

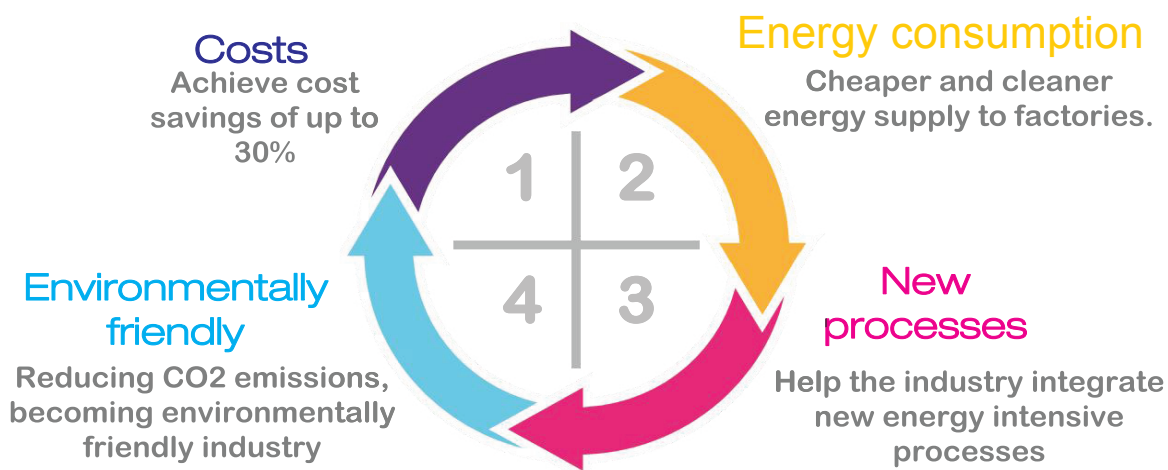


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Sustainable Energy for Profitability

SOLAR PV CAN SUPPORT PHARMACEUTICAL INDUSTRIES TO BE MORE COMPETITIVE

The market for pharmaceutical products is characterized by fierce competition. Industry/manufacturers have understood that one avenue to stay competitive is to increase the production efficiency in reducing production

costs. One way is the adoption of renewable energy and solar PV. So, how can Solar PV support pharmaceutical industries to be more competitive?



01 Costs

Costs are one of the most important factors in the competitiveness of any industry. In the case of the pharmaceutical industry, \$1 billion is spent on energy consumption every year. In order to maintain a high product quality while

improving process efficiency and high safety standards*. Solar PV can be seen as a solution. In fact, Solar PV can achieve cost savings of up to 30% relieving the balance sheet and resulting in operation cost savings.

* Source : Pharma companies cutting energy consumption to gain a competitive advantage. Centrica Business Solutions. (n.d.). Retrieved October 13, 2021, from <https://www.centricabusinesssolutions.com/us/blogpost/pharma-companies-cutting-energy-consumption-gain-competitive-advantage>.

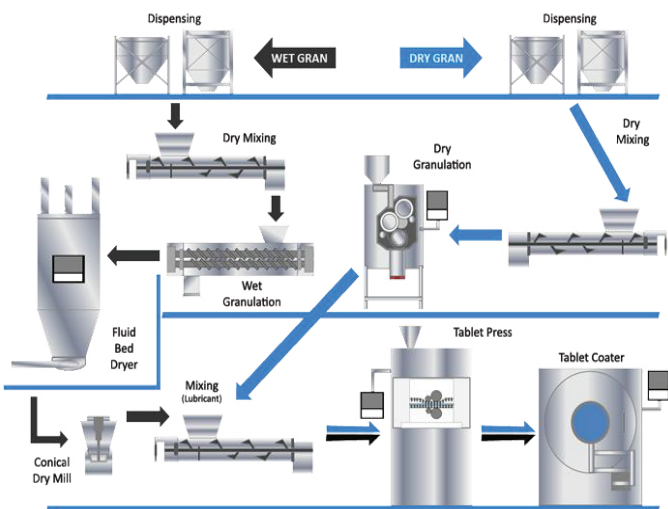
02 Energy consumption

High standards in terms of safety and quality of products, makes the pharmaceutical industry an energy intensive industry. In fact, 65% of energy is used by Heating, Ventilation, and Air Conditioning (HVAC) systems, 25% by processes and 10% for lighting. Solar PV can be seen as a reliable power supply and a real solution for pharmaceutical factories. Taking the example of India, power supply is one of the biggest challenges for the pharmaceutical industry.

10% Lighting

65% HVAC

25% Process

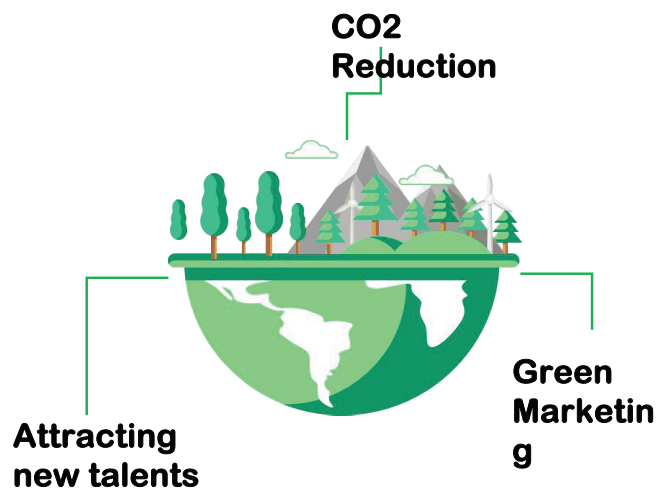


03 New processes

In general, pharmaceutical factories, in order to tackle the issue of energy consumption, try to reduce their usage by setting goals for how much energy to use during operation. This approach can create inefficiency in the production and be financially unsatisfactory. Since Solar PV can provide additional power to factories without increasing energy consumption, this may allow to integrate further new energy intensive processes that may boost competitiveness.

04 Environmentally friendly

In addition to the green marketing and CO2 reduction that Solar PV can provide to the industry, also new talents can be attracted by this positive environmental action. In fact, potential employees now are increasingly interested in the environmental policies of the company they are working in. Green marketing can also improve access to finance, relationships with decision makers and local communities, giving a competitive edge to the industry.



For additional information on this opportunity, please contact:



+233 507 977 902
 info.esc@agighana.org
 www.esc.agighana.org
 AGI Energy Service Centre
 @agi_energy