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## Fred Morse receives the 2012 SHC SOLAR AWARD

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**10 July 2012. Dr. Frederick H. Morse is this year's winner of the SHC SOLAR AWARD of the IEA Solar Heating and Cooling Programme. He received the award yesterday at the SHC 2012 conference in San Francisco, USA. For many years, Dr. Morse has been an outstanding promoter of solar energy and served the IEA SHC between 1976 and 2007 in various roles – amongst others, as its first chairman.**

The SHC SOLAR AWARD is given to an individual, company, or private/public institution that has shown outstanding leadership or achievements in the field of solar heating and cooling, and that supports the work of the IEA Solar Heating and Cooling Programme.

*"Fred became involved in solar energy in the late 1960s and quickly became an international leader in promoting the development and use of renewable energy technologies. He has shaped not only the IEA Solar Heating and Cooling Programme with his bright ideas and his enthusiasm, but has been at the forefront of convincing national and international stakeholders to support R&D as well as the implementation of renewable energies"*, said IEA SHC chairman Werner Weiss in his laudatio."

Working in senior-level positions at the US Department of Energy in the late 1970s and 1980s, Dr. Morse played a significant role in defining and managing major solar energy research, development and commercialization programs with annual budgets of up to \$250 million. When the IEA was formed in 1976, Dr. Morse became a member of the Solar Heating and Cooling Executive Committee and was elected as its first Chairman. When Dr. Morse left the Department of Energy in 1989, he was elected to serve as Advisor to the IEA Solar Heating and Cooling Executive Committee, a position he held until 2007.

Dr. Morse served in several public and private organisations, including the US Solar Energy Industry Association, and the International Solar Energy Society. In 1989 Dr. Morse founded Morse Associates, a renewable energy consulting firm that provides critical strategic planning and support services to energy companies, industry groups, government agencies, international organizations and others.

In his various roles Dr. Morse always displays sharp thinking and creative ideas which he uses to further the growth of renewable energy technologies worldwide.

*"Fred has fought for solar energy long before others saw it as a viable alternative to our fossil and nuclear based energy supply"*, said Doug McClenahan of the IEA SHC Executive Committee. *"It is an honour to have worked side-by-side with him for our common goal."*

### Further information:

- IEA SHC website: [www.iea-shc.org](http://www.iea-shc.org)
- Pictures of the SHC SOLAR AWARD ceremony on 9 July 2012: [www.iea-](http://www.iea-shc.org)

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[shc.org/XYZ](http://shc.org/XYZ)

## About the International Energy Agency's Solar Heating and Cooling Programme (IEA SHC):

- The Programme was established in 1977.
- Its objectives are co-operative research, development, demonstration and exchange of information regarding solar heating and cooling systems.
- 20 countries and the European Union are IEA SHC members.
- The research topics of the current 9 projects range from more general topics, such as "Solar resource assessment and forecasting" , system research, such as "Large solar thermal systems" to material research, such as the use of "Polymeric materials for solar thermal applications."
- Additional information: [www.iea-shc.org](http://www.iea-shc.org)

## Contact information:

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