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An inspiring story of delivering solar electricity to 50,000 families in 11 countries

“You, too, can help save the world. Read this book!”

— Thom Hartmann, author of *The Last Hours of Ancient Sunlight*

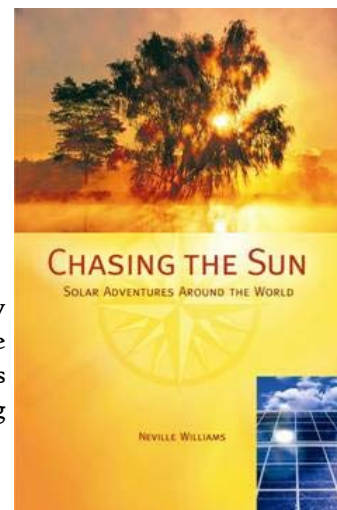
Chasing The Sun

Solar Adventures Around the World

by Neville Williams

“Neville Williams did not invent solar cells, but he has tirelessly promoted them. If two billion people in developing countries one day get electricity, it will be because of the groundwork he has laid. *Chasing the Sun* engagingly chronicles the author’s enduring effort to build a solar world.”

— Lester R. Brown, president, Earth Policy Institute



“*Chasing the Sun* is a fascinating account of the author’s personal odyssey to promote solar energy in the developing world. Reading this book, I was reminded of what my good friend, the late Buckminster Fuller once said - ‘There is no shortage of energy on this planet; but there is a serious shortage of intelligence!’. Neville Williams shows how intelligent, local solutions can be found to meet energy needs of communities across Asia and Africa. This should be an eye-opener for donors and policy-makers alike.”

— Sir Arthur C Clarke, inventor of the communications satellite

If millions of people in the developing world can use solar power, why can't we in North America? The question immediately arises from this fascinating account of the author's twelve year quest to bring solar power and light to people in the developing world who have no electricity.

Chasing the Sun is a story of dreamers and doers who succeeded in their mission to make the world better by delivering nature's energy to poor people and by building organizations to put the sun at their service in practical, affordable and effective ways. A green-energy development narrative that is fun and eye-opening, the book is also part autobiography. Author Neville Williams’ inspiring tale of trail-blazing innovation describes: his founding the non-profit Solar Electric Light Fund (SELF) in 1990 which promoted solar power for a decade by setting up pilot solar rural electrification programs in eleven developing countries, including Zimbabwe, India,

Nepal, Vietnam, Sri Lanka and China; and his launching of the commercial Solar Electric Light Company in 1997 which became the "SELCO" group of companies that has overcome daunting challenges to bring solar electricity to 50,000 families in India, Sri Lanka and Vietnam.

Filled with colorful characters, the book also features the enthusiasm of maverick devotees to the renewable energy boom of the '80s and '90s and their interplay with staid DC-based development institutions, as well as their unique perspective on global solutions to "energy poverty." It will be illuminating to all interested in the environment, development, renewable energy, socially responsible business, and our future at the end of the age of oil.

About the Author

Neville Williams was a widely published journalist for many years who also worked as the national media director for Greenpeace. He remains involved with SELCO and is currently working on domestic solar initiatives from his home near Washington, DC.