



# Rooftop REVOLUTION!

In SA, the term "solar energy" has mostly gained an unfortunate reputation through questionable knowledge, resulting in installation slip ups and services such as leaky rooftops, prime time exposés and disgruntled customers and employees.

**T**his particular solar energy concept is one of such great importance to be able to show the real importance of it for creating a brighter future for all.

Albert Einstein was awarded his noble prize in 1921 for explaining the physics behind the photoelectric effect, in fact not the theory of relativity, as most believe. This deeper understanding of how and why some substances produce electricity when exposed to light is one of the greatest game changers in the creation of a healthy future planet for all civilization.

Photovoltaic technology uses abundant, inexhaustible sunlight to create clean and affordable energy. It is a highly recognised and mature subject of technology in most parts of Europe, the USA and Australia. Photovoltaics is the only practical renewable energy source that can be harnessed simply, safely and independently from inefficient, cumbersome power companies.

This technology allows businesses and home owners to generate a portion of their energy directly from sunlight at no cost after the initial set up investment.

You might ask the question of what underpins the solar energy rooftop revolution?

The answer is this: the ability to easily harvest solar energy in a manner that is cheaper than the grid. Here is a highlevel round up of the solar energy movement, globally:

- Germany is a country with half the amount of sunlight as SA

and has almost as much installed small photovoltaic plants as Eskom has coal fired power stations.

- In the USA there are more people working on installing solar panels than there are working in coal mines.
- Early last year the Australians celebrated the milestone of one million homes with generating clean energy through solar panels. What is the South African response to the global enery revolution?

Widely accepted within the global photovoltaics industry, Africa is the next target for the revolution and the coup has just begun to gather the first inklings of momentum with large scale projects being implemented all along the subcontinent.

It finally makes financial sense to embrace clean energy in SA. Using sun energy is usually cheaper than procuring this energy from the grid. Installing solar panels also diversifies energy security, reduces carbon and environmental impact and allows a business to go green in a transparent and credible way.

One should see solar photovoltaics as integral to the solution to the complex energy delivery challenges that the African continent faces. Most businesses are eligible to either a loan or to finance a commercial rooftop solar energy systems, making the bigger business picture a much more affordable and sturdy one.

The Germans call this the revolution of the ordinary man – where just about anyone can buy a solar panel and begin their journey towards energy independence. As a business owner not looking at reducing your input costs through cheaper energy by use of solar panel, we say beware. This particular revolution might quietly seize you. ■



By **Kinesh Chetty**

Director

Maxx-Solar Energy

kinesh@maxx-energy.co.za