

ISES CELEBRATES

SWC50

 DEC 2020
TO NOV 2021

JOIN THE CENTURY OF SOLAR

A Year of Virtual Celebration

SWC50 The Century of Solar

Progress over the past 50 years
and vision for the next 50 years

swc50.org



What is SWC50 – The Century of Solar?

In 1970 solar research pioneers met at the first International Solar Energy Society (ISES) Conference in Melbourne Australia. ISES is commemorating this Conference with a special 50th Anniversary Virtual Conference and Display called the Solar World Congress at 50 (SWC50).

During these past 50 years solar energy has grown from being emerging technologies to a vibrant industry. The Century of Solar highlights the transformation in the global energy sector that has taken place since the first Solar World Congress in 1970 and looks forward to the next 50 years when solar energy will be a major cornerstone of the global energy system. While the focus is on the evolution of solar energy, the importance of other renewable energy sources working together to reach the 100% renewable energy world goal will be a central theme.

SWC50 - The Century of Solar is about the people: researchers, industry players, policy makers, and leaders of NGOs and non-profit organizations who have all contributed to make solar energy the fastest growing contributor to new electricity capacity.

The Virtual Conference will be a series of six 90-minute panel sessions from 3 – 4 December 2020 plus 3 follow up webinars during 2021. The virtual museum will be launched during the conference in December 2020 and will be a permanent “living” website.

The SWC50 will include

- ▶ A 2-day virtual conference in December 2020, with invited speakers and panellists who will:
 - address strategies to accelerate the “Journey to 100% Renewables”.
 - address all energy sectors and regions.
 - focus on social issues, technological issues, and enabling framework issues.
- ▶ Three follow-up webinars during 2021.
- ▶ An online virtual museum providing a timeline and focusing on the stories from the past 50+ years and visions for the next 50 years through the eyes of:
 - Institutions (research laboratories and universities);
 - NGOs and Non-profit organizations;
 - Industry; and
 - Governments.
- ▶ Monthly newsletters during 2020 and 2021
- ▶ Development of a Commemorative Booklet called “The Century of Solar – Stories and Visions of Renewable Energy”
- ▶ Individuals recognised as Renewable Energy Pioneers in the virtual museum and booklet.
- ▶ A solar time-line display which will be launched at the 2020 Asia Pacific Solar Research Conference (APSRC20), 01 – 03 December 2020 in Melbourne and will be available to be displayed at future ISES and ISES partner events.
- ▶ A historical display at APSRC20.
- ▶ A 50-year celebratory dinner at APSRC20 and potentially celebrations (dinner or receptions) at other conferences during 2021



Audience

The SWC50 will bring together a global audience from the renewable energy community. Online participants and invited speakers will include scientists and researchers, industry representatives, government and NGO leaders, entrepreneurs, practitioners, and students from around the world.

Why be a Partner?

Let the world know that you have contributed to the solar industry growing from milliwatts to gigawatts and that you are part of the movement towards 100% Renewable Energy.

Benefits to the Partner

- ▶ Platinum and Gold Partners will have their own displays in the virtual museum (see below for more details)
- ▶ Display of all partner logos on the SWC50 website and in all newsletters. Platinum Partners can include one article in the first newsletter after signing on as partner. This provides exposure leading up to the event.
- ▶ Partner announcement on SWC50 Social Media Campaigns
- ▶ Exposure via the virtual conference program
- ▶ Exposure during the three follow up webinars in 2021
- ▶ A monthly global media campaign conducted by ISES that started in January 2020 and will continue to November 2021. This will raise attention to the SWC50 and direct people to the website.
- ▶ “The Century of Solar – Stories and Visions of Renewable Energy” booklet will be distributed free of charge via download from the SWC50 website and will be available from the ISES website after the event. It will be distributed widely, including through the: ISES data base; ISES Sections; industry associations, supporters throughout the world and the media. This booklet provides ongoing exposure after the event.

Note: The earlier you sign up to be a partner the more exposure your organisation will receive.



Partner Display Opportunities

If you are an active participant in the world of solar energy you and your organisation have contributed to this growth, you should let everyone know about your contribution by being a partner of the SWC50.

By being a Partner, you will be invited to provide material to be included in the permanent virtual museum and also the 50th Celebration Booklet: “The Century of Solar – Stories and Visions of Renewable Energy”. Unlike the many exhibitions that are held every year this “virtual museum” is not to promote any specific products but to show how the world of renewable energy has become part of the energy mix through the work undertaken by the researchers/research labs, industry, government and individuals. The virtual museum will be an ongoing display maintained by ISES that is updated regularly and provides beneficial information on the role solar energy is playing as the world moves towards 100% renewable energy.

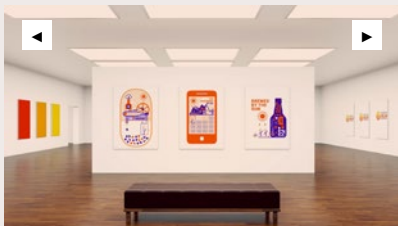
What type of Display?

As a Platinum and Gold partner your display in the virtual museum will comprise words and photos. Platinum partners will also be able to provide a video.

Your virtual display is to highlight the story of your organisation in contributing to the growth and development of renewable energy. The display should provide the history of your organisation showing: the type of research undertaken; the type of products developed; the type of projects or activities undertaken and, if possible, how your organisation sees the growth in the next 50 years of the solar energy world. The growth of the organisation should also be reflected in your display.



Platinum and Gold partners will be eligible to provide yearly updates to their story for a small fee, thereby making the display an ongoing living museum on the world of solar energy.



The virtual museum will be arranged by decades. Organizations will be incorporated in the museum according to the decade that the organisation started. The company logos and names will be displayed in the main page of each decade. By clicking on the organisation's logo the viewer will be taken to your story.



Partner Packages

Partner Packages	Platinum	Gold	Silver
Your Virtual Display	5 Slides including images and text and one video (limited to 3 min) or audio contribution. All 5 slides will be displayed in one "room" within the virtual museum.	3 Slides including images and text. All 3 slides will be displayed in one "room" within the virtual museum	Not included, slides for the virtual museum can be purchased separately.
Logo Displayed	During the introductions and closing of each virtual conference.	During the introductions and closing of each virtual conference.	During the introductions and closing of each virtual conference.
Booklet	2 pages of text and photos	2 pages of text and photos	2 pages of text and photos
Website	Logo on website page "Partners", most prominent position as "Platinum Partner" – logo linked to own website	Logo on website page "Partners", as "Gold Partner" – logo linked to own website	Logo on website page "Partners", as "Silver Partner" – logo linked to own website
Newsletters	Logo in footer of all newsletters starting when partner signs on. Includes one article in the first newsletter after signing on as partner.	Logo in footer of all newsletters starting when partner signs on	Logo in footer of all newsletters starting when partner signs on
Social Media Campaigns (Facebook, Twitter, LinkedIn and Instagram)	Social Media mentions with link to partner's social media sites	Social Media mentions with link to partner's social media sites	Social Media mentions with link to partner's social media sites
Rate	€ 4,000	€ 3,000	€ 1,500

All partner Packages include a 1- year ISES Corporate Membership depending on the type and size of your organisation (Company, Small Company or Institution).



The best stage for your company

Contact

Interested in being a partner?

Please contact us:

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For more information, please visit the website:

swc50.org

