

Made in Europe Solar PV” Documentary & lobbying film

Europe needs PV manufacturing on its own ground.

Why so? For value and job creation, for sovereignty, and for keeping European R&D vivid and alive.

The world's PV markets will be booming like never before. Europe should be part of that.

We need a film to gather support from both political and industrial stakeholders.

In order to convince stakeholders, politicians, EU commissioners, state's ministers etc. to support PV manufacturing in EU, we will produce a synthetic film, more efficient than long speeches. Therefore, we are calling for EU-PV industry and all its supporters to back and finance this dedicated film production.

The film will be freely accessible online. It should become viral. We might organize VIP screening events for key target audiences. Sponsors will be able to refer to the film on their communication in links, special editing, teasers etc.

Key elements of the film:

- 20/25 minutes length + some teasers for digital spread-out
- Content: Interviews of many key actors (approx. 15) + A lot of video footages of PV products, labs, production lines + Graphics Animations with voice over + music.
- Film directed by a skilled film Director + GreenSquare for the production and coordination.
- Language: English with subtitles on demand if needed
- Below we share 3 video links: Directly here below this page or Vimeo links:
 - #1 References of similar subject films. <https://vimeo.com/612472502>
 - #2 Director's reel cuts, to show other directed films. <https://vimeo.com/612473090>
 - #3 References of animations, essentials for efficient narrative. The film's animations will be tailor-designed of course. <https://vimeo.com/612482782>

Production Budget:

- Donations are to be made on crowdfunding platform Whydonate in NL (ISO 27001) <https://www.whyonate.nl/fundraising/made-in-europe-solar-photovoltaics/en>
- Direct sponsoring >1 KEur could also be done directly via Greensquare SPRL. Contact made-in-EU-PV@green-square.net
- Full transparency “open budget” under scrutiny of ESMC and EERA-PV and any sponsor above 5 KEur.
- Production budget Targets: The film production will be made according to the targets.
 - Level 1 - 34 KEur: Minimum Budget achieved (production possible)
 - Level 2 - 44,1 KEur: Intermediary Budget achieved (extra budget for an improved production)
 - Level 3 - 58,1 KEur: Ideal budget achieved (ideal for a perfect production)
 - Level 4: Over Budget. Refund of the extra donation OR allocation to ESMC, “Made in EU PV” defending Organization (at the choice of the sponsor)

Appendix 1: The detailed specifications of the 3 versions levels with corresponding budgets.

Appendix 2: Formal refund engagement by GreenSquare.

Recommended levels of donations:

- Individuals 50 to 150 EUR
- Institutions / academics / foundations: 1 to 3 KEur
- Industry players: 3 to 6 KEur. NB: Above 5 KE donation: the film can be re-used for their communication purposes, also they become part of editorial team. Above 3KEUR: film capsules will be free to use.

Each contributor could choose if its identity should be kept anonymous or publicly disclosed.

Editorial content:

- Editorial content will be subject to approval by PV industry leaders and the editorial comity. No over-selling. Only verified facts and figures.
- Main messages are: PV is a clean energy in comparison to others. PV techno and markets were largely developed thanks to EU. " Made in EU PV" is possible BUT we need help. C.f below the actual editorial sequencing plan.

Our teams:

Production and editorial coordination: GreenSquare's Louis HUBER: Business Developer with 14 years' experience in PV (installation & EPC contracts, PV modules sales and sourcing, European BD and collaborations) Louis is now working as independent consultant at the heart of Europe.

Film Director & editing: Claude TRINQUESE, professional with 20 years' experience in documentaries for cinema (Phillipe Découflé, Coline Serreau, ...) or TV Channels like Arte, France Télévision, Canal + ... I also direct and edit corporate films for different clients like OCDE, DARPHIN, DIOR... More details on: <http://www.claudetrinquesse.fr>

Partnering Organizations:

ESMC:

The European Solar Manufacturing Council is the organization representing the interests of the European PV manufacturing industry. The Council relies on key industrial companies, organizations and research centers active in the PV sector rooted in Europe. ESMC aims at promoting and supporting the PV manufacturing industry and its value chain at the European level. Speaking with one voice for "a European Solar Industry Renaissance". CF. <https://esmc.solar/>

EERA-PV:

The EERA Joint Program on Photovoltaic Solar Energy is one of the 17 Joint Programs of the European Energy Research Alliance. The objective of the EERA-PV Joint Program is to accelerate the development of PV Energy towards an energy technology that can be implemented at a very large scale through Joint Programming activities by key research institutes in Europe. <https://www.eera-pv.eu/>

Contacts: made-in-EU-PV@green-square.net

Indicative sequencing of the film:

Part 1: +/- 5 min. Introduction to photovoltaic

Situation and outlook of this very promising market. Necessary clarifications: is PV a Green, virtuous energy? Is it a competitive energy? Comparisons with other energies, in particular on environmental impacts, on Kw/h costs and about intermittent production.

Part 2: +/- 5 min.

The business of PV, a reflection of inter-regional trade battles:

PV boom was mainly driven by Europe in the 2000s, especially in DE. Everyone was talking about solar. China arrived with strong ambitions and strategy including dumping, and took its market share: 70%. Good news for PV when prices had fallen, also for EU equipment suppliers, but sad stories for manufacturers in Europe. Review of many EU-PV bankruptcies. Review of the reaction of EU Commission vis-a-vis Chinese dumping.

Review on the global competition: Europe and China but also USA Japan, Korea, Taiwan.

Part 3: +/- 5-7 min.

Today, what are the prospects in EU?

We see the premises of a new deal: EU Zero Carbon commitments, EU Green Deal, the Covid crisis which has awakened the question of autonomy and sovereignty. Example the "European Solar Initiative" which confirmed that PV energy could also be produced in EU. What are the possible ways for EU industry while the world's PV market is meant to skyrocket? The active players have several approaches: Some are betting on "giga factories" with outstanding technologies to be competitive, others are betting on emerging technologies and disruptive innovations to clearly stand out and/or address niche markets. Some are thinking about a global EU approach and proposing alliances, no longer national but European consortia: organized collaborations rather than all-out competition. At the same time, few traps to be avoided: divisions, individualism and short-term opportunism (selling technologies to the best offer), the lack of centralized management of this reinvestment policy.

Part 4: +/- 5/6 min.

What is needed for success? Toward politicians:

- Appropriate Public funding: funding for innovative projects and new PV manufacturing capacities could be gained by the existing policy mechanisms such as the Recovery and Resilience Facility (RRF), the Just Transition Funds (JST) and Important Project of Common European Interest (IPCEI).
- Financing tools: at least € 10 Billions of grants and € 10B credit guarantees would mobilize the necessary private capital. Public (local, regional, national, EU) and private financing tools will have to be adopted. Special focus on the European Investment Bank (EIB) activities and engagements to de-risk the establishment of PV manufacturing.
- Policy frameworks: helping for a long term leveled playing field. The Green Deal did ensure clarity for renewables deployment market, the focus should now be turned to achieve clarity and confidence for the PV manufacturing industry. Sustainability policies: EcoDesign, green public procurement, Ecolabeling and the Carbon Border Adjustment Mechanism are essential tools. Focus on forthcoming "Fit for 55" package. - Integration of PV: Competitive advantage for EU-PV manufacturing to supply more elaborated systems: Building Integrated PV (BIPV), Vehicle Integrated PV (VIPV), Floating PV (FPV) and Agricultural PV (APV) should be supported.
- On Industry and RTO levels: More EU collaborations. Less interstates competition.
- Here showing the positive outcomes for EU. The need to get all stakeholders united around a common agenda, producing efforts together, and support initiative such as ESMC.

Conclusion - Opening:

TBD. In form of an opening and example to other sectors: the European Battery Alliance... Hydrogen ... Microprocessors...

APPENDIX 1:

On the film's Budget: 3 budget levels for 3 corresponding specifications.

- Level 1: 34 KEur. Minimum Budget achieved (production possible) V1
- Level 2: 44,1 KEur. Intermediary Budget achieved (extra budget for improved production) V2
- Level 3: 58,1 KEur. Ideal budget achieved (ideal for a perfect production) V3

VERSIONS :	V1	V2	V3
Lenghts:	+/- 18 min	+/- 25 min	+/- 25 min
Formats:	HD (1920 x 1080) Master copy + Internet diffusion		
Online hosting :	Yes for 2 years the movie will be freely accessible.		
Interviews :	Yes but « Online » with visio and " picture in picture" technic.	Real interviews with 1 HD camera.	Real interviews 2 cams + 1 director of Photo. Shooting of surroundings.
Video footages :	Archives + existing video content provided	Archives + existing video content provided	Archives + Video + real shootings. Purchased footages
Animations or motions graphics:	Yes but light. 2D effects. 6 Days VFX operator.	Yes. Improved 8 days VFX operator. 2D.	Yes more elaborated with 3D and 10 days VFX operator
Voice Over :	Yes	Yes	Yes
Dedicated shootings:	No	Yes partial	Yes : labs, fabs
Various diffusion formats :	Long version only + simple teaser	Long version + teaser	Long version + teaser + Capsules.
Diffusion event(s):	No	No	Yes with technical help. Event budget TBD later
Others elements:		More interviews. More coordinations. Some real meeting/interviews in EU	More interviews, More travels, + Improved color corrections, Original music composition..

APPENDIX 2 : Formal Budget reimbursement engagement.

a) The minimum target for the crowdfunding campaign has been established at: € 34,000.

This budget should be achieved by:

- Direct film Sponsoring through GreenSquare SPRL (above 1Keur)
- Crowdfunding aggregated budget on Whydonate B.V

In case this target would not be achieved, and after GreenSquare SPRL would have received the funds from Whydonate B.V., it is hereby clearly established that GreenSquare SPRL would refund 100% of the funds to each contributor. This refund shall be made by bank transfer within 10 days.

b) In case the crowdfunding campaign reaches more than € 34,000. The film production will be launched. The proper usage of budget by will be controlled by ESMC, ERAA-PV and any willing contributor above € 5,000.

c) In case of over budget, above € 58,100:

At the choice of each contributor: The pro rata extra amount contributed, above this level, would be either:

- Reimbursed to the contributor
- Or allocated to ESMC's functioning budget for its operations of defending Manufacturing PV in Europe.

This engagement is fully binding and engage the full responsibility of:

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