

Official launch of the REAdy book

'Are you REAdy for ACTION?'

About the need to take action now & the opportunities for policy makers

Side event of IEA-RETD at ADIREC

15th January 2013, 12.00 – 13.30, Capital Suite 6

IEA's Implementing Agreement for Renewable Energy Technology Deployment invites you to the official launch of the publication 'Renewable Energy Action on Deployment', REAdy, which will be published by Elsevier at the ADIREC side event.

The REAdy book 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 REAdy book introduces the [ACTION star](#): a graphic representation of six policy categories that are essential for the acceleration of renewable energy deployment. Applying the ACTION star guides policy makers in choosing the right ingredients for successful policies.



Programme

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| 12:15 | Introduction |
| 12:20 | Offering of the first copies to IEA and IRENA |
| 12:25 | Response IEA |
| 12:30 | Response IRENA |
| 12:35 | Testimonies: how the ACTION star guided policy makers |
| 12:45 | Panel discussion with players from the field: how the ACTION star guided successful policies. |

Speakers

Maria van der Hoeven (Executive Director IEA)

Frank Wouters (Deputy Director-General IRENA)

Martin Lidegaard (Danish Minister for Climate, Energy and Building)

Hans Jørgen Koch (Chair IEA-RETD, Deputy State Secretary, Ministry of Climate and Energy, Danish Energy Agency)

Paolo Frankl (IEA), **Stephan Singer** (WWF), **Steve Sawyer** (GWEC), **Thomas Kåberger** (Chalmers University / JREF), **Kornelis Bok** (Ecofys/University of Utrecht)

David de Jager (moderator, Operating Agent IEA-RETD, Ecofys)

Lunch will be served.

Registrations required before January 10th to David de Jager at iea_retd@ecofys.com – mentioning REGISTRATION ADIREC in subject line.

About IEA-RETD

RETD is a technology cross-cutting and policy-focussed platform to accelerate the deployment of renewables. RETD operates under the legal framework of the International Energy Agency. For further information please visit: www.iea-retd.org.