In November 2014, Multicon Solar participated in the conference & exhibition “IESMA”. There we demonstrated our different mobile Solar Power plants.

During the exhibition we heard about the plan of Smart Energy in the CL 15 exercise in Hungary. So, I asked Susanne if our company can participate.

Around the same time I contacted the German Bundeswehr and offered our solar container. One month later we sold it and we are still continuing to develop it together.

We announced the sale through a press release.

Then journalists contacted me for more information. They were interested especially in the solar container asked me why the military would be interested in renewable energy.

To be honest, I was struggling with explaining it.

But then I could refer them to the NATO Smart Energy LibGuide where they could find a lot of information.

It was clear that there was a great interest on the topic, especially on the exercises in Hungary. I explained to journalists that Smart Energy will play an important role in this exercises.

I also explained what Susanne told me that the first time that companies would be allowed in an exercises as fully integrated players.

I also suggested to them to contact Susanne.

Obviously, this was successful because several articles were published on Smart Energy in CL15.

The article in Bloomberg News had the biggest impact. It covered the Smart Energy idea, the range of products and companies who would contribute to CL15.

The article was translated into at least 10 languages (for example Vietnamese, Russian, German, Portugues and Spanish) and published in other journals worldwide, such as Washington Post.

This article resulted in more news stories and Smart Energy became a big thing.

So far, Multicon Solar was only active in the civilian market. But now I got the confidence to call military journals.

I was astonished how much interest these journalists showed, especially asking renewable energy.

Really, all the journalists I spoke to were much interested in the topic. So I informed them about our product, but also about the planned exercise in June 2015.
They've asked me so give them general news about energy for the military in general. I think they didn’t have any other access to information on the topic.

Following the CL 15 exercise I sent to the journalists pictures from the exercise and a small report. They used it for many more articles.

And we as companies profited a lot from the promotion.

Our participation in a NATO initiative where we could showcase our technologies gave us the credibility. We were looked at as a serious player for the military.

We also got an understanding about the bigger picture of needs for energy efficiency in NATO.

For example, I visited the United Nation in Valencia in Spain. I first spoke about the importance of energy efficiency, our cooperation with NATO and lessons learned. But of course, as I am working for a company, I also introduced our products.

We are a small and medium sized enterprise and invested more than 50,000 EUR in our participation in CL15.

Now we need a market to sell our products so we can continue with creating jobs and advancing our products.

The promotion of Smart Energy is important for creating a market.