

WHY ARE EUROPE'S SOLAR PV PLANTS UNDERPERFORMING?

Experts to Reveal Causes and Solutions at Largest International PV Research Conference

Bilbao, 8 September 2025 – The European solar sector faces a critical challenge: photovoltaic (PV) plants across the continent are generating less power than projected. Averaging 6.3% below projections, billions are lost in revenue, gigawatts are wasted of clean energy, and risks to Europe's 2030 solar targets and energy security are imminent.

As the largest international Conference for Photovoltaic research, technologies and applications – **EU PVSEC** – kicks off on 22 September, PVOP kindly invites members of the press to an exclusive event on **23 September 2025 from 15:15 to 16:45**.

Despite technological progress, many PV plants struggle with energy production shortfalls, inefficient tracker algorithms, and hidden performance losses, all while electricity prices continue to decline, putting pressure on O&M budgets.

This event will bring together leading experts from the Technical University of Madrid (UPM), the Solar Energy Institute (IES), and industry specialists to discuss root causes, real-world case studies, and future-ready solutions driven by AI and advanced digitalisation tools.

Event Information

Date: 23 September 2025

Time: 15:15 – 16:45

Venue: Room 2

Duration: 90 minutes

Discussion points:

- Estimating losses from backtracking algorithms in undulating terrain
- Identifying deviations in the loss chain versus initial performance expectations
- Collaborative workshop: Building operator-centric solutions for PV performance optimisation



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Featured Speakers

- **Prof. Luis Narvarte** works as a professor at the Department of Telematics and Electronics Engineering at the Technical University of Madrid (UPM) and is the PVOP project coordinator. He leads the research group of Photovoltaic Systems at the Solar Energy Institute (IES), a research centre at the UPM. He has led and participated in more than 15 European research projects and has more than 40 publications in international journals.
- **Prof. Eduardo Lorenzo Pigueiras** works as a professor at the Department of Physical Electronics, Electrical Engineering and Applied Physics at the UPM. He is a member of the research group of Photovoltaic Systems at the Solar Energy Institute (IES) of the UPM. He has expertise in electrical and electronic engineering, energy & fuels and renewable energy.
- **Prof. Javier Ledesma** works as a professor at the Department of Telematics and Electronics Engineering and is a member of the research group of Photovoltaic Systems at the Solar Energy Institute (IES) of the UPM. He has expertise in electric and electronic engineering, renewable energy, energy engineering and power technology.
- **Rodrigo Moretón Villagrà** is the founding partner and CEO of Qualifying PhotoVoltaics, a technology company based in Madrid operating in the photovoltaic solar energy sector. The company specialises in integrating new technologies with the development of applications, computer systems, information processing, modelling and applied simulation for photovoltaic projects.
- **Prof. Ana Belén Cristóbal López** works as a professor at the Department of Applied Mathematics to Information and Communication Technologies at the UPM. She is a member of the research group of Photovoltaic Systems at the Solar Energy Institute (IES) of the UPM. Expert on innovation, R&D management, Knowledge Dissemination and Technology Transfer Projects.

Why Cover This Event?

- Performance gaps in PV plants can reach up to 6%, affecting profitability and energy security.
- Get exclusive insights into new AI-based and data-driven solutions for PV performance optimisation.
- Interview opportunities with leading researchers and industry pioneers in renewable energy.

There will be opportunity for interviews with the list of experts above. If there's anyone of interest to interview, then please contact hollie@revolve.media to facilitate anything you may need for this.

Organised by:

Universidad Politécnica de Madrid (UPM) – Coordinator of the Horizon Europe PVOP Project
In collaboration with REVOLVE – Communications & Dissemination Partner



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About PVOP

The PVOP project is transforming Europe's approach to solar energy, enhancing efficiency and slashing maintenance costs across the continent. By leveraging advanced artificial intelligence and big data, this initiative analyzes over 11 gigawatts of operational data from solar installations to pinpoint and address system inefficiencies. Through rigorous testing of eight innovative solutions, PVOP aims to boost system performance and support the EU's sustainable energy goals. This pivotal effort advances solar technology and brings us closer to a sustainable, cost-effective energy future, positioning Europe as a leader in clean energy innovation.

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