

WEBINAR

“The Sun.....in South Africa”

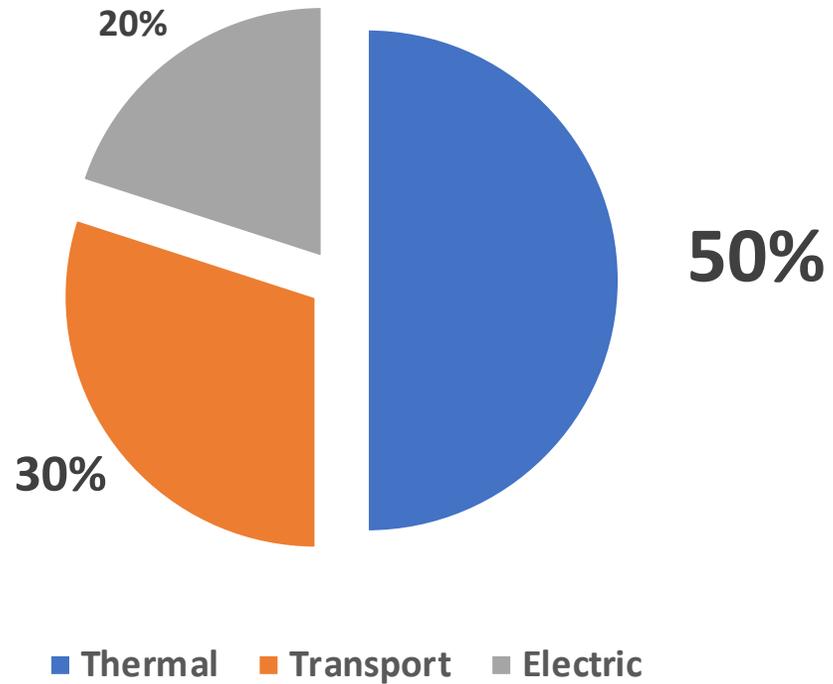
Dieter Holm

[dieterholm@worldonline.co.za](mailto:dieterholm@worldonline.co.za)

**LESSONS LEARNT FROM  
SOLTRAIN SUCCESS**

# REMEMBER-

## Global Final Energy %



# SOLTRAIN OUTCOMES

- **SOLTRAIN since May 2009, extended repeatedly**
- **SOLTRAIN overachieves targets, despite COVID**
- **SOLTRAIN wins respected international awards**
- **SOLTRAIN must do something right - what?**

## KEY LESSONS LEARNT:

- **1. Built on experience of intl. SWH leaders**
- **2. Multi-dimensional approach**
- **3. Performance focus**
- **4. Leadership culture**

# 1. BUILT ON EXPERIENCE OF AUSTRIA, SWH LEADER

- **Austria grass-roots SWH movement post 1978**
- **AT becomes a world leader of pro capita SWH area**
- **AT has 1/15 of SA land area and population**
- **Vienna receives 53% of the solar radiation of Jhb**
  
- **Quantity sun source is not the driving factor**

## 2. MULTIDIMENSIONAL APPROACH



# SWH potential of South African Government Buildings

	(m2)
<b>Orphanages</b>	<b>963 000</b>
<b>Prisons</b>	<b>727 800</b>
<b>Tourism facilities</b>	<b>610 000</b>
<b>Govt Hospitals</b>	<b>321 000</b>
<b>Olds Age Homes</b>	<b>268 000</b>
	<b>2 889 800</b>

# *Marlboro installation by Eskom rebate scheme*



# 3. PERFORMANCE FOCUS

- **Project performance, not political promises**
- **Measuring existing systems - local industry buy-in**
- **Quantitatively measuring achievement of targets**
- **Qualitatively assessing the direction towards goals**

# 4. LEADERSHIP CULTURE

- **Independent from industry, sponsors & vested interests**
- **“Been there” advantage**
- **Balanced long term perspective, maintenance culture**
- **Respected track record**
- **Acting on feedback**

dieterholm@worldonline.co.za

**THANK YOU**