

Putting renewable energy technologies in the hands of European consumers

What is CLEAR-X?

CLEAR-X is an EU-funded Horizon 2020 project with the goal of making it easier for consumers to purchase and install renewable energy technologies in their homes.

What exactly does CLEAR-X do?

At the heart of CLEAR-X is a series of collective purchase schemes for renewable energy and energy efficient devices, such as solar panels and heat pumps. Between one and two schemes per country will be run across Bulgaria, Cyprus, Lithuania, North Macedonia, Slovakia & Slovenia for a full year.

Consumers will be able to sign up for the collective purchase campaigns, and be guided through the purchasing process. Through product testing, all devices will have been verified as some of the best products on the market. The consumer will also benefit from a lower price, thanks to the nature of collective purchasing.

How can CLEAR-X benefit consumers?

The objective of CLEAR-X is to **encourage European citizens to partake in the transition to renewable energy**, as part of Europe's climate targets. This is in line with the EU's recently released [Solar Strategy](#), which aims to ensure that solar energy achieves its full potential in helping to meet the European Green Deal's energy and climate targets, as well as the overall Fit for 55 package released in 2021.

While many citizens want to be part of the energy transition and play an active role in the fight against climate change, many of them do not know where to begin – who to seek advice from, what product best suits their climate or home, which brand will offer the highest quality product, who will provide the installation, and so on.

The aim of CLEAR-X is to make that entire process easier for consumers.

Along with allowing consumers to play an active role in hitting Europe's climate targets, the good news is that the adoption of these technologies will also **reduce consumers' energy spending**, which can in turn **help vulnerable consumers out of energy poverty**.

On top of that, increased production of renewable energy from solar panels will leave consumers less exposed to the volatile prices of imported gas, and improve their (and Europe's) energy security – an issue that's more relevant now than ever before.



What products are involved in the project?

The product testing and collective purchase campaigns will cater for heat pumps, solar (PV) panels, air conditioners and 'heat pump tumble dryers' (which are more efficient than 'traditional' dryers). Not all products will be available in all countries – the project partner will decide which product(s) to focus their campaign on, based on the popularity and usefulness of the product in their country.

All products involved will be quality-tested by [ICRT](#) (International Consumer Research & Testing) to select the highest quality brands available in each country.

What else does the project do?

Along with collective purchase campaigns, the project also reviews EU and national legislation, to explore how various laws can be best written and implemented to make sure that more and more European consumers are interested and supported in becoming prosumers. This ranges from EU laws on renewable energy to national laws around permission to put a solar panel on the roof of an apartment complex. More information about this aspect of the project can be found [here](#).

How did we get here?

CLEAR-X builds on the successes of the previous Horizon 2020 project [CLEAR 2.0](#), which was run across Belgium, Czech Republic, Italy, Portugal, Slovenia & Spain. From 2018-2020, CLEAR 2.0 delivered 17 collective purchase campaigns, resulting in 29,000 renewable energy installations, and an estimated 246 GWh of renewable energy produced each year. The CLEAR 2.0 project will now be replicated across Central and Eastern Europe, with the goal of benefitting up to 38,000 more consumers.

Who runs CLEAR-X?

There are [nine organisations](#) taking part in the [CLEAR-X project](#). Seven of them are established consumer organisations which provide advice to consumers at national level: [ALCO](#) (Lithuania), [BNAAC](#) (Bulgaria), [CCA](#) (Cyprus), [DECO Proteste](#) (Portugal), [OPM](#) (North Macedonia), [SOS](#) (Slovakia), [ZPS](#) (Slovenia).

The other two organisations are a European umbrella network of consumer organisations ([BEUC](#)) and a global consortium of consumer organisations that collaborate on research and testing of consumer products and services ([ICRT](#)).

Objective

29,000
renewable energy installations

€27 million
total investments by consumers

18.2 GWh
additional renewable energy
production per year

