

**BRIGHT
SAVER**

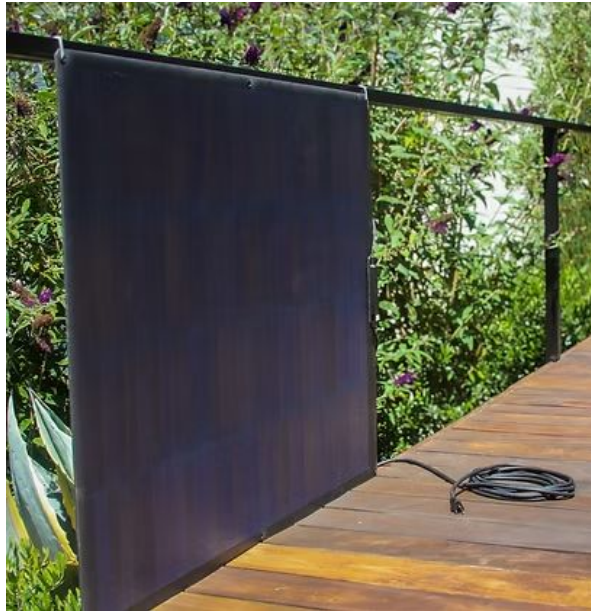
First and only nonprofit dedicated to jumpstarting a plug-in
“balcony” solar movement

Balcony Solar

Panels can be mounted in any sunny spot:

- Ground
- Side of building or fence
- Deck/balcony

Balcony setup



Backyard setup



An on-ramp to solar.

Energy Affordability

A way to help renters and homeowners alike reduce their utility bills.

Resilience

Provides emergency backup power when paired with batteries

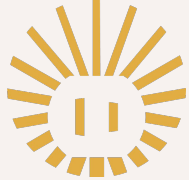
Climate

Widespread adoption could displace millions of metric tons of CO₂ annually

Germany Right Now



Image: obs/EmpowerSource UG



Germany

Ikea begins offering balcony solar kits

Swedish furniture retailer Ikea is selling plug-in solar kits in Germany, with storage-inclusive systems starting at €1,229 (\$1,425) and reaching €2,800 for versions featuring four 520 W panels. The kits are designed for residential self-consumption and vary by capacity and configuration.

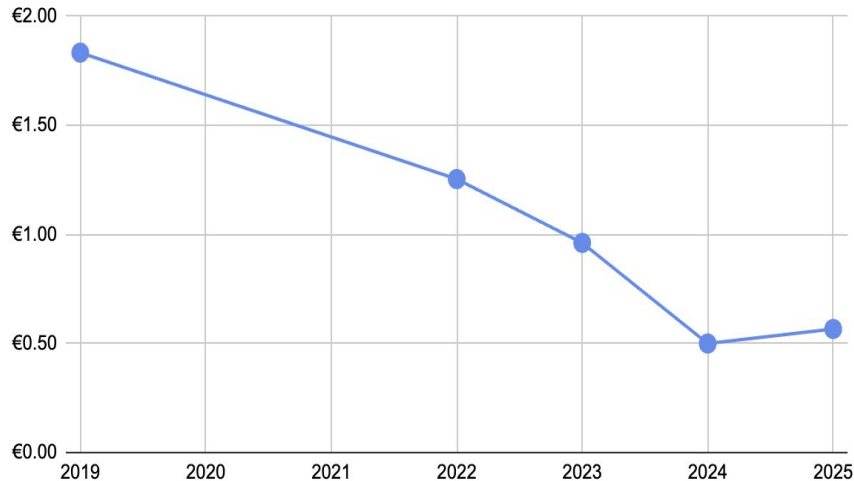
JUNE 25, 2025 SANDRA ENKHARDT

INVERTERS MARKETS MODULES & UPSTREAM MANUFACTURING RESIDENTIAL PV EUROPE



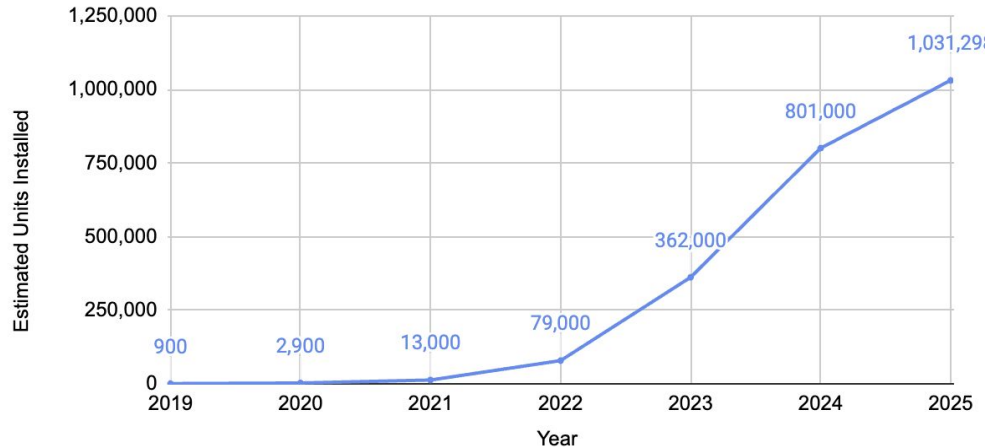
BRIGHT
SAVER

Balcony PV kit spot price in Germany (€/Wp, documented ranges 2019–2025)



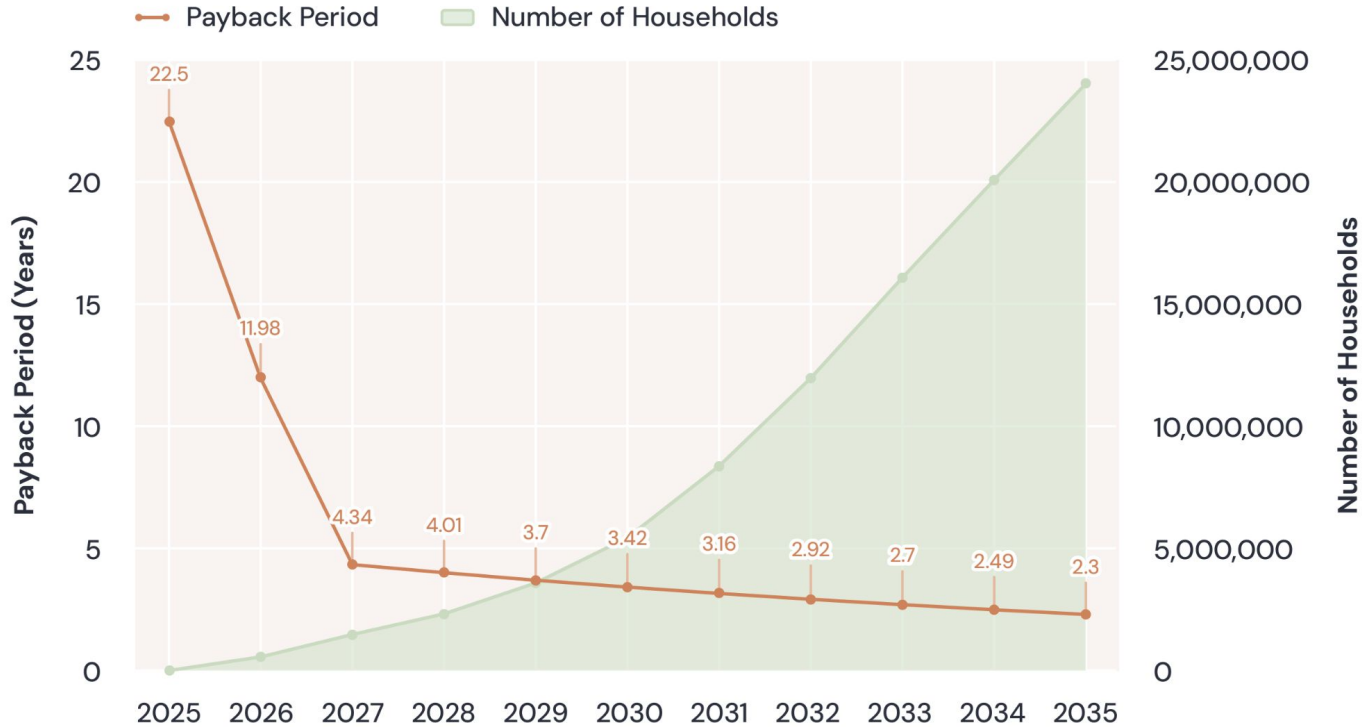
Source: Priwatt, HTW Berlin, Business Insider, Heise Online, ADAC, Finanztip

Registered Balcony Solar Units in Germany, 2019–Q2 2025



Up to $\approx$ 4 million households have already installed
in **Germany** in just 4 years

FIGURE 13.
PROJECTED PLUG-IN SOLAR PAYBACK PERIOD & HOUSEHOLD ADOPTION, 2025-2035



SOURCE: BRIGHT SAVER

2025 Pilot



Tiffany



"This is a really great option which will allow us to save some money for the increasing electric bills that we've been having."

Terry



"I need a new roof and I'm in my 70s – will I live long enough for rooftop to pay off?"

Sean

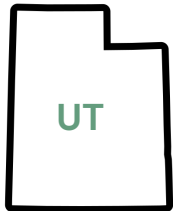


"I tried to convince my landlord to get solar but he wouldn't. In the summer, my utilities bill is near \$400."

Legislative Wave

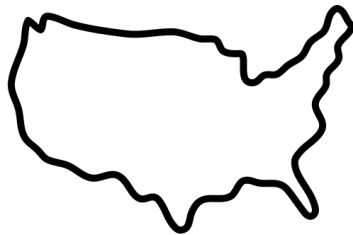
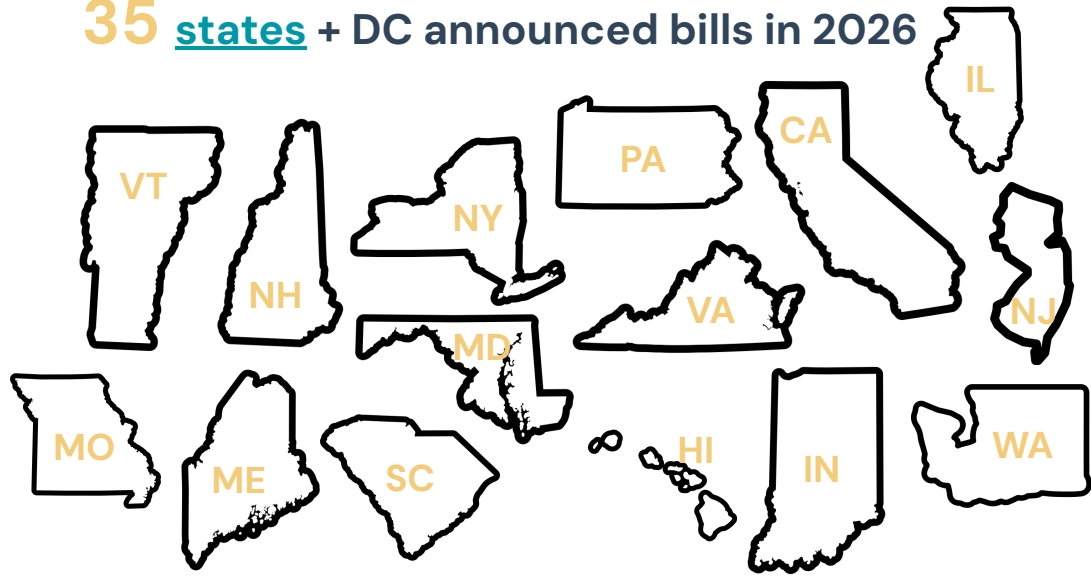


1 state law 2025



Signed into law in MD. VA. CO, NH, VT, ME, UT
NY + NJ on governor's desk
CA + MA still in play

35 states + DC announced bills in 2026



37+ states where **Bright Saver**
provides policy + technical
education on plug-in solar.

Why Is Legislation Needed?

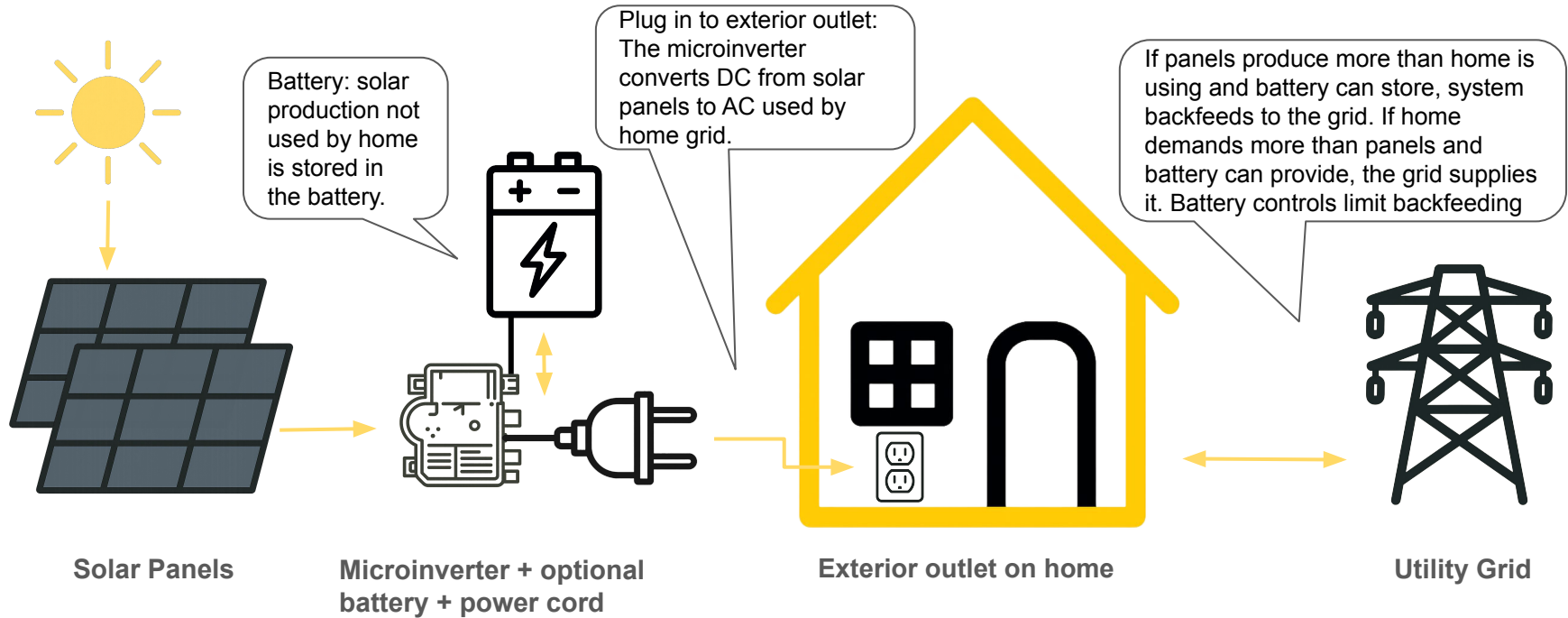
Utah H.B. 340 (2025): Bipartisan + budget-neutral

- Defines small solar systems ($\leq 1,200\text{W}$) as a new class
- Waives standard interconnection rules for rooftop/utility solar 5–100X as large
- Releases utilities from liability
- Allows self-installation with certified safety standards

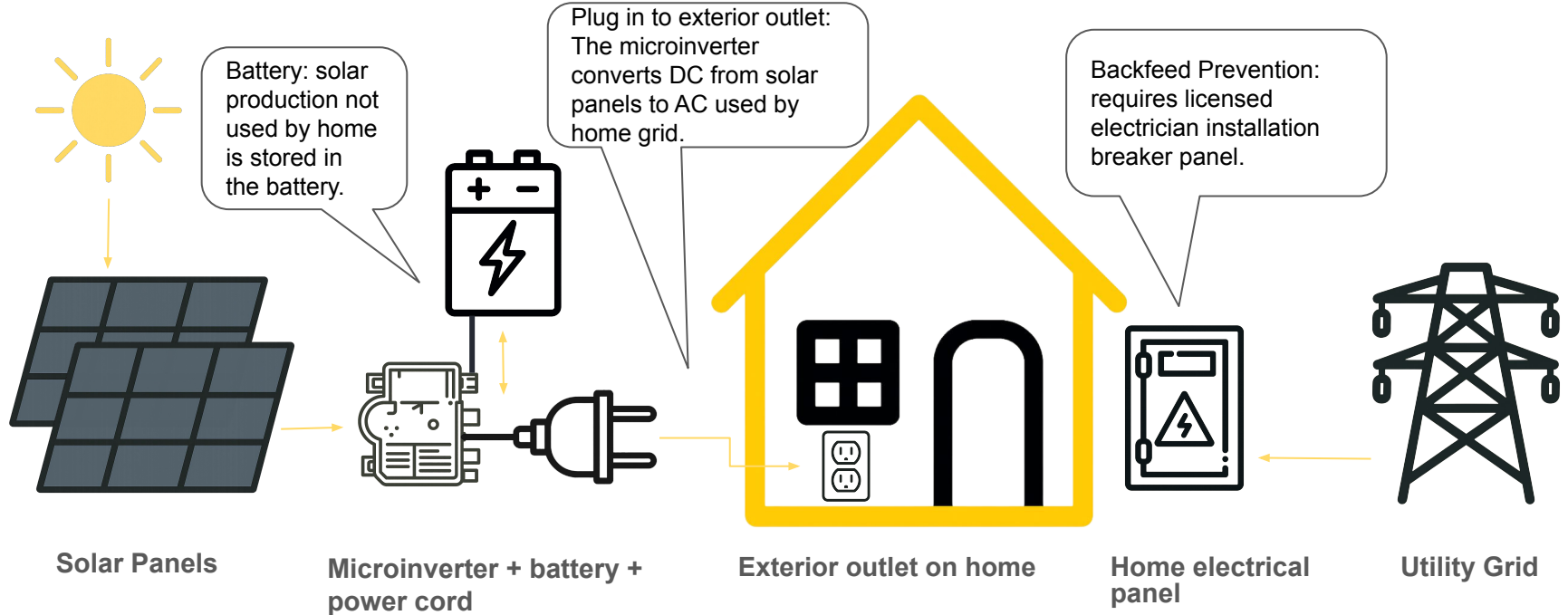


**BRIGHT
SAVER**

How does Plug-in Solar work in Europe?



How does Plug-in Solar Work in the U.S.?



Grid Impact Report



Brooks Engineering Report (Dec 2025)

- **No Net Export:** Even at **40% market share of 1.2 kW systems**, all energy produced is absorbed by aggregate hourly demand = **zero net export** at the substation level across all U.S. regions.
- **Neighborhood "Sink":** While an individual home may have de minimus export, this excess is immediately consumed by the "minimum load" of the other homes in the sector.
- **Grid Neutrality:** BDo not negatively impact **distribution infrastructure** + can delay costly infrastructure updates.
- **Comparison to Conservation:** The grid impact of 1.2 kW plug-in solar is identical to **energy conservation measures** that reduce demand during the middle of the day.

FIGURE 11.
PROJECTED PLUG-IN SOLAR PRICES IN THE U.S., 2025-2035



SOURCE: BRIGHT SAVER

*IN 2024 U.S. DOLLARS



**BRIGHT
SAVER**

**Join the Movement
BrightSaver.org**