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1 June 2026

5:30 pm – 6:30 pm | CEST, Berlin, Paris
11:30 am – 12:30 pm | EDT, New York City



Blathnaid O'Dea

Features editor
pv magazine

pv magazine
webinars

AI in renewables: Competitive advantage or expensive hype?



Santiago Estrada

CEO
QBi Solutions

Welcome!

Do you have any questions?  

Send them in via the Q&A tab.  We aim to answer as many as we can today!

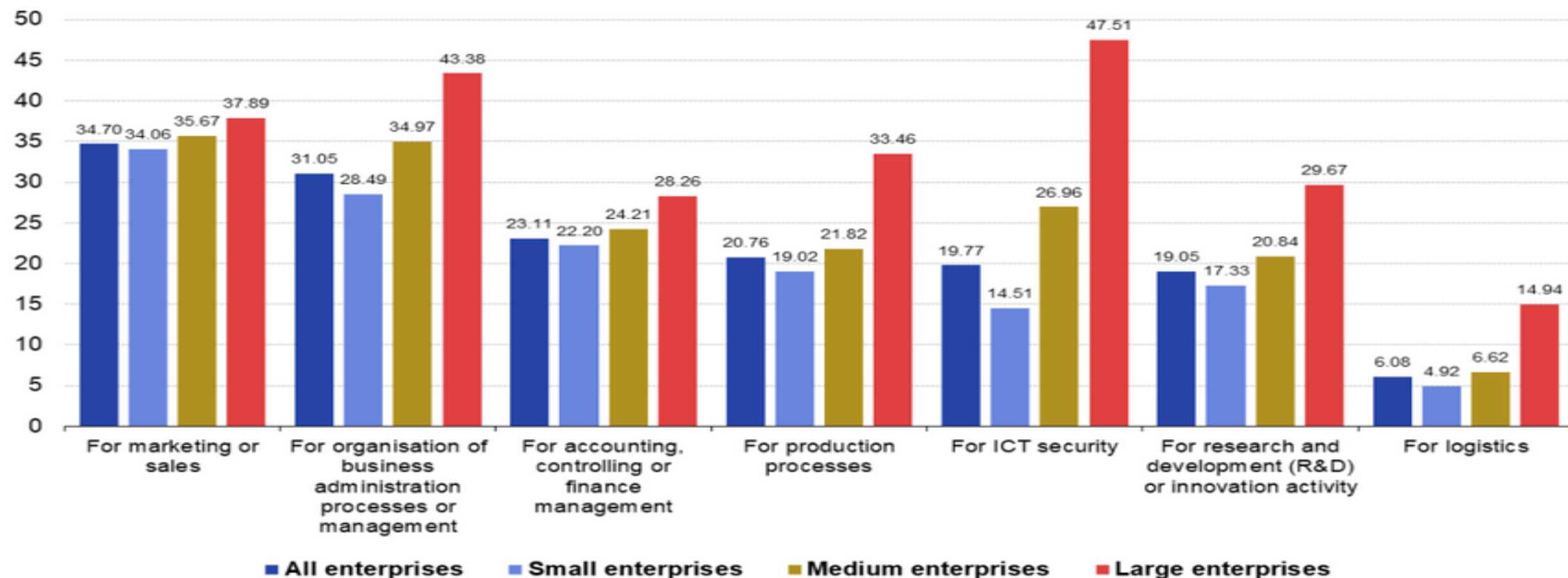
You can also let us know of any tech problems there.

We are recording this webinar today. 

We'll let you know by email where to find it and the slide deck, so you can re-watch it at your convenience.  

Enterprises using AI technologies by type of purpose and size class, EU, 2025

(% of enterprises using at least one AI technology)



Source: Eurostat (online data code: isoc_eb_ai)

eurostat 

Figure 5: Enterprises using AI technologies by type of purpose and size class, EU, 2025

Source: Eurostat ([isoc_eb_ai](#))

Enterprises using AI technologies by type of purpose and economic activity, EU, 2025

(% of enterprises using at least one AI technology)

	Purpose of use						
	For marketing or sales	For organisation of business administration processes or management	For accounting, controlling or finance management	For production processes	For ICT security	For research and development (R&D) or innovation activity	For logistics
All activities	34.70	31.05	23.11	20.76	19.77	19.05	6.08
Manufacturing	30.41	27.05	16.93	20.22	20.62	17.54	6.64
Electricity, gas, steam and air conditioning supply; water supply; sewerage, waste management and remediation activities	27.12	35.18	21.75	21.97	32.02	18.82	5.44
Construction	22.80	27.83	25.56	13.28	16.23	10.00	3.75
Wholesale and retail trade; repair of motor vehicles and motorcycles	44.94	28.10	21.19	14.28	19.06	13.21	10.54
Retail trade, except of motor vehicles and motorcycles	48.18	25.84	22.35	15.19	17.96	10.29	15.78
Transportation and storage	21.20	31.08	24.66	15.57	21.41	8.97	19.07
Accommodation	58.82	25.96	16.42	13.88	13.12	6.63	3.15
Information and communication	40.64	38.29	22.47	35.17	28.28	42.51	3.76
Real estate activities	36.28	31.61	26.68	17.52	18.78	9.90	2.61
Professional, scientific and technical activities	25.35	35.51	30.87	27.33	18.55	22.32	2.25
Administrative and support service activities	35.36	31.43	23.67	15.89	17.10	14.81	4.52

Source: Eurostat (online data code: isoc_eb_ain2)

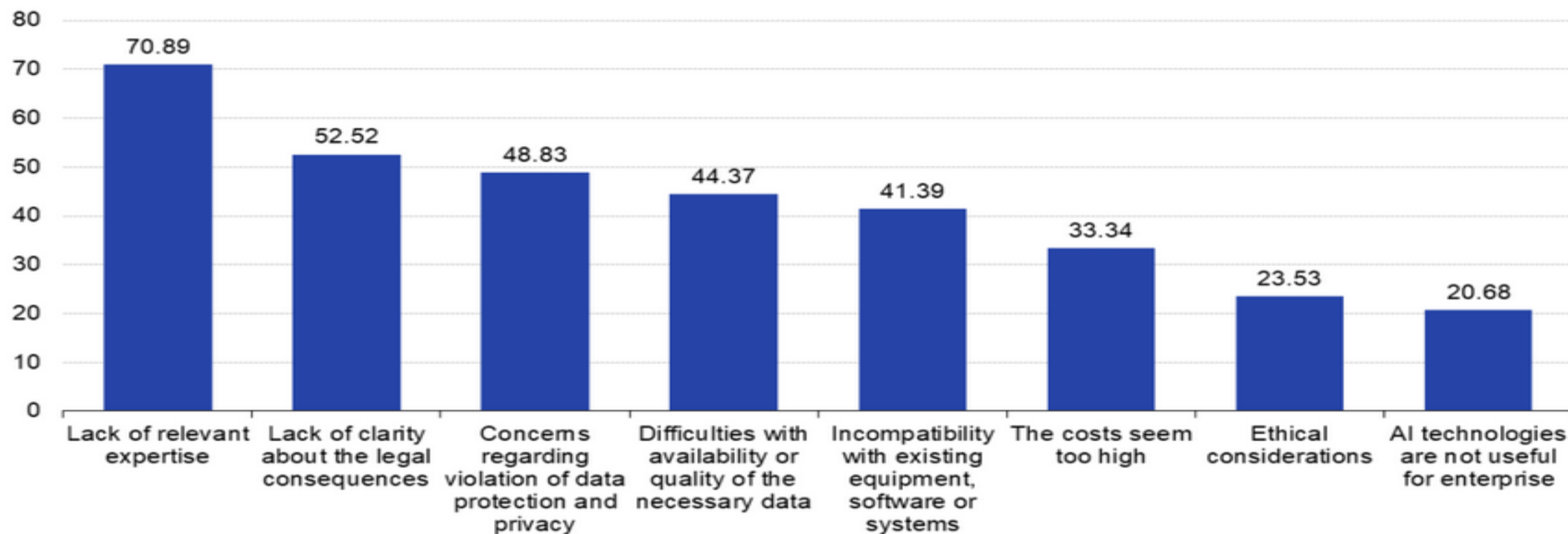
eurostat 

Table 2: Enterprises using AI technologies by type of purpose and economic activity, EU, 2025

Source: Eurostat ([isoc_eb_ain2](#))

Enterprises that have ever considered using any of the AI technologies by reason for not using, EU, 2025

(% of the enterprises that have ever considered using any of the AI technologies)



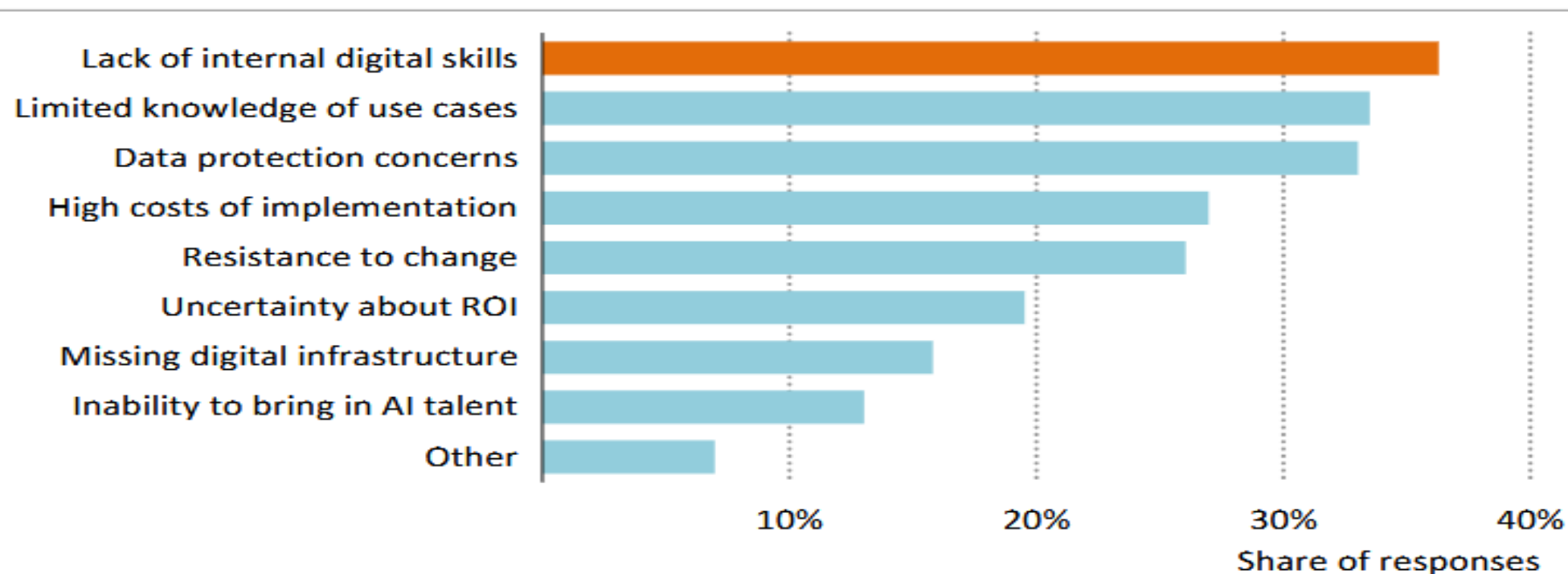
Source: Eurostat (online data code: isoc_eb_ai)

eurostat 

Figure 8: Enterprises that have ever considered using any of the AI technologies by reason for not using, EU, 2025

Source: Eurostat ([isoc_eb_ai](#))

Figure 9.4 ▶ Responses in the IEA Industry Employment Survey 2025 to the question, “What is the greatest barrier to adopting AI and digital technologies in your day-to-day operations?”



IEA. CC BY 4.0.

The lack of digital skills has been identified as the single largest barrier to greater adoption of AI-led optimisation by energy companies

Note: ROI = return on investment.

Source: IEA (2025h).

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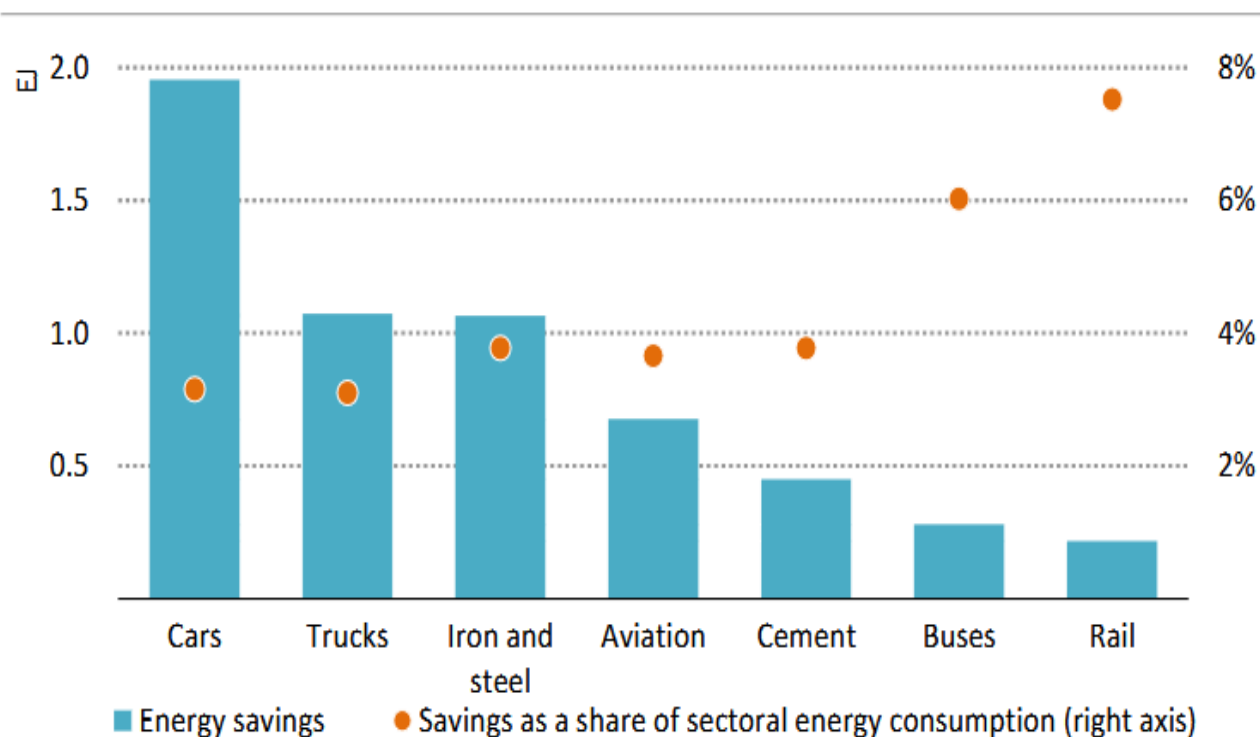
Santiago Estrada

CEO
QBi Solutions

Key Questions on Energy and AI

International
Energy Agency

Figure 9.1 ▶ Global energy savings potential from AI in selected end-uses, 2035

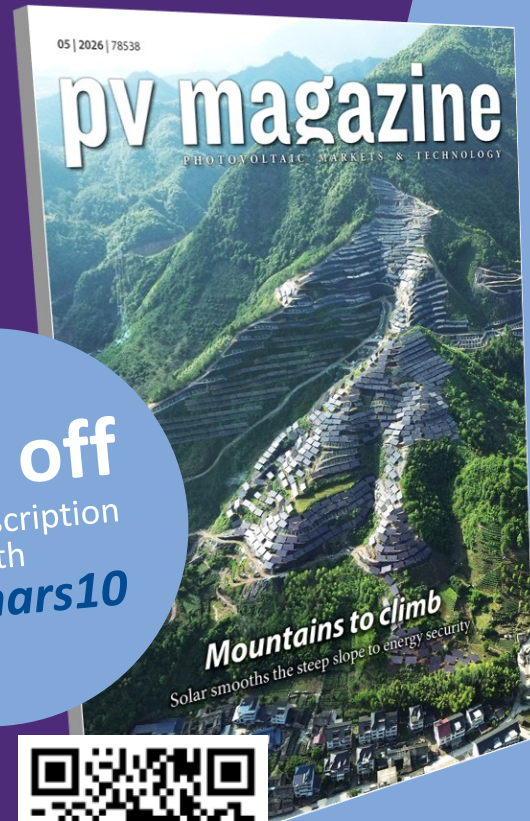


IEA. CC BY 4.0.

Widespread adoption of known AI applications has the potential to save 13.5 EJ across all end-use sectors in 2035, greater than Indonesia's annual energy consumption today

Note: This energy savings potential is estimated using existing AI applications only and does not factor in solutions that might emerge in the future. A detailed discussion of this approach is available in IEA (2025a).

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5:00 pm – 6:00 pm CEST, Berlin, Paris, Madrid
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