Renewable Energy Market Intelligence Training Course

Professional Development Training Course Outline

Category	Renewable Energy	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Renewable Energy Market Intelligence Training Course is designed to equip professionals with practical capabilities to understand, analyze, and interpret the rapidly evolving global clean-energy landscape. As the energy transition accelerates, solar PV, wind power, battery energy storage, smart grids, green hydrogen, energy digitalization, AI-driven analytics, electrification, climate finance, and energy security are becoming central to strategic decision-making. The course develops the ability to transform complex market information into actionable business intelligence, investment intelligence, competitive intelligence, policy intelligence, and technology intelligence. Current industry outlooks highlight rapid growth in clean-energy technology markets, increasing renewable deployment, and growing requirements for grid flexibility and energy-system integration.

Participants will learn how to conduct market sizing, demand forecasting, competitor benchmarking, technology assessment, investment analysis, policy monitoring, project pipeline analysis, pricing analysis, risk assessment, and scenario planning across renewable-energy markets. The course uses real-world datasets, market intelligence frameworks, interactive exercises, and case studies to connect theory with commercial decision-making. Particular emphasis is placed on AI-enabled market intelligence, data analytics, energy transition strategy, ESG, net-zero pathways, renewable auctions, PPAs, energy storage, green hydrogen, distributed energy resources, and emerging-market opportunities. IRENA's current data resources cover capacity, generation, costs, finance, investment, policy, and energy-transition indicators, providing a strong foundation for evidence-based market analysis.

Programme Curriculum

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Course Objectives

By the end of the course, participants will be able to:

1. Analyze global renewable energy market trends and identify high-growth opportunities.
2. Apply market intelligence frameworks to solar, wind, storage, hydrogen, and other clean-energy segments.
3. Conduct market sizing, segmentation, and demand forecasting using relevant energy datasets.
4. Evaluate competitive landscapes through competitor benchmarking and strategic positioning.
5. Assess technology trends, including AI, digitalization, battery storage, smart grids, and advanced renewable technologies.
6. Interpret energy policy, regulation, auctions, incentives, and market-design developments.
7. Evaluate renewable-energy investment opportunities, project pipelines, financing structures, and bankability.
8. Perform LCOE, cost-curve, pricing, and techno-economic analysis for renewable technologies.
9. Develop scenario analysis and forecasting models for energy-transition markets.
10. Identify ESG, climate risk, carbon-market, and net-zero opportunities affecting renewable-energy businesses.
11. Assess supply-chain, manufacturing, trade, resource-security, and geopolitical risks.
12. Use AI-assisted analytics and data-driven intelligence to improve market-monitoring and strategic decisions.
13. Translate market intelligence into actionable investment, business-development, strategy, and portfolio decisions.

Target Audience

1. Renewable Energy Executives and Managers
2. Energy Market Analysts and Business Intelligence Professionals

3. Investment, Private Equity, and Infrastructure Finance Professionals
4. Solar, Wind, Battery Storage, and Green Hydrogen Developers
5. Energy Consultants and Strategy Professionals
6. Government, Policy, and Regulatory Professionals
7. Utilities, Grid Operators, and Energy Trading Professionals
8. Entrepreneurs, Researchers, and Sustainability/ESG Professionals

Training Modules

Module 1: Global Renewable Energy Market Intelligence

- Renewable-energy market structure, value chains, and market intelligence fundamentals.
- Global trends in **solar PV, wind, hydropower, bioenergy, geothermal, and emerging technologies**.
- Market sizing, segmentation, growth-rate analysis, and market-attractiveness frameworks.
- **Case Study:** Mapping the global solar PV market and identifying high-growth regional opportunities.
- Build a **renewable-energy market intelligence dashboard**.

Module 2: Solar PV & Wind Market Intelligence

- Solar PV and wind technology, project economics, and commercial value chains.
- Capacity additions, generation trends, auctions, PPAs, and project pipelines.
- Competitive benchmarking of developers, manufacturers, EPC companies, and technology providers.
- **Case Study:** Comparing utility-scale solar and wind investment opportunities across selected markets.
- Develop a **technology and competitor benchmarking matrix**.

Module 3: Energy Storage, Smart Grids & Digital Energy

- Battery energy storage systems, grid flexibility, demand response, and distributed energy resources.
- Smart grids, digital transformation, IoT, predictive analytics, and energy-management platforms.
- Storage economics, market applications, revenue streams, and deployment trends.
- **Case Study:** Assessing the strategic role of battery storage in integrating high shares of variable renewable energy.
- Create a **storage-market opportunity assessment**.

Module 4: Green Hydrogen & Emerging Clean-Energy Markets

- Green hydrogen, electrolyzers, renewable hydrogen, ammonia, and hydrogen-based fuels.
- Market development, project pipelines, infrastructure, offtake agreements, and certification.
- Policy support, cost competitiveness, investment barriers, and commercialization pathways.
- **Case Study:** Evaluating a green-hydrogen project pipeline and identifying key bankability risks.
- Build a **green-hydrogen market attractiveness scorecard**.

Module 5: Renewable Energy Investment & Project Intelligence

- Renewable-energy investment trends, capital flows, financing structures, and project economics.
- Project pipeline tracking from development through **financial close and final investment decision**.
- Risk-adjusted investment analysis and project bankability.
- **Case Study:** Screening a portfolio of renewable-energy projects for investment potential.
- Develop a **renewable-energy investment intelligence scorecard**.

Module 6: Policy, Regulation, ESG & Energy Transition Intelligence

- Renewable-energy policies, incentives, auctions, PPAs, tariffs, and regulatory frameworks.
- ESG metrics, climate risk, sustainability reporting, and **net-zero strategy**.
- Carbon markets, decarbonization pathways, energy security, and transition risks.
- **Case Study:** Evaluating how policy changes can alter the attractiveness of a renewable-energy market.
- Produce a **policy and regulatory intelligence brief**.

Module 7: Competitive Intelligence, Supply Chains & Market Risk

- Competitor profiling, market positioning, strategic benchmarking, and market-share analysis.
- Renewable-energy equipment manufacturing and critical-material supply chains.
- Trade flows, localization, procurement, geopolitical exposure, and supply-chain resilience.
- **Case Study:** Assessing supply-chain risks affecting solar-module or battery deployment.
- Construct a **competitive and supply-chain risk map**.

Module 8: AI-Powered Renewable Energy Market Intelligence

- AI-assisted research, data analytics, automation, forecasting, and market monitoring.
- Building **early-warning systems** for policy, technology, investment, and competitor developments.
- Scenario planning, predictive intelligence, trend detection, and strategic dashboards.
- **Case Study:** Using AI-supported intelligence techniques to identify emerging renewable-energy opportunities.
- Produce an **AI-enabled Renewable Energy Market Intelligence Report** with strategic recommendations.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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