

The Missing Link in Solar Thermal Uptake: A Rhetorical Analysis of Awareness and Information Dissemination in Windhoek

Abstract

Namibia possesses one of the highest solar irradiation potentials globally, rendering it an exemplary candidate for the adoption of renewable energy solutions, particularly solar thermal technologies. With approximately 300 sunny days and over 3,000 hours of sunshine annually, the country receives solar irradiation levels ranging from 2,200 to 2,400 kWh/m² per year—figures that substantially surpass the African average. Nevertheless, despite this considerable potential, the uptake of solar energy technologies in urban areas such as Windhoek remains limited; recent reports indicate that fewer than 10% of households in Namibia utilise solar energy for cooking, heating, or lighting, according to data from the Namibia Statistics Agency (NSA). In addition to this, despite the benefits that SWHs offer, their utilisation even at locations with good solar resource remains low and warrants further investigation, especially into field-deployed SWH systems (Dobrevá and Kwarikunda, 2024).

This contradiction prompts critical inquiry into the roles of communication, marketing, and information dissemination in the implementation of solar energy solutions. It is pertinent to consider whether the missing link lies in the rhetorical strategies employed to frame, promote, and facilitate the public and local authority understanding of clean energy initiatives.

This study will then examine the rhetorical dimensions of solar thermal sustainability, arguing that effective dissemination and persuasive communication are crucial for implementation efforts to succeed. At the same time, based on the three main questions: What rhetorical strategies can drive interest in solar geysers in Windhoek, how marketing and dissemination can be tailored to local cultural and economic contexts, and to what extent does lack of awareness play in the uptake of solar geysers? While focusing on rhetorical analysis of current local solar geyser campaigns.

This paper proposes a framework of rhetorical strategies, grounded in local values, economic realities, and cultural narratives, to enhance uptake of solar geysers in Windhoek, Namibia. Rhetoric is not just about language but it is about shaping public perception and action.

References:

GIZ. (2022). *Sector brief Namibia: Renewable energies*. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Retrieved September 15, 2025, from <https://www.giz.de/en/downloads/giz2022-en-sector-brief-namibia-renewable-energy.pdf>