

# Marketing models for solar power



**In addition to measures for targeted promotion, marketing models for solar power should strengthen incentives for new investments into solar power plants. We used the results of our market study to compile an overview of marketing models and their various elements. In particular, we examined models developed in Switzerland and in other countries with fully opened markets. We also identified various models that would become feasible or more attractive if the electricity market were fully opened.**

## Our services

- Analysis of typical marketing models in Switzerland, the United States, The Netherlands, Germany, and Austria based on 17 interviews with industry experts and a review of the literature
- Drafting of a structural overview of various marketing models
- Presentation of the potential associated with a fully opened electricity market

## Client

Swiss Federal Office of Energy (SFOE)

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## Facts

Period 2021

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Project Country Switzerland

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