# Notes regarding the book
## "*Rooftop Revolution*" by Danny Kennedy
## (Founder and President, Sungevity)

Danny Kennedy tells the story of the rise of Sungevity and the growth of solar in general. He introduces the term "King CONG", standing for the established, incumbent energy suppliers: coal, oil, nuclear and gas. Mixed in with the narrative are tales from his past as an activist at Greenpeace and working for the human rights of people "abused and exploited by mining and oil operations" at Project Underground – an organization he founded. In an accessible style with very few diagrams (one of which elegantly shows the simplicity of PV generation on site vs the many stages of centralized generation and transmission), he starts with a summary of the problem and why solar is the solution, laying out the stark reality of the opposition of "King CONG" and their stalling tactics to delay the solar revolution. One section is actually entitled "The Battle for America's Head and Heart".

He presents some fairly recent statistics to illustrate the remarkable growth of solar around the world and dispels the myths of solar not being viable or efficient (when it is both), its categorization as a "future" technology (when in fact it is here now), reliant on subsidies (yet the fossil fuel industry is still receiving huge subsidies), also unreliable with poor aesthetics that can't scale and is too expensive (when all of these are false). He also describes some of his inspirational "rooftop revolutionaries" from around the world, including Mohamed Nasheed, ex-president of the Maldives, Jeremy Leggett, chairman of UK company Solarcentury and Alisa Gravitz who founded Co-Op America (now Green America).

The section "10 Reasons Why the Solar Ascent is Inevitable" discusses falling solar system prices, job creation, the speed of growth, scalability, access through affordability, value creation with the appropriate initial subsidies, solving climate change, popularity, benefits to the Department of Defense and finally our evolution to a "new stage" in the "ascent of humanity".

He briefly tells the story of Sungevity and uses it sparingly to back up his arguments in the book but mainly just does a great job of telling it how it is, exposing negative campaigning of the dirty fossil fuel industries and how they need to be countered, how solar is simply inevitable given the potential for growth and the economics and he also gives useful tips, websites and references to help us all become "rooftop revolutionaries".

**Page 11**

"2-by3-foot" – I think that should be 5' x 3'.

**Page 27**

"500 hundred acres" – should be 500 acres.

**Page 67**

"is" a "German"

**Page 95**

A great quote "I personally find them lovely… achieve their higher selves"

**Page 100**

"Big banks like HSBC… stranded assets" – let's hope that helps to accelerate the retirement of the most-polluting power plants.

**Page 101**

"legislation in Australia and China that's likely to force fossil assets to retire early or operate below capacity…" – wouldn't that be awesome!

**Page 103**

"one of" the "best"

**Page 106**

It's wonderful to hear that their first online customer "was an octogenarian US Air Force veteran who wanted to do the right thing by his kids".

**Page 110**

Awesome that the numbers of workers in the solar workforce are "almost twice the number of Americans working coal mines" – and growing all the time.

**Page 111**

cost+s

**Page 112**

"King CONG's companies… employ fewer than twice as many people as the clean energy industry."

**Page 164**

Not sure that this makes sense 2011 vs part of 2010?

**Page 165**

Great stats for Germany!

**Page 173**

The Lee Raymond quote is just like the contents of Why We Hate the Oil Companies – derogatory comments belittling solar and yet the area of solar modules needed is not that large given the resulting energy generation and is also getting smaller all the time due to increases in module efficiency.

**Page 178**

Typo: ePropser

Nicholas Carter, PhD,                                                4th February 2013
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