



Mission Statement  
German Solar Industry Association (BSW-Solar)

## 1. BSW-Solar - We open the solar market

### A BSW-Solar serves the interests of its members and their sustainable development

#### *BSW-Solar strives for reliable conditions*

- BSW-Solar analyses the needs of its members and the market
- BSW-Solar develops appropriate and balanced frameworks
- BSW-Solar represents the interests of the branch in the political field
- BSW-Solar supports the building of a positive image for solar technology

#### *BSW-Solar offers its members attractive services*

- BSW-Solar is the most reliable and competent source of information for its members
- BSW-Solar provides qualified customer contacts
- BSW-Solar makes it possible for members to co-design their own standards and regulations
- BSW-Solar offers support regarding legal questions
- BSW-Solar offers support for public relations
- BSW-Solar offers membership discounts

#### *BSW-Solar dedicates itself to high quality in implementation*

- BSW-Solar promotes long system lifetimes and the optimisation of solar system output
- BSW-Solar provides information on standards and benchmarks

- BSW-Solar continuously communicates quality in sustainable market development
- BSW-Solar frequently acts to regulate quality deficits

## **B BSW-Solar operates within the leading branch network**

### ***BSW-Solar is the primary contact for policy makers concerning solar issues***

- BSW-Solar works and interacts across all political groups and independent of party affiliation
- BSW-Solar is a credible and trustworthy partner
- BSW-Solar is regularly on the political floor and present at important industry events
- BSW-Solar provides for decision makers which is plausible, able to bring about an consensus and effective among voters

### ***BSW-Solar actively works together with other associations and institutions***

- BSW-Solar works productively with other associations
- BSW-Solar tries to bundle complimentary interests in a targeted manner
- BSW-Solar acts based on a strong and confident position

### ***BSW-Solar represents and brings together the entire German solar branch.***

- BSW-Solar is the most influential and largest association within the German solar branch
- BSW-Solar strives to represent a large portion of the industry through its members
- BSW-Solar is open to members from all companies and sectors along the value chain
- BSW-Solar is in close contact with European umbrella associations and actively participates in their policy actions
- BSW-Solar captures new opportunities for businesses in related branches

## **C BSW-Solar is the most important source of information for the media**

### ***BSW-Solar provides credible and target group oriented communication***

- BSW-Solar provides only reliable information
- BSW-Solar provides information that is quick, concise and intriguing
- BSW-Solar selects its information distribution according to the preference of the recipient
- BSW-Solar intensively researches and carefully maintains its informational basis
- BSW-Solar uses the most efficient paths to provide information

### ***BSW-Solar works together with the media as a partner***

- BSW-Solar speaks actively and regularly with the media
- BSW-Solar does not broker any advertisements
- BSW-Solar supports the media through trend reports and articles that are new, verifiable, visionary, concise and controversial
- BSW-Solar is preferentially carried by the media

## **D BSW-Solar works professionally and efficiently**

### ***BSW-Solar puts its resources to work efficiently***

- BSW-Solar handles dues, proceeds and donations responsibly
- BSW-Solar cares for the best possible use of its resources
- BSW-Solar outsources its administrative duties in a way that will bring the association the greatest quality or financial value
- BSW-Solar addresses questions from its members quickly and efficiently
- BSW-Solar concentrates its resources on the most important issues or projects

### ***BSW-Solar always works professionally***

- BSW-Solar holds itself to its internal statutes
- BSW-Solar follows a clear and regularly reviewed strategy
- BSW-Solar relays only credible and verifiable facts
- BSW-Solar acts objectively
- BSW-Solar works with professional partners
- BSW-Solar supports identity within the association and the industry
- BSW-Solar publicises the opinions of the industry

### ***BSW-Solar defines trends and generates information***

- BSW-Solar produces trends
- BSW-Solar conveys and contextualises these trends
- BSW-Solar initiates studies and analyses concerning new topics
- BSW-Solar evaluates existent information and makes it transparent