Greetings!

Why you should consider investing in solar energy

The sun that usually brightens our days can also power our homes, camps, lodges and hotels in the most efficient way possible. Therefore, many businesses in Kenya and around the world such as hotels have installed and continue to install significant solar power, to supplement or provide an alternative to conventional energy sources such as fossil fuels like diesel. Indeed, this is good news! Ecorated facilities are at the forefront in utilisation of this energy resource. This week, we would like to highlight why you should consider investing in solar.

Free and renewable energy resource

There has been over-reliance on fossil fuels which are depleted overtime. On the other hand, most part of the earth’s surface soaks up the sun’s rays each and every day, and this is energy that we can harness and use in our operations for instance lighting and water heating.

The sun’s energy is quite easily accessible and renewable. Some ecorated facilities have already taken advantage of this to a great effect. For instance, Kilaguni Serena Safari Lodge has become the first fully solar powered hotel in East Africa and even won the Global Best Practice Awards (Country Award) in 2018. During our Ecorating Certification reassessment audit in Amboseli region in the month of July 2019, we had the opportunity to visit the facility’s solar farm and gain an insight in its operation (see the illustrations below of section of solar panels and batteries).
Reduced emissions
Over the past few years, there has been growing global consensus that power generation is a major cause of air pollution. Fossil fuels generate energy but also release greenhouse gases such as carbon into the atmosphere. Global warming and climate change effects such as severe droughts, floods and rise in sea levels, have been the result of over-reliance on fossil fuels. Investment in energy resources like solar therefore offers an opportunity to reverse these trends, since they do not generate greenhouse gas emissions. The “battle” to beat climate change and achieve a green economy is a battle of our time, and we can make our own little contributions by shifting to use of eco-friendly energy resource such as solar.

**Reduced energy costs**

While solar energy requires high initial capital, investment in this energy resource is essentially one of the best decisions you can make in reducing energy costs. Your savings with solar will depend on a few factors like the amount of power you generate and how much you consume. However, in the end it reduces the rates that you would have paid for power from the electricity grid or purchase of diesel to run operations like heating water in a lodge or camp. The picture below taken in November 2018 during the Ecorating reassessment of Loisaba Tented Camp in Laikipia-Samburu region, illustrates a solar water heating system.
Furthermore, electricity prices these days can be so unpredictable and making it even more difficult to manage your budget. It therefore makes perfect sense to invest in solar, as it eliminates budget unpredictability when it comes to energy expenses. This will in turn improve your overall expense forecasting.

Investment in solar energy is a guarantee to a sustainable and ecologically sound future. It is therefore our hope that through this article you have been enlightened about the benefits that can be drawn from this energy resource, which are critical in improving your overall business sustainability.