



HEATING UP THE MARKET!

# GLOBAL SOLAR WATER HEATING MARKET TRANSFORMATION AND STRENGTHENING INITIATIVE GSWH PROJECT

Generally composed of solar thermal collectors, solar water heaters provide a simple, cost-effective, and sustainable means of heating water for domestic and other uses. In addition to reducing green-house gas emissions, solar water heating (SWH) offers a host of potential benefits to both individuals and governments seeking to reduce their dependence on fossil fuels. In countries where energy demands are exceeding capacity, SWH can reduce pressure on the national power system and diminish pollution produced by conventional energy sources. Economic benefits include enhanced employment opportunities and the creation of small- and medium-sized SWH businesses. The development of such business could, in turn, lead to improved product quality.

While active promotion of SWH in selected countries has resulted in very high rates, so far, relatively few countries have benefited from this technology. Consequently, there are still significant opportunities for promoting SWH in the countries that have not yet profited from this technology.

## BOOSTING SOLAR WATER HEATING ON A GLOBAL SCALE!

The goal of the Global Solar Water Heating (GSWH) project is to **accelerate the global commercialization and sustainable market transformation of solar water heating (SWH)**, thereby reducing the current use of electricity and fossil fuels for hot water preparation.

The GSWH project is a joint initiative undertaken by the United Nations Environment Programme (UNEP) and the United Nations Development Programme (UNDP) and is funded by the Global Environment Facility (GEF), with co-financing by the International Copper Association (ICA). This initiative builds on the encouraging market development rates already achieved in some GEF program countries and seeks to further expand the market in other countries with good SWH potential where the prerequisites for market uptake appear to exist.



## PROJECT'S TWO MAIN COMPONENTS:

### GLOBAL KNOWLEDGE MANAGEMENT AND NETWORKING COMPONENT

The knowledge management and networking component is executed by UNEP and a network of partners to facilitate co-coordinated, timely and professional technical backstopping for country specific Solar Water Heating activities. It serves as a catalyst to stimulate and initiate sustainable SWH market transformation globally.



This component has two main **outputs**:

**OUTPUT 1:** The creation of a **knowledge management web portal** for solar thermal professionals and stakeholders [www.solarthermalworld.org](http://www.solarthermalworld.org), with the primary objective of being the main reference website worldwide for solar thermal sector. The platform offers:

- Market **advocacy network of users**, fostering successful market growth in the solar thermal sector;
- Information divided in **five key pillars for SWH market development**: awareness, finance and incentives, policy, certification, training and education;

Geared towards professionals, this knowledge-based web portal offers the latest news and background information on the development of the international solar thermal sector.

**OUTPUT 2:** The establishment of a network of international and regional institutions to serve as knowledge hubs to develop/disseminate knowledge products and services. This subcomponent includes:

- **Information collection:** including best practices, and full case studies in the project countries.
- **Knowledge products and Tools:** including guidelines, technical study reports, regional market assessments and solar thermal modelling tools.
- **Dissemination and training:** including the regional workshops and webinars.

### COUNTRY PROGRAMS COMPONENT

The project's second component is the Country Programs, which consists of a bundle of specific programs for the 5 countries: **Albania, Chile, India, Lebanon and Mexico**. This Country Programs component is implemented under UNDP's National Execution Modality (NEX).

The work performed in the country programs is articulated around addressing **four specific components** to solar water heating development:



Facilitate the development of an institutional, legal, and regulatory framework to create a sustainable SWH market

Enhance the awareness and capacity of end users and building-sector professionals to integrate SWH systems into the built environment



**FOUR SPECIFIC COMPONENTS**  
(tailored and fine-tuned to the specific needs of each country)



Enhance the demand for SWH systems by the availability of attractive end-user financing mechanisms and new delivery models

Enhance capacity of the supply chain to respond to the growing demand with good quality products and services sustaining the market growth



#### Installed Solar Water Heating Collector Area in the five Project Countries

