



*READY: Renewable Energy Action on Deployment*

**Abu Dhabi, 15 January 2013**

## **IEA-RETD launches READY and the ACTION star: Six policy ingredients for an accelerated deployment of renewable energy**

**Today, the IEA Implementing Agreement for Renewable Energy Technology Deployment (IEA-RETD) offered the first copies of the publication ‘Renewable Energy Action on Deployment (READY)’ to Maria van der Hoeven, Executive Director of the International Energy Agency (IEA), Frank Wouters, Deputy Director-General of the International Renewable Energy Agency (IRENA) and Martin Lidegaard, Minister for Climate, Energy and Building of Denmark.**

**The ceremony happened at the ADIREC side event ‘Are you READY for ACTION?’ in Abu Dhabi. ACTION refers to the ACTION star, which summarises the key messages of the READY book and the IEA-RETD. The ACTION star is a graphical representation of six policy categories that are essential for the acceleration of renewable energy deployment. “It is based on global best practices,” says Hans Jørgen Koch, chairman of the IEA-RETD, in which nine countries cooperate. “Applying the ACTION star guides policy makers in choosing the right ingredients for successful policies.”**

This week, several high-level meetings take place in Abu Dhabi. The General Assembly of IRENA met to chart an international pathway to double global renewable energy shares by 2030. And at the World Future Energy Summit (WFES) and the International Renewable Energy Conference (ADIREC) high-level representatives from industry and politics met to address key opportunities for a renewable energy revolution. At the ADIREC side event of IEA-RETD, ‘Are you READY for ACTION?’ the READY book was launched and the elements of the ACTION star were introduced by different stakeholder representatives. READY (Renewable Energy Action on Deployment) presents a kaleidoscope of policy options that have proven to accelerate the deployment of renewable energy technologies, based on experiences around the world at the local and national levels. The book was edited by Rolf de Vos (Ecofys) and Janet Sawin (Sunna Research).

The IEA-RETD advocates a further acceleration of renewable energy deployment, starting with the existing promising developments in several countries in the world. “We are well aware that the transformation of the energy system needs to speed up, for several reasons,” Koch says. “The IEA calculated that any dollar of investment that we don’t invest now in low-carbon solutions will in fact cost us \$ 4.30 later to compensate for the increased emissions. This is only one of a number of reasons why we need to take immediate action!”

Policy makers play a key role by influencing near- and long-term planning and investment decisions. In some countries, policies have successfully attracted substantial financing to renewable energy, encouraging significant technological advancement alongside massive and rapid deployment. “But other countries are still struggling with inertia or have not even begun down this path,” Koch says. “In our picture, a much faster and more global deployment of renewables will advance economic development, create domestic jobs, improve energy security, assist in providing energy access to all, reduce local health and environmental impacts and reduce greenhouse gas emissions dramatically in order to ensure a stable climate.”

The ACTION star consists of six policy types:

**A**lliance building: Build alliances and reach agreements among policy makers and with relevant stakeholders including industry members, consumers, investors, and others

**C**ommunicating: Communicate knowledge about renewable energy resources, technologies and issues to create awareness on all levels, address concerns of stakeholders, and build up the needed work force

**T**arget setting: Clarify the goals, set ambitious targets on all levels of government, and enact policies to achieve goals.

**I**ntegrating: Integrate renewables into policymaking and take advantage of synergies with energy efficiency.

**O**ptimizing: Optimize policy frameworks by building on own policies or other proven policy mechanisms and adapting them to specific circumstances.

**N**eutralizing: Neutralize disadvantages in the marketplace, such as misconceptions of costs and the lack of a level playing field.

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The IEA Renewable Energy Technology Deployment (IEA-RETD) Implementing Agreement is one of a number of Implementing Agreements on renewable energy under the framework of the International Energy Agency (IEA). IEA-RETD was officially launched in September 2005 with five founding members. Current members of the IEA-RETD are Canada, Denmark, France, Germany, Ireland, Japan, Netherlands, Norway, and United Kingdom. The IEA-RETD's mandate is to address cross-cutting issues that influence the deployment of renewable energy and to act as a vehicle to accelerate the market introduction and deployment of renewable energy technologies. While the other IEA implementing agreements on renewable energy focus on specific technologies, the RETD is cross-cutting from a technological point of view.

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The IEA-RETD ACTION Star logo: [http://iea-retd.org/wp-content/uploads/2012/03/IEA\\_RETD\\_ActionStar\\_Logo.jpg](http://iea-retd.org/wp-content/uploads/2012/03/IEA_RETD_ActionStar_Logo.jpg)  
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