

Global Rooftop Solar Declaration -

Communications Pack

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Introduction and Background

As a partner or supporter of the 300 Million Solar Homes initiative, we are seeking your support to encourage relevant government contacts to endorse the **Global Rooftop Solar Declaration**.

The Declaration is launching at COP31 in Antalya on 10 November 2026. **Six** governments have endorsed it so far: **Australia, Bangladesh, Kenya, Nigeria, Palau and Vanuatu**. **Thirty-four MPs from 21 countries** and the **state-utility from Indonesia PLN** have also signed. These countries range from one of the world's most mature solar markets to those just starting to use its potential.

The Declaration is part of the 300 Million Solar Homes Initiative's effort to build global momentum for household solar and put rooftop and distributed solar higher on the international agenda. We hope this global focus leads to strengthened political commitment and momentum to accelerate national reform for solar homes and storage.

Endorsing the Declaration provides governments with an opportunity to demonstrate leadership on an affordable, scalable clean energy solution that delivers direct benefits to households and communities.

We would be grateful if you could **reach out to relevant government ministries or agencies in your country** as a matter of priority and advocate for them to:

- Endorse the Global Rooftop Solar Declaration during COP31;
- Nominate a government focal point to work with the initiative; and
- Consider taking part in future knowledge-sharing and implementation activities linked to the Declaration.

A template letter available here explains more about the Declaration for your government.

Please feel free to modify it to suit your national circumstances. For governments interested in becoming involved, the process is straightforward:

1. Seek a briefing on the Declaration and its objectives
2. Endorse the Declaration
3. Nominate a government focal point to engage with the initiative and ask them to email the 300 Million Solar Homes Director
4. Join the international knowledge-sharing activities that follow the launch

The 300 Million Solar Homes team at GSC are available to provide briefings for your ministers and government representatives who would like to learn more. Please contact Anna Reynolds at a.reynolds@globalsolarcouncil.org or Michael Morris at m.morris@globalsolarcouncil.org.

Each new endorsement makes it easier to win the next. Your relationships and advocacy can help turn five signatories into many more.

Thank you for your continued support, and **let's #BringSolarHome at COP31**!

Helpful Links

- Main 300 Million Solar Home website
- Global Rooftop Solar Declaration
- Template Letter for Government Endorsement of the Declaration
- Press Release: Global Coalition of Leaders from Africa, Asia, and the Pacific Gather to Endorse Global Rooftop Solar Declaration at COP31

- Photos and videos from COP31 Launch Event-10 November
- Signatory Visuals
- Quote Visuals
- General 300 Million Solar Homes Communications Toolkit

FAQ

This FAQ can be used to form the basis of responses when speaking externally about the announcement, as well as for media enquiries or other communications materials development.

- **Who has signed the Declaration?**
    - The Declaration has been signed by a cross-continental coalition including the national governments of Australia, Bangladesh, Kenya, Nigeria, Vanuatu, and Palau. State governments and thirty-four MPs from 21 countries have also signed.

- **What is the Global Rooftop Solar Declaration?**
    - The Global Rooftop Solar Declaration is a voluntary, non-binding international declaration that brings together governments to accelerate rooftop and household solar deployment worldwide. It aims to help deliver 300 million solar-powered homes by 2030 and make solar homes a central part of the global clean energy transition.

- **Why is this declaration needed?**
    - The global energy crisis makes the case for solar even clearer. Solar is the most affordable power in human history. Solar homes are the way we give every person the opportunity to participate in the solar revolution. Yet policy, finance, regulatory and market barriers continue to slow deployment in many countries. The Declaration is designed to help governments work together to overcome those barriers.

- **What is a “solar home”?**

- Solar homes are small-scale solar solutions that provide electricity directly to homes and the communities around them. This includes systems installed on houses and apartment buildings, like rooftop, balcony and plug-in solar, as well as systems serving small businesses and community buildings such as schools and libraries. Solar homes can operate with or without storage, although adding storage can significantly increase reliability, resilience and energy independence.

- **Why focus specifically on solar homes?**
  - Unlike many energy investments, solar homes deliver visible benefits directly to households and communities. They can often be deployed quickly, create local jobs, reduce pressure on electricity networks and give people a direct stake in the clean energy transition. Better yet, they are a resilient power system that keeps the lights on even when extreme weather or natural disasters damage energy grids.
  - Solar homes work for all kinds of communities. A household in rural Kenya, an apartment block in Jakarta, a community in rural Australia. That universality is what makes solar homes a uniquely powerful tool in the global energy transition.

- **How does this relate to COP31?**
  - Rooftop solar is expected to make up 34% of the added renewables capacity up to 2030. It is therefore a key way to achieve COP28's 3xRenewables target (global target to triple renewable energy by 2030). The Declaration is designed as a practical implementation initiative that can support international efforts to accelerate renewable energy deployment and deliver tangible outcomes beyond formal negotiations.

- **What is the goal?**
  - The Declaration supports the ambition of powering at least 300 million solar homes by 2030. This is double the estimated current number of solar homes.
  - Current deployment trends are not expected to reach the scale needed to fully realise the economic, social and climate benefits of solar homes. The 300 million target is designed to accelerate ambition, close the deployment gap and make solar homes a recognised pillar of the global clean energy transition

- **Is the Declaration legally binding?**

- No. The Declaration is entirely voluntary and non-binding. It does not create legal obligations, emissions targets or enforcement mechanisms. Participants decide for themselves how they will contribute based on their own circumstances and priorities.

- **Who can join?**
  - The Declaration is aimed at national governments, but we also recognise the important role of local, state and provincial governments, who may want to see their national government have a more ambitious and structured approach to making it easier and cheaper for people to connect a solar and battery system to their home.

- **What does signing the Declaration involve?**
  - Participants commit to supporting solar homes and to sharing experience, policies and practical solutions with other governments. They are encouraged to advance action in areas such as finance, grid integration, workforce development, consumer protection and access for underserved communities.
  - The Declaration focuses on six priorities:
    1. Making rooftop solar easier
    2. Putting households at the centre of energy policy
    3. Unlocking finance for families
    4. Modernising grids for distributed power
    5. Making the transition fair and accessible
    6. Building a skilled workforce
  - These six actions address the most common barriers to scaling solar homes worldwide.

- **How can national governments and cities participate?**
  - Governments at any level can endorse the Declaration, champion solar homes domestically, share lessons with other participants, develop enabling policies and support practical implementation efforts suited to their national circumstances.
  - Signing is voluntary, and the Declaration is non-binding. Governments may endorse at any time, and there are no mandatory reporting obligations or financial contributions required.
  - Steps for interested governments are:
    1. Seek a briefing on the Declaration and its objectives

2. Endorse the Declaration
3. Nominate a government focal point to engage with the initiative and ask them to email the 300 Million Solar Homes Director
4. Join the international knowledge-sharing activities that follow the launch

- The 300 Million Solar Homes team and the Global Solar Council can provide a briefing for government officials or representatives interested in learning more.

- **How can industry or civil society organisations support the Declaration?**
  - Industry groups, financial institutions, development organisations, utilities, civil society organisations and research institutions can support implementation through finance, policy advice, technical assistance, workforce training, public engagement and project delivery.
  - If you would like to ask your government to sign the Declaration, use this **template letter** to write to your Energy or Climate Change Minister to ask them to sign and support the **Declaration**.
  - Contact the 300 Million Solar Homes team if you would like your organisation to be listed on this website as a supporter of this campaign at a.reynolds@globalsolarcouncil.org

- **How can individuals get involved?**
  - You don't need to be a government or organisation to make a difference. Write to your energy, climate, or sustainability minister or your mayor and ask them to sign the Declaration. You can also share the campaign with your friends, family, and professional networks. Start by sending us a message at a.reynolds@globalsolarcouncil.org
  - If you're a homeowner, explore what solar options are available to you. If you're a renter or don't have a suitable roof, ask your local council or landlord about community and shared solar schemes.

- **Is the Declaration only relevant for specific countries?**
  - No. Solar homes are a solution any country can deploy today, regardless of income level or existing infrastructure. In fact, developing and emerging economies stand to benefit most. Many have some of the world's highest solar potential, face the steepest costs from imported fossil fuels, and can expand clean energy access without waiting for large-scale transmission networks to be

built. For these countries, solar homes mean lower bills, reliable power and local jobs.

- **What about renters, apartment residents and households without suitable roofs?**
    - The Declaration recognises that not everyone can install rooftop solar. It encourages governments to support alternatives such as community solar, shared solar, solar on public buildings and other local energy solutions that broaden access. The solar revolution is bringing new technologies online every year, like Plug-In Solar, that allow more people to participate.

- **Does the Declaration replace investment in large renewable energy projects?**
    - No. Solar homes are intended to complement, not replace, other parts of the energy transition. The Declaration recognises the need for continued investment in grids, utility-scale renewable energy, electrification and broader decarbonisation efforts. To reach 3xRenewables, we need 11 TW of installed renewable energy capacity, of which 300 Million Solar Homes will contribute 2 TW. That said, creating a policy environment that supports solar homes is one of the fastest ways we can reach the 3xRenewables target.

- **Where can I learn more or express interest?**
    - Interested governments, cities and organisations can contact the 300 Million Solar Homes initiative team to discuss participation, endorsement opportunities and implementation partnerships on hello@300millionsolarhomes.org or complete this form

Social Toolkit

Please keep an eye on Global Solar Council, Solar Citizens and Sonia Dunlop's social accounts, linked below, and feel free to reshare relevant posts with your networks.

- Global Solar Council LinkedIn | Announcement Post
- Global Solar Council Instagram | Announcement Post
- Sonia Dunlop LinkedIn
- Solar Citizens LinkedIn | Announcement Post
- Solar Citizens Instagram | Announcement Post

Visual Bank

Please use the photos, videos and visuals provided in the links below. We will continue adding new content here over the course of COP31 and as more signatories come on board.

- Photos and videos from COP31 Launch Event-10 November
- Signatory Visuals
- Quote Visuals

Government Signatory Template Posts

Option 1 - LinkedIn

[COUNTRY] is proud to be one of the first governments to endorse the Global Rooftop Solar Declaration, launched at COP31 in Antalya.

The Declaration backs a clear goal: 300 million solar homes by 2030, double today's number.

For [COUNTRY], this is about [NATIONAL POINT]. Rooftop and household solar can be installed quickly. People see the benefits on their bills, and power stays on when the grid is under strain.

We joined [Australia, Bangladesh, Kenya, Nigeria, Vanuatu, and Palau] [DELETE AS APPLICABLE] in committing to six priorities:

- ✅ Making rooftop solar easier to install
- ✅ Putting households at the centre of energy policy
- ✅ Unlocking finance for families
- ✅ Modernising grids for distributed power
- ✅ Making the transition fair and accessible
- ✅ Building a skilled workforce

We are proud to have taken this step early. We now invite other governments to join us.

@Global Solar Council @GCoM @Solar Citizens @Climate Parliament

#BringSolarHome #300MillionSolarHomes #COP31

Option 2 - Instagram/Facebook

☀️🏠 [COUNTRY] has signed the Global Rooftop Solar Declaration!

At COP31 in Antalya, we joined [OTHER ENDORSERS] 🌍 in backing 300 million solar homes by 2030. That means:

💡 Lower bills 🔋 Reliable power 👷 Local jobs 🌱 Cleaner energy

[NATIONAL POINT]

We're proud to be among the first.

#BringSolarHome #300MillionSolarHomes #COP31

Option 3 - X/Bluesky

☀️ [COUNTRY] is proud to be among the first to endorse the Global Rooftop Solar Declaration at #COP31.

300 million solar homes by 2030. We're in. Who's next?

#BringSolarHome @GSolarCouncil

Partner Template Posts

Option 1 - LinkedIn

☀️ At COP31 in Antalya, we launched the Global Rooftop Solar Declaration with [six] governments from three continents: Australia, Bangladesh, Kenya, Nigeria, Vanuatu, and Palau.

Thirty-four MPs from 21 countries have also signed.

The countries that have endorsed range from one of the world's most mature solar markets to countries in the early stages of growth. Their reasons are similar: cheaper power for households, stronger energy security and local jobs.

It took the world around 30 years to reach 150 million solar homes. The Declaration aims to add the next 150 million by 2030.

🌍 The launch is just the start. The Declaration will stay open, and we are now calling on every government to endorse it. We can brief officials and ministers who want to learn more.

Thank you to every government, MP and partner who made the launch happen.

@Global Solar Council, @GCoM, @Solar Citizens and @Climate Parliament [DELETE AS APPLICABLE]

#BringSolarHome #300MillionSolarHomes #COP31

Option 2 - Instagram/Facebook

🎉 The Global Rooftop Solar Declaration launched at #COP31!

🇦🇺 Australia 🇧🇩 Bangladesh 🇰🇪 Kenya 🇳🇬 Nigeria 🇻🇺 Vanuatu 🇵🇼 Palau

...have all signed up ☀️ along with 34 MPs from 21 countries 🏛️

🎯 The goal: 300 million solar homes by 2030 🏠 That's double today's number

The launch is just the start. Every government can join 🌍 Is yours next?

#BringSolarHome #300MillionSolarHomes #COP31

Option 3 - X

The Global Rooftop Solar Declaration launched at #COP31 🎉

Australia, Bangladesh, Kenya, Nigeria, Vanuatu,and Palau have signed up.

Our goal: 300m solar homes by 2030. Now we need more governments.

#BringSolarHome

Supporter Template Posts

Option 1 - LinkedIn

🌍 At [ORGANISATION], we welcome the launch of the Global Rooftop Solar Declaration at COP31.

Six governments have endorsed it: Australia, Bangladesh, Kenya, Nigeria, Vanuatu, and Palau. Thirty-four MPs from 21 countries have signed too.

☀️ Solar homes cut household bills, keep power on during extreme weather and create local jobs. But permitting delays, high upfront costs and outdated grids still hold back deployment in many countries. The Declaration gives governments a shared plan to tackle these barriers.

We hope [COUNTRY] will be next to endorse the Declaration and help bring 300 million solar homes to life by 2030.

Led by @Global Solar Council, @GCoM, @Solar Citizens and @Climate Parliament.

#BringSolarHome #300MillionSolarHomes #COP31

Assets [post one pdf at a time]:
https://drive.google.com/drive/folders/1ISrHu7-sPj_NMPghG978toqcg6mcV_5F

Option 2 - Instagram/Facebook

☀️ Big news from #COP31! ☀️

The Global Rooftop Solar Declaration has launched, and six governments have already signed 🇦🇺🇧🇩🇰🇪🇳🇬🇻🇺🇵🇼

🏠 300 million solar homes by 2030 💸 Lower bills ⚡ Reliable power 👷 Local jobs

We'd love to see [COUNTRY] join them 🙌

👉 Share this post and ask your minister to sign!

#BringSolarHome #300MillionSolarHomes #COP31

Assets - post one folder at a time:
https://drive.google.com/drive/folders/1Uv59kXU1AHHq9BDZSDHiFMCMesMSSOBr

Option 3 - X

The Global Rooftop Solar Declaration launched at #COP31 ☀️

Six governments have signed. [COUNTRY] should be next.

300m solar homes by 2030. #BringSolarHome @GSolarCouncil

Assets - post one folder at a time:
https://drive.google.com/drive/folders/1Uv59kXU1AHHq9BDZSDHiFMCMesMSSOBr