

## **PO-1.1 Investment decisions of German companies regarding photovoltaics (A)**

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Motivation: In the next year, the photovoltaics market in Europe is generally seen positive according to a study of Roland Berger consulting. While the classic investment model and roof-based installations are already established at owner-managed German companies, also new models like leasing or contracting found their niche in the market and are offered by both – big energy suppliers and specialized photovoltaic firms. In order to understand this market better it is important to find out, why companies of different size, capital structure and industry are investing in photovoltaics technology and which processes are used to find the decisions. Additionally it is interesting to see, what goals these plants are supposed to fulfill and which operator models are known and preferred.

Method: With the use of theoretical knowledge in capital goods marketing and the photovoltaics market in general and the help of already conducted studies a questionnaire is made. This questionnaire will be used for a survey including 500 appropriate German companies. Subsequently the survey will be evaluated and interpreted. This information will be used to create a guideline for investments in photovoltaics.

Result & Conclusion: As the survey is going to be conducted in the first quarter of 2018, results are not available yet.

Category: Market: Market Design & Investment Incentives

This study includes both, an overview of the market for photovoltaics in Germany and of reasoning and process behind investments. As only the photovoltaics market is evaluated and several models are presented and their acceptance on the market is carved out, this is obviously closely connected to solar powers, besides not including any improvement of technology, but focusing on marketing.