

Selling Solar

The Diffusion of Renewable Energy in Emerging Markets

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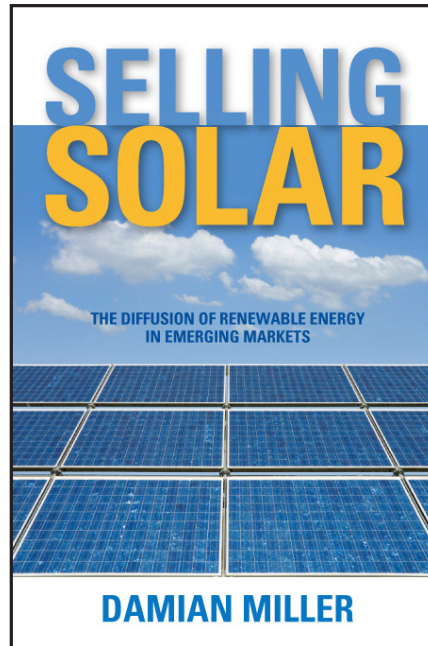
Damian Miller

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'An extremely useful publication which provides a very valuable assessment of how solar energy can be harnessed on a large scale using market approaches. The book provides a useful direction by which the world could define a new energy future.' R. K. Pachauri, Chairman, Intergovernmental Panel on Climate Change (IPCC)

'Few missions are more important than solarizing the developing world. A fully functioning solar electric system, and the light and other services it provides, can address each and every one of the eight UN Millenium Development Goals. This is a technology that offers hope, on a global scale, and it is vital to disseminate it optimally. Few people have more experience of this task than Damian Miller. This unmissable book is the story of making it happen.'

Jeremy Leggett, Founder and Executive Chairman of Solar Century and author of *Half Gone* and *The Carbon War*



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'Selling Solar sheds light on the failures, successes, lessons learned and best-practice in the history of solar innovation diffusion in emerging market economies. Its analyses and sound recommendations, deriving from the author's long practice in this field, will provide a practical guideline in the future.'

Hermann Scheer, General Chairman of the World Council for Renewable Energy and President of EUROSOLAR

'Selling Solar digs into one of the most exciting industries today - the burgeoning solar field. Damian Miller brings both an industry insider's eye and a keen industrial policy perspective to what may become a major force in the clean energy economy and future. This book moves way beyond the headlines and explores the current and future of an exciting and dynamic industry.'

Daniel Kammen, Professor, University of California Berkeley, Founding Director, Renewable and Appropriate Energy Laboratory

To solve the climate crisis, the world must make a wholesale shift to renewable energy technologies. For the industrialized world, it is essential. But with surging growth in emerging markets, this transformation takes on even greater urgency. The challenges - and opportunities - are immense.

Selling Solar considers how such a shift might happen. Focusing on the case of solar photovoltaics, it shows how at the start of the 21st century this promising technology began to diffuse rapidly in select emerging markets, after years of struggling to take off.

What were the initial barriers to diffusion? How were they overcome? Who did it? And how can this success be replicated?

Drawing on the literature on innovation diffusion and entrepreneurship the author shows how entrepreneurs affected profound technological change not just through the solar systems they sold, but through the example they set to both new market entrants and policy makers. These entrepreneurs were not waiting for an R&D breakthrough or a better solar panel to come along. They took the technology at their disposal, forged a new market, inspired new policies - and sold solar.

In analysing how this happened, this book offers important lessons for the diffusion of a range of renewable energy technologies in emerging markets, and for the advancement of the sector as whole.

Selling Solar is essential reading for anyone who believes in a renewable energy future and wants it sooner rather than later.

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Damian Miller is the CEO of Orb Energy, a leading provider of solar energy solutions in India. He holds a Ph.D. from the University of Cambridge and brings more than ten years of solar industry experience. *Selling Solar* is written from the perspective of someone who has both analysed and influenced the diffusion of solar energy in emerging markets.

