

Service for stimulating consumer demand for RES objects



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Introduction

"Green" energy refers to electricity generated from renewable energy sources, primarily including solar and wind power stations, as well as small-scale hydroelectric power stations and geothermal sources. Transitioning to green growth is a necessary priority for Kazakhstan because the country's economic development is currently heavily reliant on extractive industries and the export of raw materials. At the same time, most sectors of the economy exhibit relatively high levels of energy consumption and pollution, as well as low energy efficiency. Kazakhstan's concept of a "green economy" aims to increase resource efficiency and promote new technologies to ensure sustainable growth for future generations.



Источник: министерство энергетики РК, ФНБ «Самрук-Казына»

Against this backdrop, the company "Green Technologies Center" is developing the GreenLight service, which will provide customers with the opportunity to make a positive contribution to the environment, promote the development and use of renewable energy sources, and open up new investment opportunities in the energy sector.



Project Objectives:

1

Facilitate the installation of new renewable energy generators throughout Kazakhstan beyond mandatory requirements for renewable energy sources.

2

Stimulate the growth of consumer demand for renewable energy sources.

3

Provide consumers with choice and increase trust in green energy products.

4

Increase consumer awareness about renewable energy sources and greenhouse gas issues.

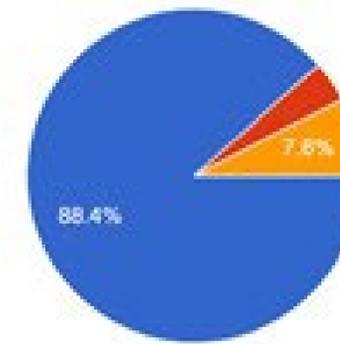
5

Reduce greenhouse gas emissions associated with electricity production.

Survey Results on Readiness to Purchase Green Energy

Согласны ли Вы, что ВИЭ более экологичны чем традиционные угольные электростанции?

277 responses



- Да
- Нет
- Загрудняюсь ответить

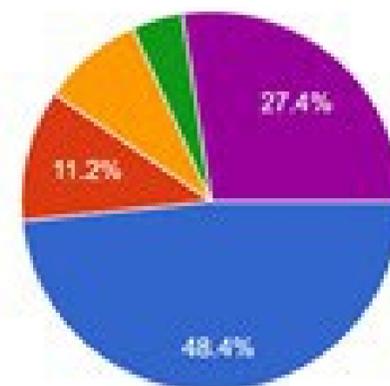
Где Вы готовы применять ВИЭ?

277 responses



Насколько больше Вы готовы платить за электроэнергию от ВИЭ?

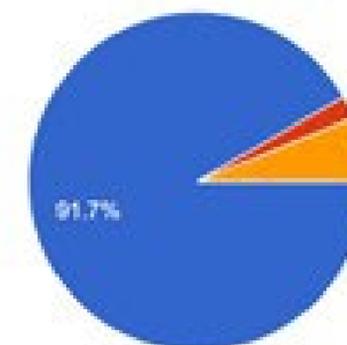
277 responses



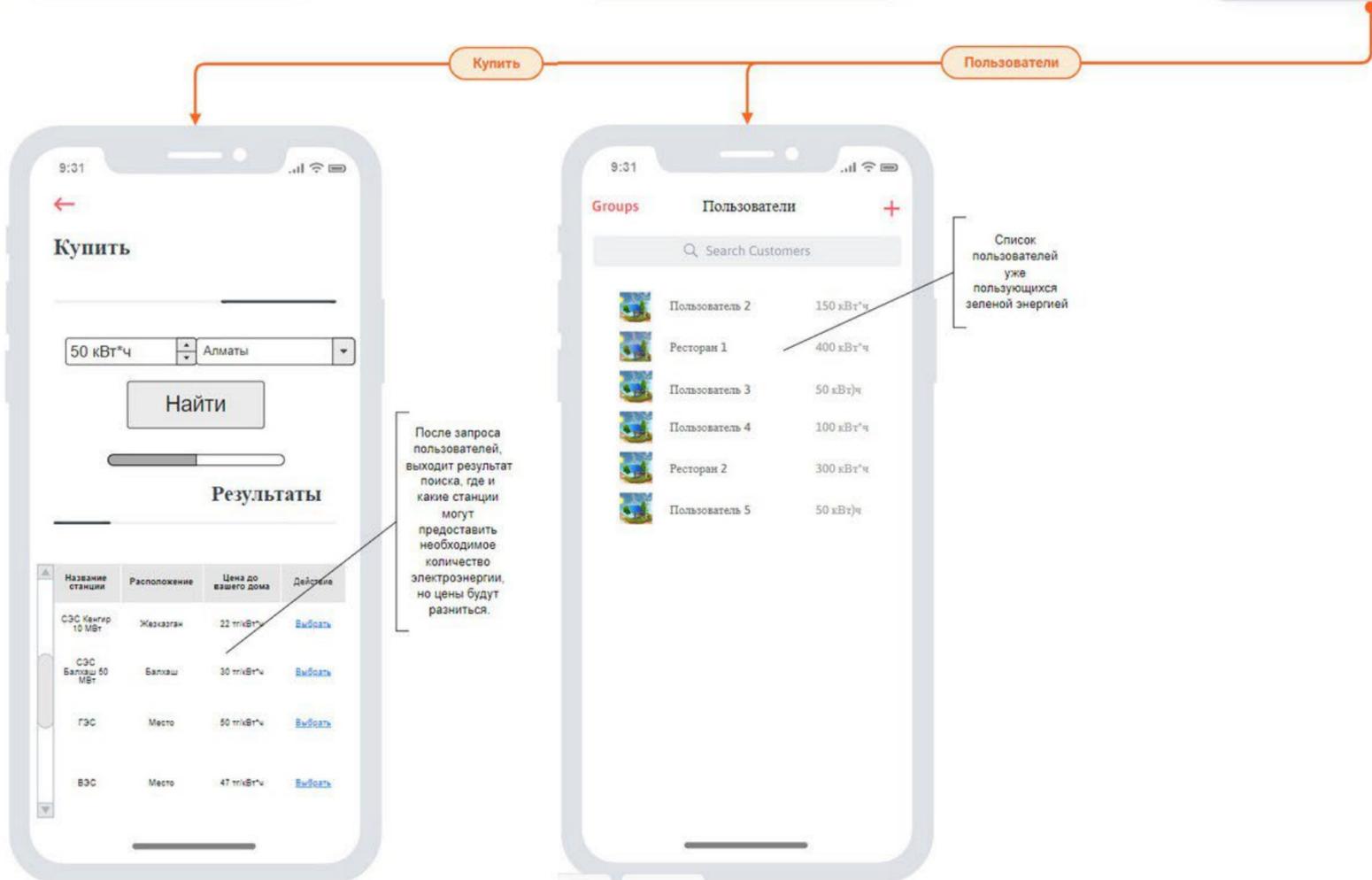
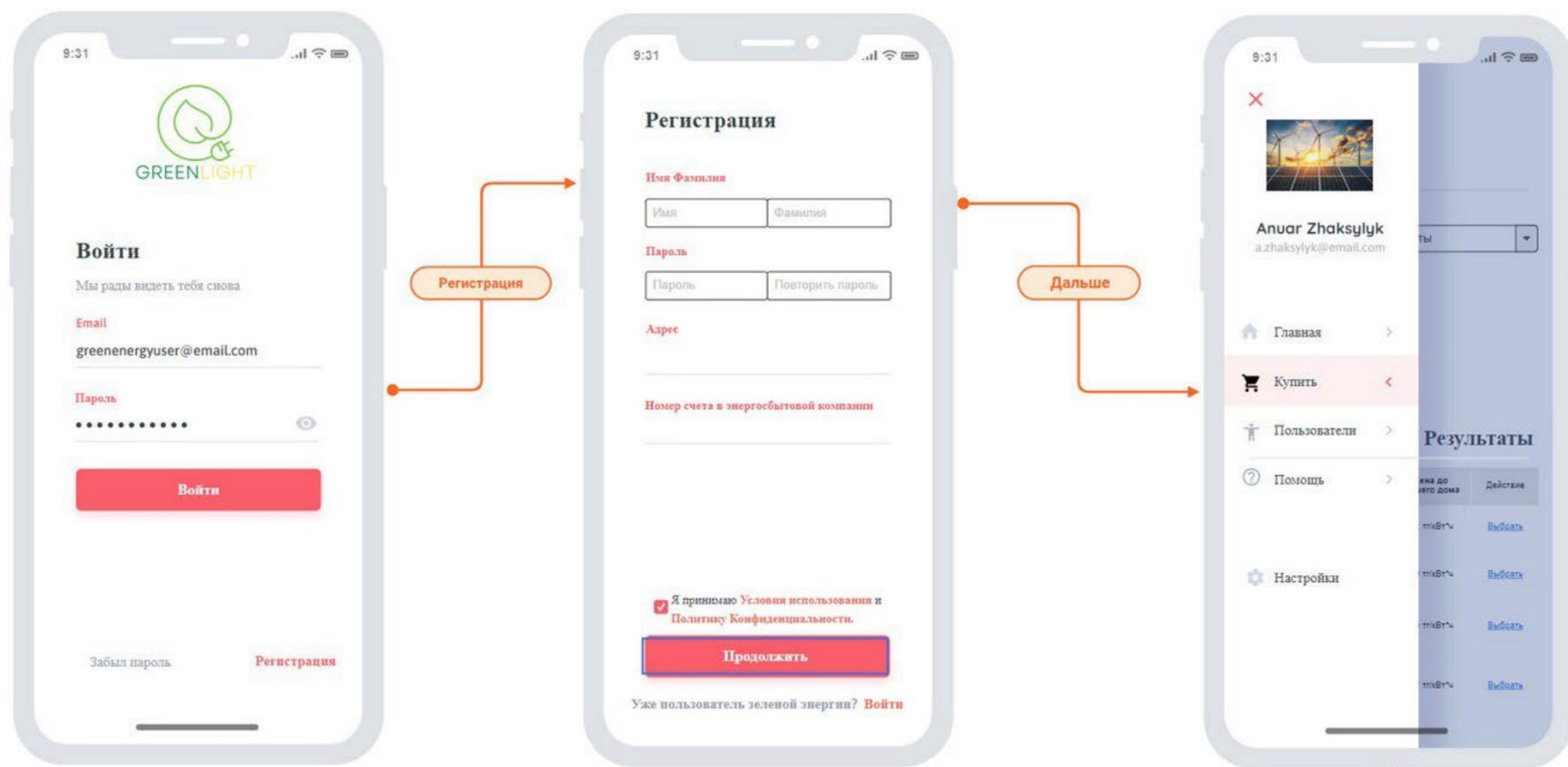
- До 15%
- До 35%
- До 50%
- Свыше 50%
- Не готов

Должно ли в Казахстане увеличиваться производство электроэнергии от ВИЭ?

277 responses



- Да
- Нет
- Загрудняюсь ответить



После запроса пользователей, выходит результат поиска, где и какие станции могут предоставить необходимое количество электроэнергии, но цены будут разниться.

Список пользователей уже пользующихся зеленой энергией

Prototype of the iOS application