The regulation would include three major aspects:

- **standard funding system** – the EU should evaluate the current funding systems, select the best ones and create out of them a new common standard;
- **trading agreements and know-how exchange** – the EU should use its strong position as a trading partner with external countries in order to make trading agreements, to give the opportunity to buy solar technologies in the EU at a cheaper price than the market price for individuals. Agreements would also include research and development funding and know-how exchange;
- **spreading information** – the European Environment Agency (EEA) and the Agency for the Cooperation of Energy Regulators (ACER) should spread information among the EU citizens and companies on solar energy production and consumption, so that individuals may have



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the choice to decide among a wide range of energy alternatives and energy companies may increase their potential.

FINAL CLAIM

We want the European Union to create a common regulation on solar energy production, in order to make this unlimited and clean energy both easily accessible and cheap for individuals and profitable for companies. Increasing the use of solar energy will eventually lead European Union to a greener and more sustainable future. Help us to reach this goal by supporting our vision!