WHAT IS THE AIM OF THIS METHODOLOGY & REPORT?
The aim of this Methodology & Report is to improve the understanding of the opportunities and challenges related to developing vibrant SWH markets. It is intended to be used in concert with the Excel-based SWH TechScope Analysis Tool to benchmark and evaluate different SWH markets. The SWH TechScope uses four parameters to evaluate SWH markets in different countries: SWH support framework, national conditions, financing, and business climate. The Report includes a detailed explanation of the assessment Methodology, and serves as the instruction manual for the SWH TechScope Market Readiness Analysis Tool.

WHO CAN BENEFIT FROM THE TOOL?

**Policymakers:** to get an overview of policies and regulations to develop SWH, as well as insights into the effectiveness of policy frameworks in different countries.

**Investors:** to find information on the policy environment, investment environment, business and value chains, and quality control regimes in different countries, all of which can be used to inform investment decisions.

**Developers:** to gain access to information on fossil fuel heating prices, SWH market penetrations, energy production information, and the availability of local financing.

**Researchers:** Find market and policy information.

WHAT ARE THE OUTCOMES FROM THE ASSESSMENT?

- After applying the SWH TechScope Market Readiness Assessment Methodology on a selected country, an overall score will be given. This score is a helpful indicator for stakeholders to evaluate and compare the solar water heating market readiness of a country.
- This Report also profiles the five project countries that received support under the GSWH project —Albania, Chile, Lebanon, India and Mexico—and summarizes their experiences in establishing and growing a vibrant SWH market. The experiences and best practices that emerged can be used to support decision-makers’ efforts to create nationally appropriate policies to scale up SWH markets.

HOW DOES THIS METHODOLOGY WORK?
The SWH TechScope Market Readiness Assessment Methodology uses a system of weighted indicators to develop a score for national SWH enabling environments. The Methodology takes into account four parameters with their corresponding 18 indicators that reflect different elements of the enabling environment for SWH in a given country. Each of the indicators is scored based on a scale of 0 to 5. These indicators are then weighted to develop an overall score for the country.
WHAT FOUR PARAMETERS ARE CONSIDERED IN THE EVALUATION?

PARAMETER: SWH SUPPORT FRAMEWORK
This parameter reflects how government policies, regulations, and outreach programs can play an important role in scaling up national solar water heating and cooling markets.

PARAMETER: NATIONAL CONDITIONS
This parameter reflects the impact of important national conditions such as national insolation, energy consumption trends or energy subsidies among others.

PARAMETER: FINANCING
This parameter assesses the availability of financing and the cost of financing of a SWH project. It incorporates national credit scores published by ratings agencies.

PARAMETER: BUSINESS CLIMATE
This parameter assesses the ease of doing business, the existence of SWH quality standards, and the presence of associations that support SWH.

SCORING SYSTEM
Each indicator is given a score on a scale of 0 to 5. This score is then multiplied by its individual weight and the sum of all weighted scores provides the overall score for the country. A higher score reflects the fact that there is significant policy, financial, and industry infrastructure in place within the country to support and enable SWH deployment. A lower score reflects the fact that some of the “building blocks” for a robust solar heating market may not be in place.

AVAILABLE ONLINE TUTORIAL!
An Online Tutorial explaining the SWH TechScope Market Readiness Assessment Methodology, the SWH TechScope Analysis Tool and the GHG Calculator is available in the three following modules:

1. Module 1 provides an overview of the SWH TechScope Methodology & Report, the SWHT TechScope Analysis Tool and the GHG Calculator including the rationale for developing the tool.
https://www.youtube.com/watch?v=FuaEy58Fubw

2. Module 2 provides a detailed explanation of the SWH TechScope parameters, associated indicators and publicly available data sources.
https://www.youtube.com/watch?v=PvPKdJzMkTg

3. Module 3 demonstrates how the SWH TechScope Report and Analysis Tool can be applied to assess a country’s SWH market by using the example of parameters, associated indicators and publicly available data sources.
https://www.youtube.com/watch?v=PxPtW3K_vec