Market and Business Development for Solar Power (Photovoltaics) in Iraq

Background

Photovoltaic (PV) technologies offer many possibilities for supporting a safe, reliable, and sustainable power supply in Iraq. These technologies have been identified as having the potential to spur job creation as well as to diversify and develop the private sector. Favourable climate conditions in Iraq support the expansion of photovoltaics (PV) by using solar energy in economically feasible market niches. Photovoltaic (PV) technologies can also be used to address power supply and demand mismatch as well as to encourage activities to increase energy efficiency.

Sustainable market development for PV technologies requires a steady and balanced increase of demand (for different solar power applications) in combination with a reliable and high-quality supply from private sector companies. The PV value chain consists of system design, project development, wholesale, installation, and operation and maintenance companies. Job requirements for PV applications in PV off-grid, grid-connected, or hybrid systems require skilled staff with a variety of educational and professional backgrounds, including sales professionals, engineers, technicians, and installers.

Further information:
www.renac.de/projects/current-projects/solar-power-market-in-iraq

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Market creation
Increase of demand in PV

- Webportal
- Media campaign
- Develop capacities at the institutional level

Capacity building
Skilled local staff for PV
Establishing training landscape for PV

- Training material development
- Training centre installation
- Train-the-trainer seminars
- Qualified Energy Innovation Coaches (EIC)

Private sector
Create new business opportunities with PV

- Mentoring programme
- Staff training

Duration: August 2021- 2023 | Languages: Arabic, Kurdish, English

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Project objectives

With this project, we want to support Iraq in its market development of low-carbon, business-enabling, and reliable power generation with PV and to encourage efficient use of power by promoting energy efficiency activities.

Activity areas

Our activities will focus on three areas:

1. **Market creation activities:** launching a trilingual web portal in Arabic, Kurdish, and English to support information campaigns and enable knowledge sharing.
2. **Training activities:** increasing the availability of professionals by improving short-term training sector programming with training material development, equipping of training centres for practical hands-on installations, and training-of-trainer seminars.
3. **Private sector development activities:** supporting companies interested in building new markets with PV through a mentoring programme, training offers, and offering consultant on market niches through the Energy Innovation Coaches (EIC) programme.

PV market niches

Interesting PV market niches have been identified for:

1. **Residential, commercial and industrial customers**
   - in a stable grid-connected setting to reduce energy cost and emissions, particularly for high daytime loads such as air cons
   - in a weak grid setting with additional backup functionality (storage vs. genset)
   - in an off-grid setting to reduce diesel fuel usage, costs and emissions
2. **Independent Power Producers (IPP)**
   - in a diesel-powered grid to reduce costs and emissions by integrating PV into power generation systems
   - to provide public lighting via solar streetlights
   - solar assisted pumping
   - off-grid power generation

Project Partners and Funding

RENAC energy & climate gGmbH implements the project together with the Private Sector Development and Employment Promotion (PSD) project. The activities focus on developing the solar market sector in Iraq. The project is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), co-financed by the European Union (EU), and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

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