

Image campaign 'Don't be a fossil fool!'

'Don't be a fossil fool!' – that is the daring title of Industrial Solar GmbH's current campaign. The goal is to prompt 'fossil fools', namely different sectors of industry, to rethink their consumption of fossil fuels and to change to renewable energy sources instead. The campaign started in mid-February 2021 and is run on the social media accounts Instagram, twitter and LinkedIn.

Industrial Solar GmbH is a 100% subsidiary of Industrial Solar Holding Europe AB and a leading turnkey provider of customized renewable energy solutions with the vision to decarbonize industry. With its broad portfolio of services and technologies, the company offers a diverse range of tailor-made solutions that help to reduce CO₂ emissions and the carbon footprint of various industries.

The new campaign 'Don't be a fossil fool!' started on February 22 and, with its bold provocation, invites all readers to reconsider their energy consumption or the kind of energy sources they use, respectively. The target group are industry owners and those having an influence on them and their choice of energy supplies their factories rely on. The campaign pictures show both in a humorous and serious-informative way how the combustion of fossil fuels is affecting our and our planet's lives and offer solutions on how to raise awareness and substitute fossil fuels by solar energy.

The campaign is run on the social media channels Instagram, twitter and LinkedIn in 4 different languages to reach as big a range and as many different countries and industry sectors as possible.

For those interested in actively participating in the fight against climate change, Industrial Solar offers its know-how and concrete steps and solutions that help switching to green energy sources and reduce industry's carbon dioxide production.

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Industrial Solar Holding Europe AB holds 100% of Industrial Solar GmbH and 100% of SolarSpring GmbH - both located in Freiburg/Germany. Industrial Solar GmbH is an international leading technology and solution provider, which develops projects mainly based on its innovative Fresnel collector technology suitable for fulfilling an expected growing market of solar process heat. As a one-stop-shop Industrial Solar offers turnkey solutions for customers in several industries.

Find out more about Industrial Solar GmbH at the following address:

<https://www.industrial-solar.de/>

Founded in 2009 as a spin-off of the Fraunhofer ISE, SolarSpring GmbH - membrane solutions, has evolved into an international pioneer in the field of membrane distillation offering innovative waste- and drinking water treatment technology.

Find out more about SolarSpring GmbH at the following address:

<http://www.solarspring.de/>

Be smart.
Don't be a fossil fool.

INDUSTRIAL SOLAR
renewables onsite

3 steps to avoid being a fossil fool:

1. Optimize processes to reduce your energy consumption
2. Substitute fossil fuels with solar energy for heat and power
3. Trust experienced technology suppliers

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Be efficient.
Don't be a fossil fool.

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3 steps to spend less on energy:

1. Raise your energy awareness
2. Perform energy audits
3. Increase energy efficiency

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Be solar.
Don't be a fossil fool.

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Industry's energy consumption:

25% electricity
75% heat (thermal energy)

Solar energy technologies can supply both!

Source: Solar Payback

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Be smart.
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3 steps to substitute fossil fuels with solar energy:

1. Cover the electric demand with solar PV
2. Use solar heat to pre-heat boilers or generate steam
3. Use solar heat for space heating and cooling

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Be efficient.
Don't be a fossil fool.

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Energy efficiency potential in industry:

Mining 35%
Food and beverage: 30%
Chemical: 20%
Textile: 20%
Pulp and paper: 20%

Source: Solar Payback

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3 reasons to trust Industrial Solar:

1. German engineering and technology
2. Expertise in several industries
3. One-stop shop for renewable energy supply

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