PRESS RELEASE
EGEC UNVEILS NEW WEBSITE AND LOGO

Brussels, 10th May 2017 – EGEC, the European Geothermal Energy Council, has undergone a complete update of its visual identity and today unveiled its new logo and website.

“Changing our visual identity is a step further towards the recognition of the important role that geothermal has to play in the energy mix,” said EGEC’s President Ruggero Bertani, Enel Green Power. “The new logo reflects the growth of the association, its constant commitment to the promotion of the geothermal industry in Europe, and the constant innovation that distinguishes the geothermal sector.”

The new logo still carries a reference to the old mark, which has been in force since the founding of the association in 1998, but it brings to it a new dynamism which encases the values professed by the organisation and its members – professionalism, reliability, and modernity. The brand presents, in a visually concise form, the essence of geothermal energy, both in its process and in its symbolism of colours, with the characteristic ‘v’ shape representing the renewable energy coming from the ground and raising towards a more sustainable use of our energy sources.

Following the announcement, the new EGEC Geothermal Market Report was also presented. The 2016 edition of this established publication is a five-year assessment of the electricity, district heating and geothermal heat pump sectors. The report shows that in recent years a substantial number of projects have been developed throughout Europe, and geothermal energy is on its way to become a key player in the European energy market.

Geothermal energy uses the heat from the earth to deliver power, heat, and cold. It is a clean, renewable, stable resource, used everywhere in Europe, but largely hidden within the landscape. The energy provided is steady, baseload and flexible, making it an ideal source for balancing electricity and thermal grids, thereby improving energy security.

Since its creation in 1998, EGEC has been working to strengthen the geothermal industry by removing barriers to its market development. With more than 120 members from 28 countries, EGEC continue its commitment to bringing forth the valuable contribution of geothermal to a clean, competitive, and secure energy in Europe.

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ABOUT EGEC – EUROPEAN GEOTHERMAL ENERGY COUNCIL
EGEC, the European Geothermal Energy Council, is a non-profit international organisation founded in 1998 to promote the European geothermal industry and enable its development both in Europe and worldwide, by shaping policy, improving business condition, and driving more research and development. For more information visit www.egec.org