

Solarcafé®

The solar age starts with a visit to the solar café.

The solar experience

Fitted with the flair of a space lab, a biosphere, whose life nerve is fed by the light, solar cafés tell of a sunny future. Solar Lifestyle GmbH offers this experience to possible partners in the hotel or catering trade, intending to motivate the extension of the services they offer.

The concept:

Solar Lifestyle emphasises on organic and fair-trade products.

The catering trade, if possible, offers goods from the region.

This product portfolio can then also be advertised advantageously.

Preferably, the kitchen is operated with natural or propane gas. At the solar café, daylight technology will be used. The objective is to minimise the need for electric energy in general – to practise the meaningful use of solar energy. That solar cafés use non-atomic energy goes without saying.

Thus, the solar café poses a clear statement to the current energy and resource forecasts.

On the outside, an information display will be installed. Here, information about the solar café idea, the program or up-to-date data on the respective technique can be displayed.

Solarcafé®: the PR and marketing platform for:

Low energy building techniques, building materials, windows, doors, roofing, thermal insulation, active and passive solar technology, solar thermal power plant technologies, photovoltaics, heating technology, solar cooling, rain and grey water usage, sun protection, daylighting and efficient building services.

Utilisation concept:

Program café, solar lifestyle events (from arts to technology), seminars, workshops, information centres, galleries, exhibitions, and solar shops.

An annual program and a calendar of events will be produced.

Step by step, interested parties can adopt the concept. Solar Lifestyle will award the title solar café with a little event geared towards the media, once the first steps have been taken. This opens the way for integrating parts of the hotel and catering trade into solar industry marketing.

The concept is applicable for new buildings as well as for the integration into existing pubs and bars. Exterior and interior design should result in a typical appearance. The building's front can be used for active and passive components of solar technology. The separation of exterior and interior can be eased by the use of daylight systems, giving an air of transparency to the place.

Beyond all technical aspects, the gastronomic range is geared to the idea of sustainability, or, as we call it, the solar lifestyle. Apart from the culinary interests, this is measured by the energy and resource usage of these businesses.

Sun into the café! We are happy to show you how all this is meant and offer you new perspectives. Activate an interesting business potential and make use of this new appearance for your public relations!

Examples such as the "Energiecafé" of the Bremen Stadtwerke (municipal utility) or the "enercity expo Café" of the Stadtwerke Hanover show that mixed concepts such as coffee shop, customer service centre and energy services are within today's trend. With the solar café, adding to this is the high attractiveness of the usage of solar energy and solar building to a large part of the population.

The concept of the solar café is intended to address the following supporter groups: energy and supply companies (municipal utilities), building services industry, educational institutions and organisations as well as generally all who want to position themselves as "sustainable".

Solar cafés exist in:

Germany, Austria, the United States, Japan;
also known as: Café Solar, Solar Café, Café Solaire, and similar

Starting in autumn 2005, these are the next steps:

The industry (renewable energy) has recognized the PR instrument solar café. Solar Lifestyle GmbH will develop a corporate design for the brand Solarcafé®.

Already existing solar café activities will be combined and extended into a network; the possibilities of franchising, merchandising (coffee, SoLait®, etc.) will be evaluated.

A reference business will be set up; possible location in Berlin:

Deutsches Technikmuseum (German technology museum), a new (Bio-Solar-Haus®) building

Extension of existing cafés:

e. g. The Café Ambiente in Bremen.

Extensions of already existing cafés can be realised starting at EUR 5,000; from a small, thermal solar facility to a realised energy concept that covers and optimises all interests of the business.

Costs for the new development of a Solarcafé®, based on an Bio-Solar-Haus®

, with interior decorations – as shown in the degree dissertation of Friederike Klesper* – amount to an estimated EUR 350,000 to EUR 600,000.

The team:

Solar Lifestyle GmbH, eclareon GmbH consulting, Dipl-Ing. Friederike Klesper interior design, k-projects event management

References:

Solarcafés since 1992, Solar Coffee Shop, Solar Island System, Icy Rider, solar-online, Solarcafé at the Expo 2000 Hannover, Café Solar at the renewables 2004 Bonn

www.solarcafe.de

* Fachhochschule für Design und Medien Hanover, 2002
(University of Applied Sciences for Design and Media)