

# MESIA Net-zero

## Solar Champions Program

### Accelerating Solar Integration to Reach Net-zero Targets

In April 2024, The MESIA Net-Zero Solar Champions Program was launched at the World Future Energy Summit (WEFS) in Abu Dhabi, with the purpose of fostering a sustainable future through solar energy solutions. This pioneering initiative aims to unite key players in the solar industry by fostering collaboration and innovation in the adoption of sustainable energy practices. The program connects two key groups: Ambassadors and Champions, both of whom play a vital role in transforming the MENA region's energy landscape and advancing the path toward achieving net-zero emissions.

## Who

is eligible to become a Net-Zero Solar Ambassador?

MESIA members are eligible to become ambassadors. Ambassadors are EPCs, consultants, and developers who advocate for the adoption of solar energy solutions. As an ambassador, you play a key role in spreading the benefits of solar technology and helping organizations transition to sustainable energy.

## Your Role as an Ambassador



**Promote Solar Energy:**



**Share Your Success:**



**Drive Change:**

Introduce and advocate for solar energy solutions within existing clients & network, helping them understand the advantages and opportunities of adopting solar technologies.

Guide others by leveraging personal achievements and strategies in net-zero energy practices.

Position your company as a leader, demonstrate your commitment to sustainability and inspire others to follow your achievements.

# EXCLUSIVE BENEFITS



## Increased Visibility

Amplify your role within the industry through MESIA's platforms.



## Leadership Recognition

Be acknowledged as a key player in the net-zero movement.



## Webinar Sponsorships & Brand Exposure

Present case studies in MESIA webinars and be featured in MESIA communications, aligning with net-zero pioneers.

## Who

### is eligible to become Net-Zero Solar Champion?

The champions include commercial and industrial companies from sectors such as manufacturing, technology, residential development, utilities, government entities, investment firms, CPG, and agriculture, all aiming to reduce their carbon footprint by at least 25% by 2030 through solar technologies.

## Benefits as Champions



### Industry Recognition:

Gain visibility as a leader in the net-zero race through MESIA's platforms, events, and dedicated announcements across an extensive network of over 90,000 industry professionals.



### Branding Opportunities:

Feature prominently in MESIA communications and at key industry events.



### Access to Resources:

Gain insights into the latest technological developments and best practices in solar energy to stay ahead of the curve.

## Stay Tuned As We Reveal the next NET-ZERO Solar Champion at the Mesia Solar Awards:

As we gear up for the Mesia Solar Awards 2025, we're excited to announce that this year we are introducing a new category (Net-Zero Solar Champion of the Year). This could be your opportunity to walk away as the first Net-Zero Solar winner!

## Take the Lead in Solar Energy

Join the MESIA Net-ZERO Solar Champions Program and position your organization as a leader in solar energy. Get recognized for your contributions and help shape the MENA region to a Net-Zero Solar future.

[Submit Your Registration](#)

[Find out more by contacting sol@mesia.com](mailto:sol@mesia.com)

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