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## **THE COSTS OF INNOVATIVE RENEWABLE ENERGY SOURCES IN MODERN SOCIETY**

### **Abstract:**

The importance of technological advances reaches each and every one. New innovations drive the world we live in, form societies and economies around us. One of the main and primitive questions to every day human is whether or not he can afford a new technology, for a manufacturer - can he make a profit of selling it, for an environmentalist - how will it impact the future? One thing is certain - none of that can be answered if it's unknown whether the technology is reachable to every day user, starting from the price of the technology itself, including different levels of investments, ending with the costs of actually installing the technologies to common households worldwide, for green, economically growing and sustainable future.

### **Keywords:**

renewable energy, innovative renewable energy sources, cost of energy