Challenges in implementing energy geo-structures in developing markets: Evidence from Romania

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Following the Directive 2010/31/EU on energy performance of buildings, EU state members have developed national plans for increasing the number of nearly zero energy buildings through measures that facilitate the implementation of renewable energy technologies. Due to this policies changes and also due to their incontestable advantages, energy geostructures are showing an increasing trend in number of implementations all across Europe. However, it is important that besides “good statistics”, the quality and efficiency of what is implemented to be ensured so that a real change is generated in terms of renewable energy exploitation and CO2 emissions reduction. The paper refers to challenges that are encountered in the process of implementation of energy geostructures especially on emerging markets for this technology, such as Eastern Europe, with emphasis on several case studies and evidence from Romania.