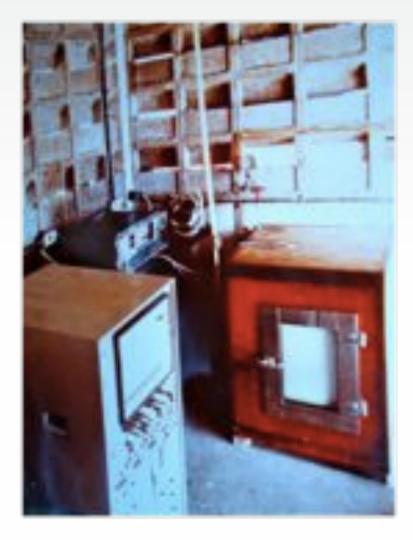


How long it comes



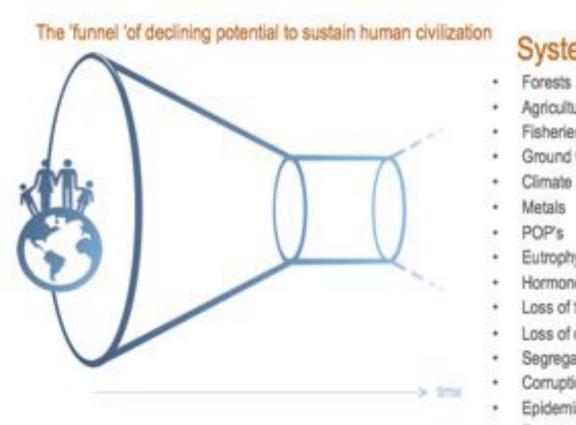
Refrigerador solar, João Pessoa 1983



Coletor a adsorção para A/C Medellín 2010

Sustainability, a dynamic challenge





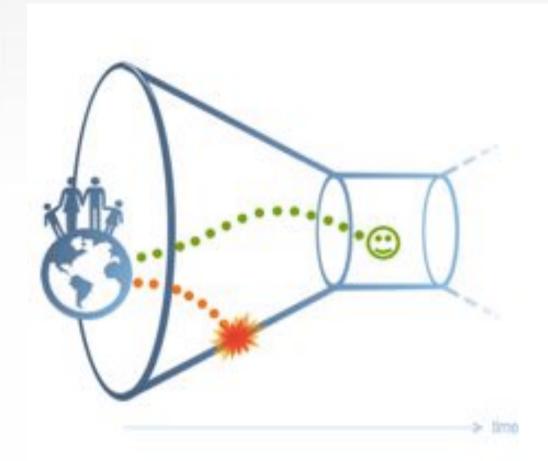
Systematic decline

- Agriculture
- Fisheries
- Ground water
- Eutrophy
- Hormones
- Loss of trust
- Loss of diversity
- Segregation
- Corruption
- **Epidemias**
- **Poverty**

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... and the greatest opportunity for economic success





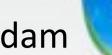
Opportunities

- Resource management
- Waste management
- Tax, legislation, insurance, loans
- · New markets
- Innovation/design
- Trust
- Productivity,
- · Transaction costs
- Brand
- Stories of meaning
- Team building
- Community
-

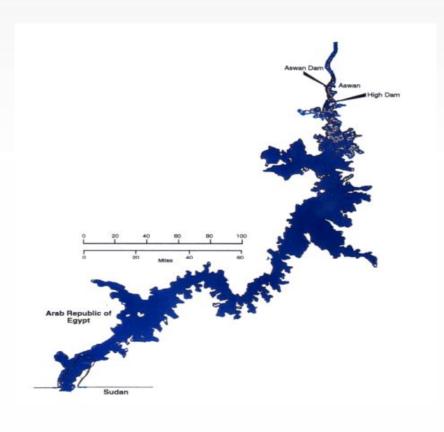
Value growth under reduced flows: solar energy as an example of decoupling



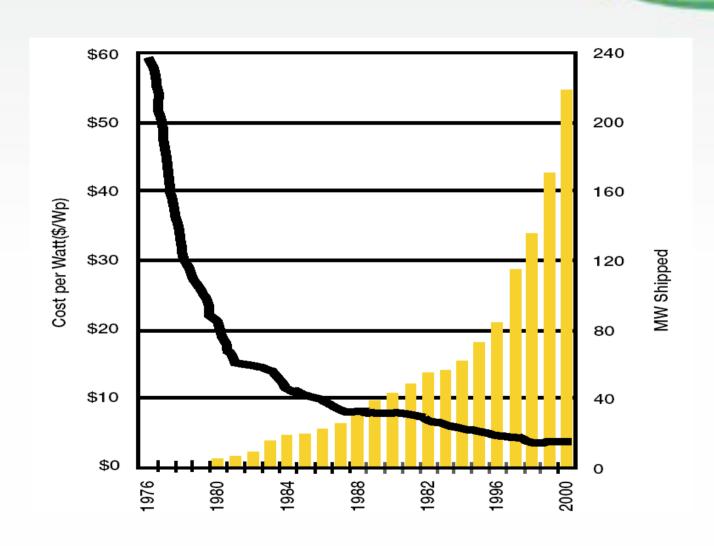
Land use by PV versus hydro dam



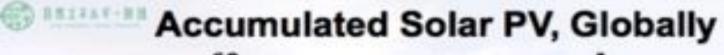


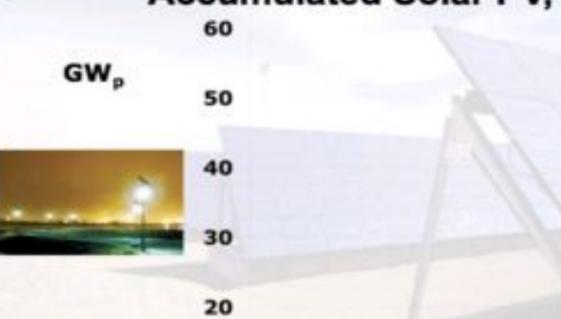


PV learning curve, Europe





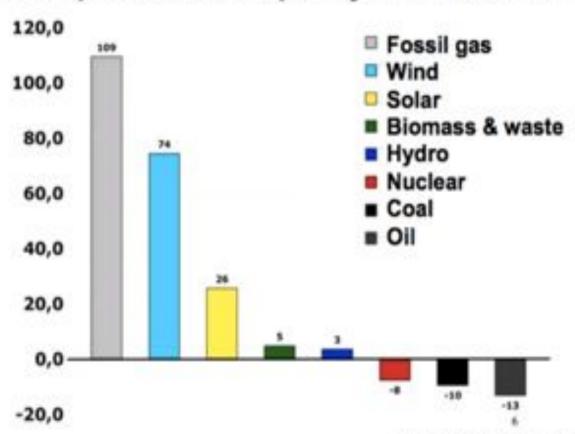






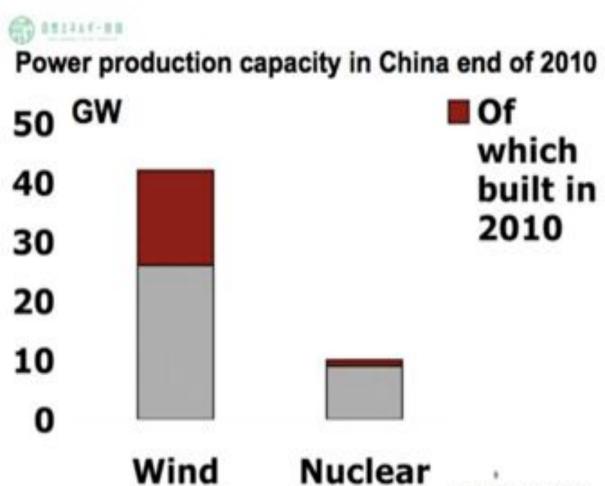
CO DESTRE - BR

New production capacity in EU 2000-2010

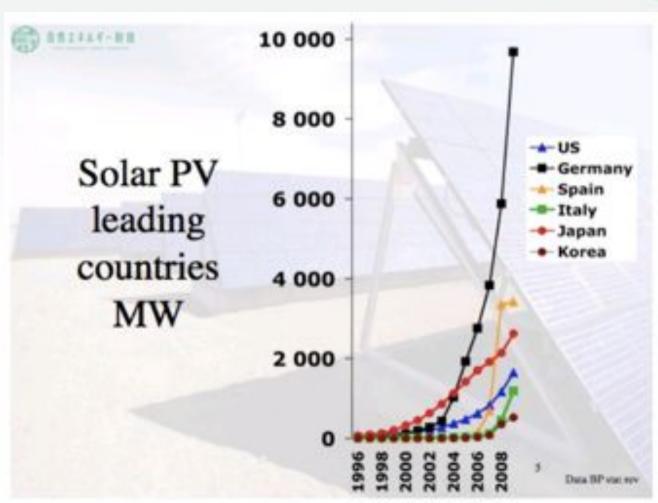


Förenklat ur data från Platts via EWEA 2009, 2010.

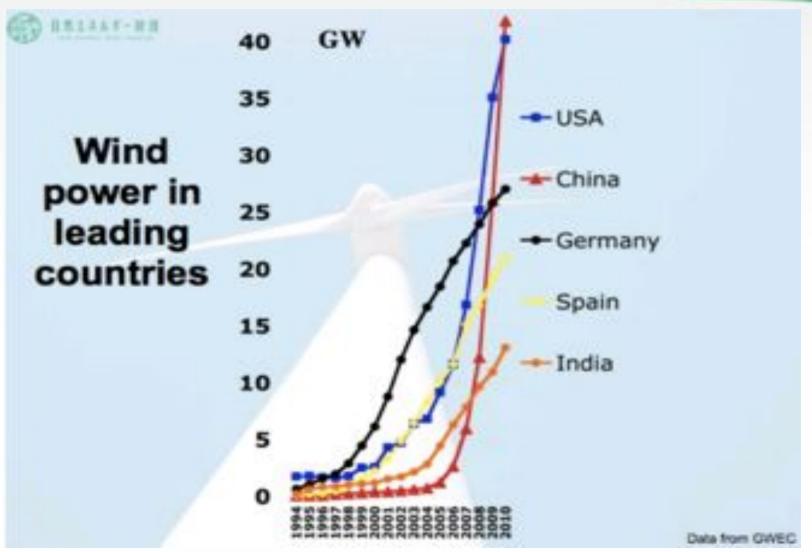








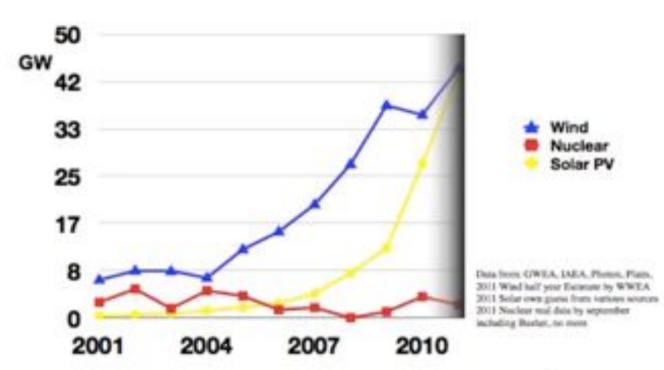


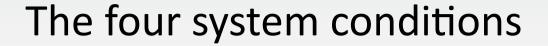






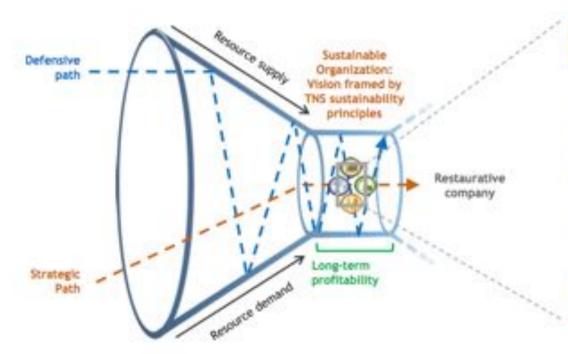
Global capacity increase 2001-2011







Investing in the future: Strategic moves guided by environmental limits



TNS four System Conditions defining Sustainability

In a sustainable society, nature is not subject to systematically increasing...



... concentrations of substances extracted from the Earth's crust,



... concentrations of substances produced by society,



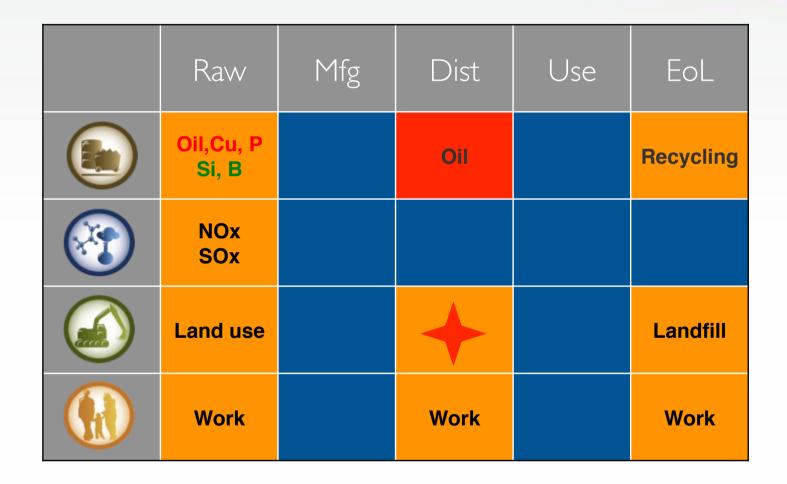
... degradation by physical means,

and, in that society...

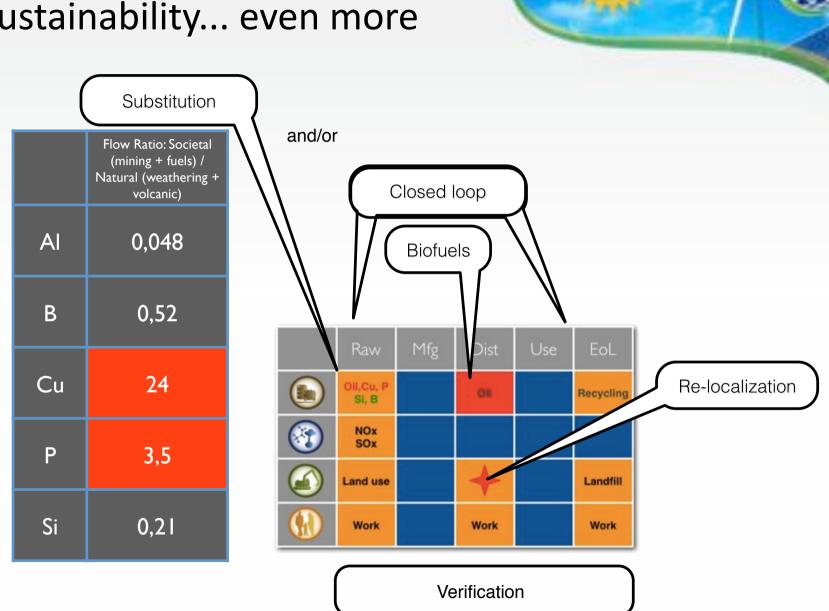


... people are not subject to conditions that systematically undermine their capacity to meet their needs.

SLCA – Sustainability Life Cycle Assessment applied to a PV array



How to increase PV sustainability... even more



Conclusions



- Solar energy plays a fundamental role for a sustainable future
- Brazil is far from demonstrating a strategic move towards it as done by China and E.U. countries
- Although "green", solar technology is still not "sustainable"
- Sustainability Cycle Assessment is a useful tool to get visibility on how consistency of any technology, including solar energy applications, can be improved towards a robust definition for sustainability