

SSEC – Storage & Solar Expo Conference 2026

22/23 September

Legend

 Storage & Solar

Tuesday 22
September
09:30 - 16:30

Main Arena, pav. 1

Storage & Solar
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Solar Building

Organized by: Italia Solare

Language: Italian

On the first day of the event, **SolarBuilding** will take place — one of the stops on **Italia Solare's** annual tour: a key appointment for installers, designers, system integrators, ESCOs, companies, C&I operators, condominium administrators, and professionals across the supply chain.

The 2026 edition will offer an up-to-date and practical reading of the role of photovoltaics applied to buildings, with a specific focus on the **residential** and **commercial-industrial** segments. Within this context, the discussion will center on photovoltaics, self-consumption, and electrification of energy use as key levers for the energy renovation of the building stock.

At the heart of the program will be topics that are decisive for today's market: rooftop PV systems, physical and distributed self-consumption, heat pumps, storage systems, energy communities, energy sharing, "as a service" models, financing instruments, tax credits, safety, and design quality.

Ample space will also be dedicated to the regulatory and incentive tools that can support investments, from the **Conto Termico 3.0** to the **Green Building Directive**, through to the various measures supporting energy efficiency and cost reduction for households, condominiums, and businesses.

The structure of standalone sessions will allow participants to attend even just one part of the program, while still receiving a clear and complete overview of the topic covered. Hosted in the arena within the exhibition hall, SolarBuilding is a concrete opportunity to intercept qualified demand, explore applicable solutions, and leverage the opportunities currently available for photovoltaics in buildings.

Session 1 | Residential photovoltaics in the electric home

Focus: homes, condominiums, electrification of energy use, heat pumps, storage, domestic EV charging, tax deductions, Conto Termico, FER-T, and Green Building Directive.

- Green Building Directive and the electric home: PV, heat pumps, and new tools for residential PV | Emilio Sani, Board Member Italia Solare
- Designing an electric home: PV, heat pump, storage, and domestic EV charging
- Condominiums and multi-family buildings: self-consumption, technical constraints, and operational models

Session 2 | C&I: self-consumption, industrial rooftops, and business competitiveness

Focus: rooftop PV systems on industrial and commercial buildings, SMEs, logistics, retail, energy-intensive and non-energy-intensive companies, physical self-consumption, tax instruments, tax credits, and "as a service" contracts.

- C&I PV and "as a service" models: self-consumption, tax credits, and contracts

for businesses | Emiliano Pizzini, Board Member Italia Solare

- Rooftop PV on industrial buildings: consumption analysis, sizing, and economic return
- PV as a service for businesses: contract, tax credit, and energy bill savings

Session 3 | Storage, smart management, and safety of PV systems in buildings

Focus: storage systems, energy management, heat pumps, load management, monitoring, fire prevention, design quality, O&M, and operational continuity.

- Electrified buildings: PV, storage, heat pumps, and design safety | Massimo Gamba, Board Member Italia Solare
- PV + storage systems: sizing, performance, and self-consumption management
- Safety and operational continuity: designing reliable PV systems on complex buildings

Session 4 | Distributed self-consumption, RECs, and new models for buildings and businesses

Focus: collective self-consumption, RECs, remote self-consumption, energy sharing, bill unbundling, multiple suppliers, energy purchasing groups, multi-tenant buildings, SMEs, and production areas.

- Shared energy and new contracts: bill unbundling, multiple suppliers, and purchasing groups | Andrea Brumgnach, Board Member Italia Solare
- Energy community or collective self-consumption: from design to operational management
- Self-consumption, purchasing groups, and electricity supply: integrated models for SMEs, condominiums, and multi-tenant buildings

*Tuesday 22
September
14:00 - 15:30*

Vision Arena, pav. 1

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Agrivoltaics: Generating Energy and Revenue from the Same Land

Organized by: Legambiente

Language: Italian

Agrivoltaics is more than a sustainability solution: it is a concrete economic model that enables the simultaneous generation of renewable energy and agricultural income from the same land. This session will explore the three key pillars of agrivoltaic development - project design, agronomic requirements, and the regulatory framework - through a journey that moves from technical and market analysis to first-hand experiences from those who have already invested in the sector.

Focus on:

- **The state of agrivoltaics in Italy**. market data, project models and growth opportunities

- **Regulations, incentives and business models** a dialogue between institutions and industry stakeholders

- **Agrivoltaics in practice:** an open conversation on real-world decisions, challenges, lessons learned and tangible results. The perspective of those who work the land (farmers) versus those who develop the technology (project developers): two complementary viewpoints that offer a comprehensive understanding of agrivoltaics from both sides of the partnership.

Wednesday 23
September

11:15 - 13:15

Vision Arena, pav. 1

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Energy and Industrial Competitiveness

Organized by: Elemens

Language: Italian

The cost of electricity has become one of the main drivers of declining competitiveness for Italian businesses, placing a particularly heavy burden on SMEs. In a geopolitical environment that remains uncertain and energy markets that are structurally volatile, understanding how much you pay—and why—is the first step toward taking effective action.

The session begins with a detailed breakdown of the electricity bill: energy commodity costs, system charges, transmission, distribution, and taxation. Each component will be examined through practical metrics to quantify the true scale of the challenge today and assess its likely evolution over the coming years.

Building on this foundation, the discussion will explore the solutions currently available to businesses: from long-term supply agreements and off-site PPAs to the broad range of self-consumption models, including behind-the-meter generation, collective self-consumption schemes, and energy communities, with or without storage systems. For each option, participants will gain a clear understanding of the associated opportunities, limitations, and potential savings, providing a solid basis for informed decision-making.

A session designed for business leaders who want to turn energy costs from a challenge into a competitive advantage.

Focus on:

- Taking a closer look at the electricity bill. **Commodity costs, system charges, network fees, and taxes:** how much does energy really impact your bottom line - today and in the years ahead?
- Buy or produce? **Long-term supply agreements, off-site PPAs, and self-consumption solutions** compared: opportunities, constraints, and achievable savings.
- From strategy to action. How to build the right **energy strategy** for your business.

Wednesday 23
September

14:00 - 17:00

Vision Arena, pav. 1

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Construction, Industry and Energy: The Right Combination for Energy Independence

Organized by: Prospecta Formazione

Language: Italian

Defining the paradigm shift: photovoltaics are no longer an add-on system—they have become an integral part of the building envelope. How are the roles of designers, contractors, and manufacturers evolving in response to Building-Integrated Photovoltaics (BIPV) and Nearly Zero-Energy Building (NZEB) requirements? From cost to value: how integrated photovoltaics are reshaping the economic perception of real estate, from construction through to sale.

This panel addresses the key questions facing decision-makers considering investment: What is the impact on total construction costs? How long is the payback period? How does it affect market value? And what financing options are available?

Focus on:

- **The evolving building:** BIPV, NZEB, and the new design paradigm.

- **Technology and regulation:** how buildings are designed and constructed in the era of integrated photovoltaics.

- **Economics and real estate value:**

The impact of photovoltaics on overall construction costs.

ROI for developers and construction companies.

Available incentives and financing solutions.

Effects on energy performance certification (EPC/APE ratings)

Value creation for investors and real estate funds

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Renewables Study 2026: Unlocking the Potential of Flexibility and Digitalization to Support Renewable Energy

Organized by: AGICI

Language: Italian

Energy transition policies call for a significant expansion of renewable energy sources, particularly wind and solar power. However, the intermittent and non-dispatchable nature of these technologies presents challenges for the stability, security, and reliability of the electricity system. Supporting the growth of renewables while ensuring a resilient energy system requires the deployment of flexibility solutions and services capable of balancing supply and demand in real time.

The Renewables Study 2026 aims to assess the role and potential of flexibility as a key enabler of renewable energy integration. The study explores the main flexibility technologies and solutions—including energy storage systems, demand response, and digitalization—as critical tools for achieving a more efficient and dynamic energy system.

Special attention is devoted to the evolution of the flexibility market, with a focus on regulatory and policy developments, remuneration mechanisms, market participants, and the barriers and opportunities shaping its growth. The research also examines business strategies and future market scenarios, highlighting the economic and industrial potential of the sector through Italian and European case studies, while providing policy recommendations to support the development of a market that is essential to the energy transition.

Focus on:

- Flexibility requirements and system stability across different renewable energy deployment scenarios through 2030
- Competitive landscape and value creation models
- Technologies and optimal solution mixes (energy storage, demand response, and integrated flexibility solutions)
- Flexibility markets, regulation, and revenue architecture
- Digitalization and control of value creation
- Future scenarios and strategic implications

Strategic Partner: **Edison**

Ordinary Partners 2026: **ACEA, Acinque, CVA, Dolomiti Energia, Elettricità Futura, ENG, ERG, Green Horse, i-EM, Iren, Magis, Statkraft, Tages, TerniEnergia.**