Photovoltaic Systems as Actuators of Regional Development – a social understanding

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In the strategy of EU2020 the use and application of renewable energy is essential. Photovoltaic systems are less popular then biomass in Hungary, in the South-Transdanubian Region, however its potential is high.
The goal of the IPA REGPHOSYS project is the development of optimal photovoltaic system configuration for climatic conditions of the cross-border region and investigating the impact of photovoltaic systems on the electrical power system, economics, environment and on the society.
Having regarded the receiving conditions of a local society, it is unambiguous, that there might be societal obstacles for integrating innovations into a local community. Does a local society of an underdeveloped region can ready for new technology? Are local governments/NGOs/communities are ready for investments into renewables?
The paper focuses on the use of PV systems having regarded the receiving conditions of the society and its impact on it. Based on empirical and desk top research the paper reveals that how public is aware of renewable energy, and the peculiarities of the public involvement/participation in decision making (on local level) of such investment are also discussed.
The paper concludes by arguing that comparing the western society the appearance of innovations (such as PV systems) can only be detected on institutional level, and the investment is highly depend not on economic situation but the holders of knowledge in decision making.