

# IMPACT REPORT

## AUTUMN 2014



**SolarAid's goal is to  
eradicate the kerosene lamp  
from Africa by 2020.**



# Welcome

It's hard to put ourselves in the shoes of an African family living without any access to electricity - and imagine just what it means to invest in a small solar light; but the numbers in this report show that millions are making that choice. In the pages that follow we share some of the stories that have both inspired us and helped us learn why these decisions are being made, and just how important it is that we continue moving towards our goal to eradicate the kerosene lamp from Africa by 2020.

Solar light customers tell us that investing in solar lights with their own hard-earned income means they save money, improve their livelihoods, make their homes safer and allow their children to study at night. But this story is not just about the power of solar technology. Understanding the choices people make, the markets we operate within and the challenges that need to be overcome are all key to building a sustainable solution to energy access in Africa.

I hope that this report sheds some light on why we place such a strong focus on championing the voices of those people we aim to reach, and how learning about the profound impact of our work puts us in such a strong position to lead the way in helping African families get rid of kerosene lamps from their homes, for good.

In many ways African families are leading the way—investing in a new technology that makes so much sense. In doing so, they are providing a powerful bottom-up message to Governments, multi-laterals, companies and NGOs alike.

Thank you for taking the time to read this report - and if you want to join us in achieving our goal or want to learn more please do get in touch.



Andrew Webb  
CEO SolarAid



# THANKS A MILLION!



Botha and his Sun King Mobile, Zambia. PATRICK BENTLEY

## Our goal

**SolarAid's goal is to eradicate the kerosene lamp from Africa by 2020.**

We believe that universal access to energy holds the key to a fairer and more just world. Clean, safe lighting is the first step towards that ambition for rural homes in Africa.

Portable solar lights can meet the needs of rural communities now, long before other solutions become practical at scale. National electricity grids will not reach the majority of African households by the end of the decade.

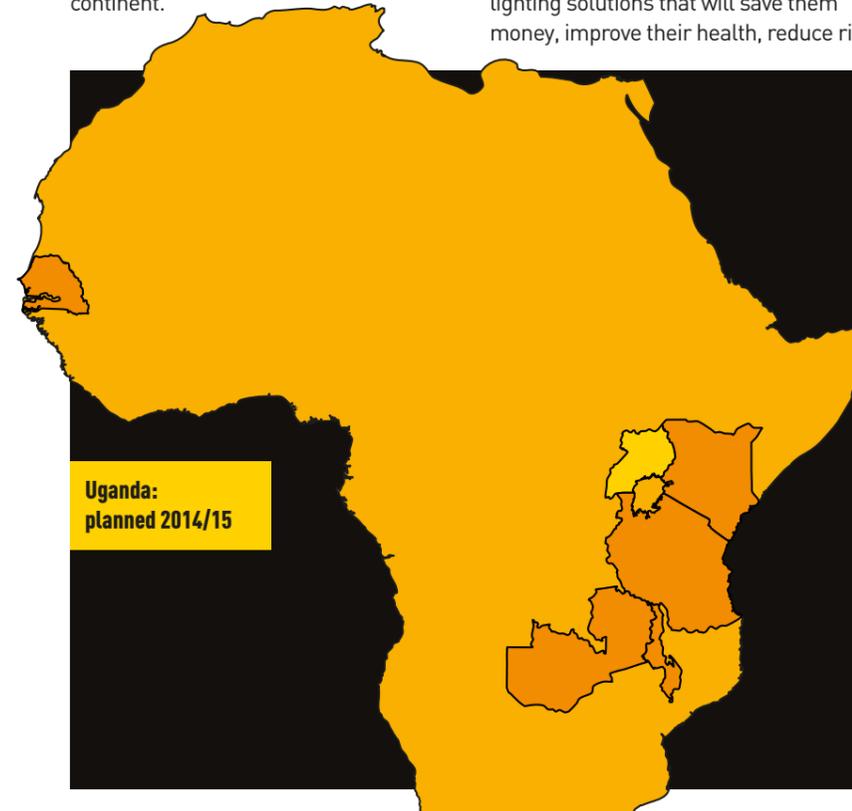
Our business-based model is essential to building a sustainable solution to this energy problem:

- ◆ By catalysing a market for solar in Africa, our social enterprise SunnyMoney is establishing distribution channels that make solar lights **available**.
- ◆ Increasing economies of scale and innovative product development is making solar lights **affordable** to low income households, and facilitating the economic empowerment of local shops and agents.
- ◆ SunnyMoney's partnerships with education authorities helps raise **awareness** of solar lights in rural communities.
- ◆ Through collecting **evidence** about the **impact** and potential of the emerging solar market, we inform policymakers and other organisations about how they can help support that growth.

In this way, we are providing families with the **choice** to replace kerosene lamps with solar lights: tackling poverty and climate change by bringing safe, clean energy to millions of homes across the continent.

## Where we work

SolarAid set up a social enterprise called SunnyMoney to sell solar lights in Africa. By April 2014, SunnyMoney had sold over one million solar lights in total and 61% of these were sold in the 2013/14 financial year. Read on to find out why this business-based approach is essential to creating a sustainable solution to energy access on the continent.



## Access to energy

82% of the rural population in sub-Saharan Africa live without access to electricity. Instead, millions of households rely on expensive and dangerous kerosene to light their home at night.

Portable solar lights offer a clean, safe alternative and we have learnt that **families want to invest** in economical lighting solutions that will save them money, improve their health, reduce risk

of fires and enable their children to study safely at night.

However, solar lights are hard to come by in rural Africa. A lack of **availability, affordability and awareness** of this life-changing technology means that families remain dependent on kerosene, candles or batteries for lighting. This locks low income households into a cycle of poverty.

**sunny money**™

## Light sales

<b>Total to April 2014</b>	<b>1,022,263</b>
Total 2013-4 FY	614,171
Kenya	183,661
Malawi	29,819
Senegal	2,010
Tanzania	343,684
Zambia	53,933

Families in rural Africa spend about 15% of household income on lighting alone. Families in the UK spend less than 2% of income on electricity for all household uses.

Burning kerosene for light contributes to indoor air pollution that kills more people than malaria.

Kerosene for lighting accounts for 3% of global oil use and has a huge impact on the environment.

# Little light: big impact

Solar lights don't just provide bright light for families in Africa. They save money, improve health, contribute to livelihoods and help children to study at night. One little light can have a big impact for a rural household—collectively the impact is huge.



Michael Phiri and his brother study by the light of their Sun King Pro, Zambia. STEVE WOODWARD

## The big picture

By April 2014, our social enterprise had sold over **one million** solar lights and over 60% of those sales took place last year.

**614 thousand solar lights** were sold over the 2013/2014 financial year.

Providing **3.9 million people** with access to clean, safe, bright light.

## The economic impact

With a solar light, families save money from reduced spending on lighting alternatives like kerosene, candles, and battery torches. An average solar light user will recoup the cost of their solar light in 10 weeks. After this, **a family saves \$70 a year**—around 10% of their income. 40% of families then spend nothing on lighting at all which means they're able to spend their precious money on other things.

**Nine in ten of SunnyMoney customers live below the poverty line of \$1.25 per day.** The proportion of income they spend on lighting is significant and so having access to a solar light is life-changing. Solar light users tell us they spend their savings on food, school costs and investment in livelihoods—starting a virtuous cycle of development and progress.

*"I bought the solar light because I wanted to save some money; buying kerosene every month was expensive."*

VELEDIAN PHIRI  
ZAMBIA

## The impact on education

Families tell us that solar lights are predominantly used by their children to do their homework after dark. With access to this bright, safe, clean and free light, **children are doing an extra hour of homework**, on average, each day.

Headteachers at the schools SunnyMoney works with report **improvements in performance, attendance, concentration and motivation** of their pupils as a result of using solar lights.

When children do well at school, they are likely to stay there longer and gain a higher level of education benefiting themselves, their families and their communities.

*"[The solar light] helps my children to study more—that will make them have development in the future."*

CHRISTINA FENANSI  
TANZANIA

## The impact on health

Each solar light bought by a household in rural Africa results in the elimination of the regular use of one kerosene lamp and this means there is less indoor air pollution. Happily, over half of families notice an improvement in health as a result; including a **reduction in coughing, chest problems, eye irritation and illness.**

Improved health links back to income, education and well-being, enabling people to be more productive, miss fewer hours of work or school, and be **happier!**

*"My kids are well they don't get sick easily, they are healthy and this is due to the solar light that doesn't produce toxic fumes."*

CHARLES MUKAYA  
KENYA

## The environmental impact

According to UNEP one kerosene lamp emits up to 200kg of carbon dioxide (CO<sub>2</sub>) a year. With a solar light, families reduce or eliminate their use of kerosene lamps, **reducing CO<sub>2</sub> emissions and benefitting the environment.**

Kerosene lamps also emit **black carbon**—the second largest climate warmer after CO<sub>2</sub>.

Carbon dioxide has a long residence time in the atmosphere, which means today's reductions take decades to provide a substantial positive benefit. In contrast, black carbon has a very short residence time in the atmosphere—just a few weeks. This means near term reductions provide an immediate climate change mitigation effect. So, eradicating the kerosene lamp is a relatively easy and effective way to reduce global climate warming.

*"The solar lights are less costly, are a cleaner source of light, are environmentally friendly and use sun as its source of energy."*

GEORGE NDERIT  
KENYA

## The impact on well-being and safety

If your home felt safer and brighter, your children were studying more after school, and you had more income, you would probably feel a little **happier** about today and the future. Well, that's one of the things that our solar light customers tell us—thanks to the reliable solar lights they have a **better quality of life.**

Families talk about having more opportunity to spend time together, to eat together and to spend time chatting—time they didn't have before when light ran out, either due to limited income to buy fuel or the scarcity of it.

*"As a family [the solar light] helps us to come together at night."*

JOHNSON MWALUKUWA  
MALAWI

**Wondering how we know all this? Read more on the next page.**

The big impact of 614 thousand solar lights

\$132 million saved for families\*



765 million extra study hours for children\*



2.2 million people experiencing improved health



331 thousand tonnes of CO<sub>2</sub> emissions averted\*



583 thousand households with clean, safe, bright light



These figures are estimated based on our research with solar light users. \*In total over the lifetime of the solar light.

# Our research

We have developed a strong research and social impact measurement function because speaking to people in rural African communities helps us to find out about the lives of those we work to reach, and learn how we can best meet their needs.

**O**UR RESEARCH is gaining international attention for being some of the most comprehensive in the world on energy access in rural Africa. The research function has a key role at SolarAid and is at the heart of our decision-making. The organisation is open to truly examining what we learn from the people we meet and ensuring this informs programme design, development and delivery.

Understanding the impact of our work also helps us to provide evidence on the effect of solar lights so that we can advise and inform governments on how renewable energy solutions can help people start to make their way out of fuel poverty.

We conduct our own research using a variety of methods and with as many relevant stakeholders as we can. Since the department began in

2012 our in-country research teams have conducted over 12,500 research interactions. We have a combination of social impact measurement activities, some market research activities, and some programme monitoring activities. On top of this, we work to measure how close we are to achieving our goal, as without evaluating that we are unable to measure our progress.

## Current collaborations

As well as conducting our own research, we also collaborate and partner with external institutions, universities and researchers to widen and strengthen our learning and data. These partnerships allow us to validate our work, dive

deeper into important topics and share our results to a larger audience.

At the time of publishing this report there are lots more exciting discussions and research partnerships beginning to take shape. We work hard to share

our research results and learning with a wide audience through presentations at international conferences, publishing reports and sharing statistics.

COLLABORATING WITH	LEARNING ABOUT	IT'S EXCITING BECAUSE	TIMELINE
Google, ETH Zurich and University of California, Berkeley	The impact of solar lights on poverty alleviation, with an add-on focusing on health.	It's the first large-scale study of this kind for solar in Africa.	Pilot starting October 2014 Results summer 2016
Stanford University and d.light design	The impact of solar lights on educational outcomes.	The African governments we partner with have a key interest in this.	Starting soon
University of Edinburgh	Waste, recycling and repair processes for solar lights	This is a hot topic because as it grows the solar sector needs to prove it can be sustainable.	Starting September 2014 Results summer 2017
Liverpool John Moores University	The social return on investment (SROI) of solar lights	We're not only calculating the SROI for charitable donations but investigating the SROI for solar light customers in Africa too.	Starting soon
University of California, Berkeley, and Humboldt State University	The effectiveness and impact of our trial on offering instalment payments for solar lights to customers.	This is a new focus for our innovation team and we think it'll help more people access solar lights.	Started June 2014 Results soon

You can find updates about all of this on our Director of Research & Impact, Kat Harrison's blog: [sunrisekat.tumblr.com](http://sunrisekat.tumblr.com)

## Meet a SolarAid research assistant

ALEXANDER MTONGA, MALAWI

**MY JOB** as a Research Assistant at SolarAid Malawi involves conducting interviews, surveys and focus group discussions with people, inputting data collected and working with the London team to ensure consistency, accuracy and quality.

"When doing data collection in the field I talk to different people depending on the type of information I am looking for and the type of research tool I am using. I might go inside a shop looking for the shop owner for a trader survey or I might walk around the market meeting different people who come to the market to buy things for a public survey. I look for information from the people around what kind of light they use in their homes and how much they spend on lighting.

"We specifically target and visit rural markets, we see different things and meet different people, some very friendly and willing to talk. I use the training we received to do the work. What I enjoy most about it is the interaction with the rural people to understand the importance of light.

"The best thing I heard from a solar light user was from this man who told me that his son was selected to

the government secondary school because he was using a solar light to study and that we have helped the Malawi government in improving education standards; the solar light made a difference because the boy could study longer than he used to. It mattered to me most because **I am acting like a bridge between the rural population and the SolarAid team.** I enjoy being part of the research team at SolarAid because it has given me an opportunity to explore new things."



SolarAid staff Ibrahim conducts an interview, Senegal. KAT HARRISON

## Existing studies

There are also three great studies that have already been conducted on the impact of our work.

COLLABORATED WITH	RESEARCH FOCUS	KEY LEARNINGS	PUBLICATION AVAILABLE
The World Bank and the Government of Senegal	Uptake of solar lights through Light Libraries at schools	Light Libraries increase solar light uptake in communities because of increased exposure and reduced risk for low income families.	Guide to the Light Library model (September 2014)
The William Davidson Institute, University of Michigan	The contribution of social enterprises in reducing poverty's negative impact on children aged eight years and younger	With a solar light children have more time to study and spend more time on educational activities with parents and siblings. Reduced risks and improved health helps students to study and more financial resources can be channelled towards children's needs.	Access to Clean Lighting and Its Impact on Children: An Exploration of SolarAid's SunnyMoney (December 2013)
Route 67 and TWaweza	Student study behaviour in Tanzania	With a solar light students study more often at night and can complete their homework. They say they can concentrate well, their eyes hurt less and that they enjoy doing their homework.	Monitoring Report (May 2013)

You can find links to the reports of these research projects on our website: [www.solar-aid.org/impact](http://www.solar-aid.org/impact)

# SunnyMoney

SolarAid believe in business-based solutions to poverty and climate change. Eradicating the kerosene lamp will not be achieved by giving out solar lights to rural households in Africa—because that would be a short sighted and unsustainable approach. Instead, we have created an innovative model based on trade not aid.



The SunnyMoney team, Senegal. KAT HARRISON

**B**UILDING A MARKET offers families the **choice** to invest in solar. This is a longer term solution because once established, markets do not depend on charitable funding and they will grow to satisfy the increasing energy demand of evolving

customer needs or desires. A market based approach can create access to clean, safe solar lights that will have a huge impact on families and households whilst also providing economic opportunities for local entrepreneurs and businesses.

SolarAid set up SunnyMoney in 2008—a social enterprise wholly owned by the charity—to sell solar lights in Africa. SunnyMoney has taken on the challenge of finding sustainable ways to make solar lights available and affordable in remote communities.

## The SunnyMoney way

Selling solar lights in rural Africa is not easy. The most basic solar light costs less than \$10 but this is a huge one-off investment for families living below the poverty line. There are huge challenges

and costs to building distribution channels and creating trust in new unfamiliar technologies.

It took nearly four years of programme development, testing and

learning to turn SunnyMoney into the successful social enterprise that it is today. It is now the largest retailer of solar lights on the continent. We believe it is effective for three key reasons:

**1** SunnyMoney's unique **community distribution** model uses teachers to raise trust and build **awareness** of solar. Each light shining in the night attracts neighbours and as word spreads the demand for solar lights grows.

**2** This sparks the market conditions required for local **shops and independent agents** to be able to sell a range of solar lights profitably within their community so that solar lights become **available** for people to purchase all year round. SunnyMoney supports these local entrepreneurs by providing marketing campaigns, training and shipping of products.

**3** SunnyMoney continues to find ways to **drive demand** by creating brand awareness, community engagement and media attention. They run promotions and find ways to market new products cost effectively in order to make solar more **affordable** and meet customers' increasing demand for bigger and better products, so the market continues to thrive.

### SCHOOL CAMPAIGNS

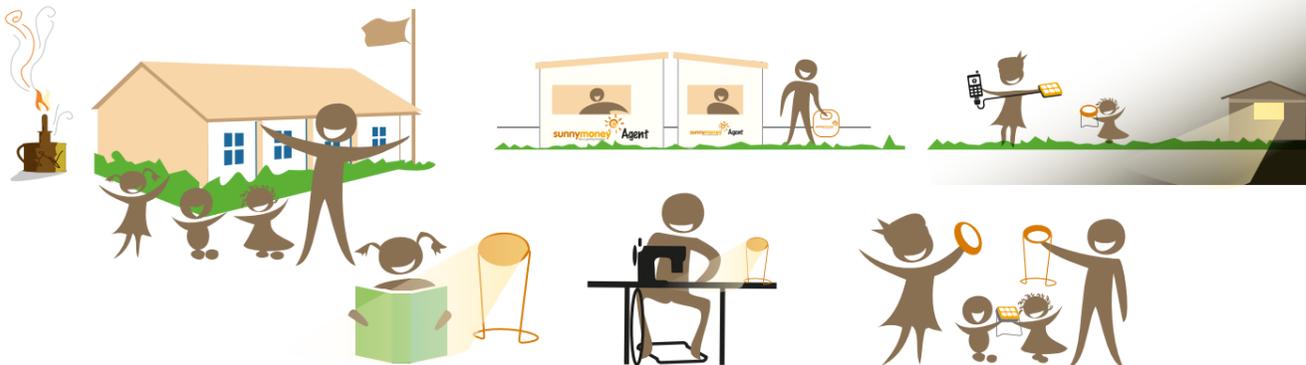
Get the market started and build trust by offering entry level solar lights at special prices.

### AGENTS AND SHOPS

Sell and distribute the full range of affordable solar lights and products.

### DRIVING DEMAND

New products, promotions, advertising, media campaigns, brand building and customer care build demand for off grid lighting.



## SunnyMoney sales

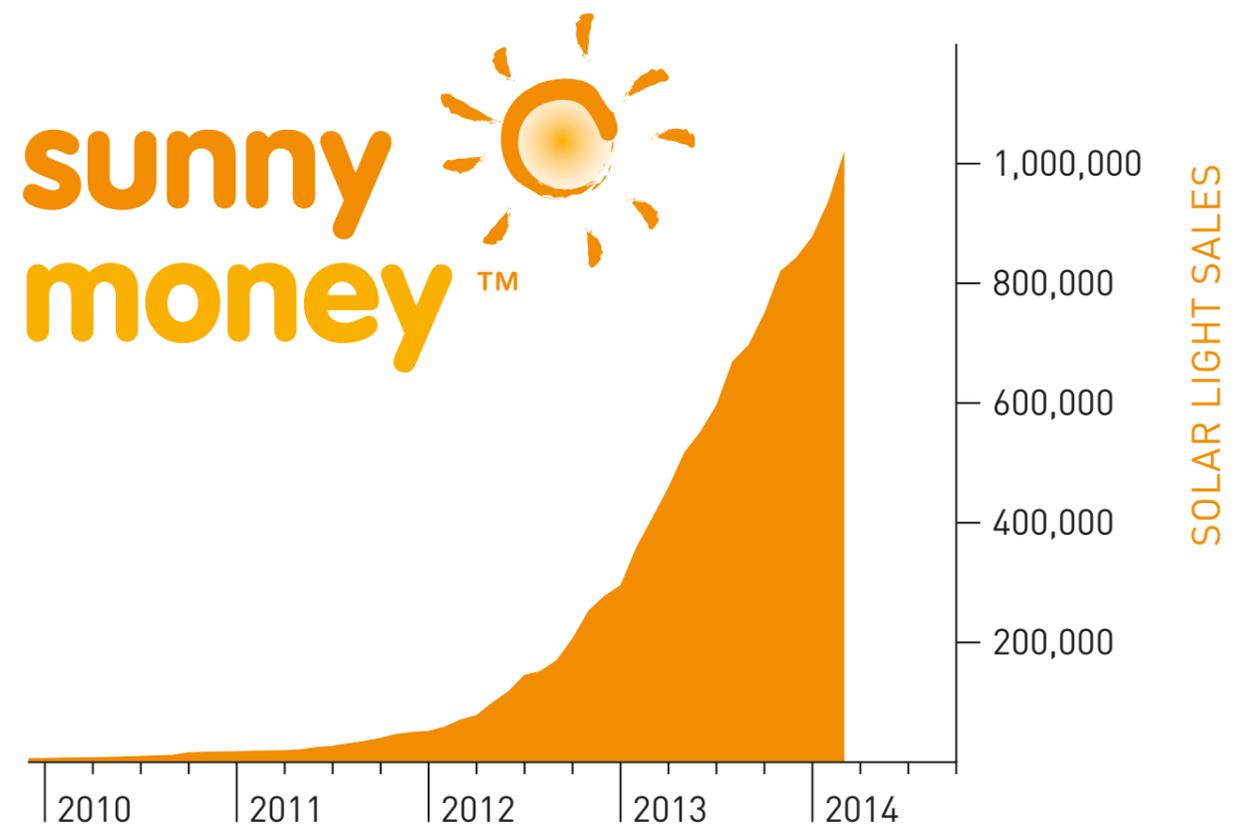
By April 2014, SunnyMoney had sold 1,022,263 solar lights and 61% of those were sold in that financial year. The sales growth demonstrates the potential of this emerging market and proves families want to invest in solar lights.

Selling lights is more sustainable than giving them away and it means SunnyMoney generates revenue from

solar light sales. In 2013, the costs of operating in Africa and the challenge of setting up new markets far outweighed any of this sales revenue. Eventually, the enterprises will become self-sustaining and the returns will be recycled by the charity—supporting SolarAid's work and enabling SunnyMoney to set up in new countries and have a bigger impact.

*"SunnyMoney has cracked the code on the distribution side of solar lanterns in East Africa."*

**DR. WIEBER BOER**  
CEO, TONY ELUMELU FOUNDATION



# Agents, customers, and their lights

There are a growing number of innovative products on the market that can light homes and charge mobile phones. Understanding what customers want and the support entrepreneurs need to be successful agents is crucial to building a sustainable market.

## Meet a solar agent

Geoffrey Cheror lives in Nandi County, Kenya and he bought a solar light when visiting a nearby town called Eldoret. He told us that he soon recognised the business opportunity of selling solar lights in his own community upon his return:

“My neighbours and friends kept asking me where I bought the solar light. This is when I realised I could be a reseller. And I decided to set up a shop because SunnyMoney provides marketing support. Also there is no electricity in our area, so it is the best way to make business to earn my living.”

Since becoming an independent agent of SunnyMoney, Geoffrey has seen the popularity of solar lights grow within his community. He now sells an average of 650 solar lights each week, and has sold more than 6000 in total. He told us that the most popular solar light is the d.light S2 and he thinks this is because it's the most affordable for his customers. Geoffrey has plans to expand his business in the future following the success of his solar light sales.



Selling solar lights, Kenya. CORRIE WINGATE



### d.light S2

4 hours of light

Built-in 0.3W solar panel

Costs about \$10

Glow in the dark on/off button



### Sun King Eco

30 hours of low light or 4 hours of bright light

Separate 0.5W solar panel

Costs about \$11

Flexible mount for standing or hanging light

Includes strap for portable use



### Sun King Mobile

36 hours of low light or 6 hours of bright light

Separate 1.5W solar panel

Costs about \$30

USB point for charging a mobile phone

Battery power and solar charging indicator

Flexible mount for standing or hanging light

Includes strap for portable use

## The solar lights

SunnyMoney doesn't manufacture lights but focuses on the challenge of distribution and marketing. This allows SolarAid and SunnyMoney the flexibility to offer the best products on the market. Staying product neutral, SunnyMoney can offer different products to meet demand and ensure customers' voices are heard.

We see portable solar lights as the first step on the energy ladder for families living in rural Africa. These products were not reliable or affordable just a few years ago, and the technology will continue to develop and progress as it becomes more efficient and customers demand bigger systems. For example, our customers might begin with a d.light

S2 but then aspire to own a Greenlight Planet Sun King Mobile that can charge their mobile phone. All solar lights sold by SunnyMoney are durable, reliable, come with a two year warranty and meet or exceed World Bank Lighting Global Standards.

## Meet a SunnyMoney customer

Sauda Mataka is a mother of four from Dodoma in Tanzania. She bought a solar light from the SunnyMoney team in August 2013. Before this light, Sauda used two kerosene lamps to light her home.

She now lights her home for longer each night, she saves about \$3 every week and her children study for three hours each day using the light.

“I used to spend a lot of money to get the light in my house, it cost me more than 5,000 Tsh (\$3) per week to buy kerosene. Even my children they couldn't study for so long because the light from those kerosene lamps could not satisfy them; [the smoke] gave them cough and eyes problems.”

“But since I bought this [solar] light I see how my children improve academically, now they can study not less than three hours per day by using the light. I need to see my children improve more academically so I use the savings [from lighting spending] to buy them education items, give them more food in order to give them a good balanced diet so they can grow healthier. I'm happy with my family since I got this [solar] light.”



Solar light for the Sakala family, Zambia. STEVE WOODWARD

The solar light Sauda purchased was a d.light S300 that cost about \$35. It has four different settings and can provide 4 hours of bright light or 100 hours of low light. Sauda told us that: “I am very satisfied because it gives enough light during night time and the good thing is you can select the brightness of light you want—if it's brighter or not.”

# Innovation and learning

As SunnyMoney are busy scaling up, breaking sales records and increasing our impact, we have not lost sight of how important it is to continue innovating. Indeed, our goal to eradicate the kerosene lamp demands this of us. Sharing our learning to inspire collective action will help us have a bigger impact and get there faster.

## SunnyMoney Brains

The **SunnyMoney Brains** unit was set up in 2012 to respond to this need for innovation and has kick-started trials which continue to develop solutions that promise a step change in the number of people able to benefit from solar energy.

### PAYG

Trialling new entry-level pay-as-you-go (PAYG) solar lights is helping us to find ways for customers to pay off the cost of their light in instalments equal to their usual expenditure on kerosene or candles; making products more affordable for lower-income, risk-averse families.

### RECYCLING

Testing out potential recycling systems and channels is important for ensuring we find ways to embed environmental and sustainable practice within this growing market. Reliable recycling companies have been selected in Kenya and SunnyMoney is partnering with them to recycle faulty lights and allow customers to return broken products.

### PRODUCT FINANCING

SunnyMoney Brains is working with Savings and Credit Co-operatives (SACCOs) and Micro-Finance Institutions (MFIs) in Kenya and Tanzania to extend the product financing they offer on solar products.

## Light Libraries

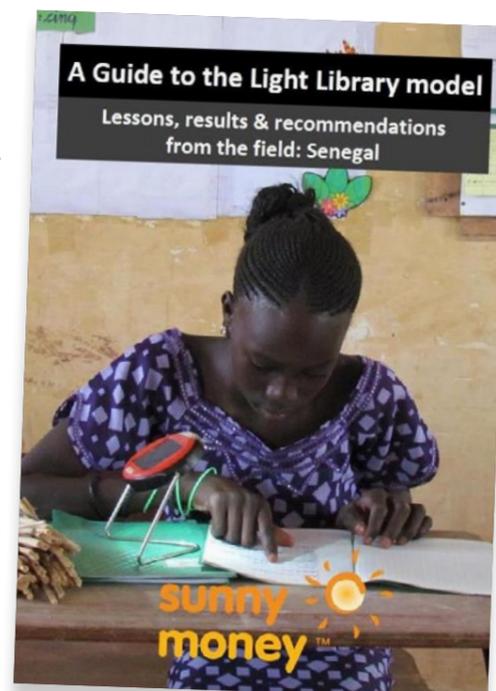
In 2013, SunnyMoney worked with schools in Senegal to pilot a new model called the Light Library, funded by the World Bank. 58 schools were given a library of solar lights to be used by students and the community at a small daily fee.

One of the biggest barriers to distributing solar lights is building awareness and trust in the new technology. The aim of this model was to trial a new approach to increasing demand for solar lights by giving families the opportunity to test the solar lights at home. This is particularly important for lower-income families who do not have the capacity to take risks with their household budget.

Nearly 5,000 solar lights were 'borrowed' regularly from the Light Libraries meaning an estimated 55,000

people gained direct exposure to them. A year later, SunnyMoney then visited these schools to offer solar lights for purchase, as well as 58 schools in a comparison region that had not had any Light Libraries. We found that demand for solar lights was dramatically higher in the Light Library schools—with 35% of the school population purchasing solar lights compared to 15% in those schools that hadn't had the opportunity to borrow and test them.

**The Light Library model increased uptake through increased exposure which enabled families to make informed decisions on what to spend their household income on—it took the risk out of purchasing as families who tested the lights knew they were reliable, bright and useful.**



You can access the full guide on our website: [www.solar-aid.org/how-to-light-libraries](http://www.solar-aid.org/how-to-light-libraries)

## SunnyMoney expansion

There are 54 countries in Africa and over 110 million households without access to electricity. SunnyMoney currently works in five of these countries. If we're to achieve our goal, SunnyMoney needs to grow, and fast.

The first country SunnyMoney is expanding into is Uganda and it was chosen for a number of reasons. Below

are some of the factors that were considered when planning this growth:

**The market size and need**—what is the market potential and energy need?

**Operating conditions**—are there inhibiting taxes and tariffs on solar products and will security be a problem for SunnyMoney teams?

**Opportunities**—is there an influential partner or donor that could support SunnyMoney and the acceleration of their presence there?

**Geographic location**—can we expand current distribution channels or will we be starting from scratch?

## Sharing and using our learning

SolarAid and SunnyMoney's work is not only benefitting the solar light users we sell to, but also the energy sector as a whole. We're using our research and learning to understand and promote the policies that best support off-grid lighting market growth at a national level in Africa. Sharing our learning so the industry can have a better understanding of the environment that we're working in will help us all work together to reach more people and have a bigger impact.

- ◆ We are co-chairs of the Global Off-Grid Lighting Association's (GOGLA) Policy, and Impact Metrics Working Groups and we helped GOGLA launch a global study on Investing in Off-Grid Lighting in September 2014.
- ◆ We have worked closely with the United Nations Environment Programme (UNEP) Enlighten Initiative to support the Economic Community of West African States (ECOWAS) Regional Efficient Lighting Policy-making process.

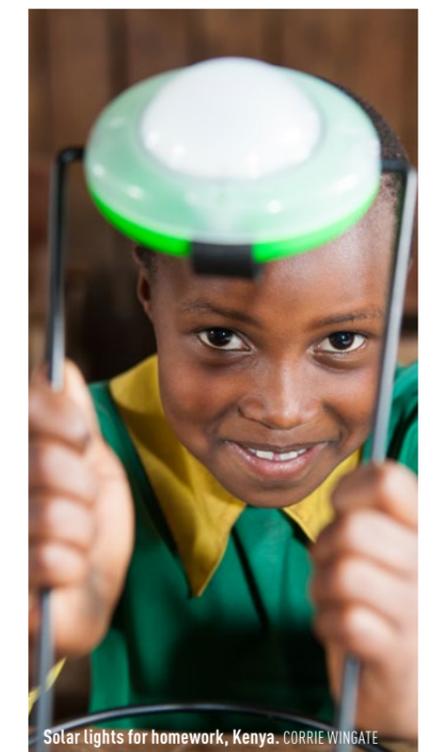
- ◆ We have played an active role in Renewable Energy Associations in Kenya and Tanzania lobbying for reduced VAT/tariffs on solar lights.
- ◆ We have just secured funding for a SolarAid advocacy programme in Malawi which seeks to reactivate the Renewable Energy Association there.
- ◆ We are working to help GOGLA launch a global study on Investing in Off-Grid Lighting in London in December 2014.

## Uniting the sector behind one big ambition

Providing families the **opportunity** to invest in clean, affordable energy is the first step on an energy ladder that will help millions of people improve their standard of living—saving money, improving health, developing livelihoods and enabling children to make the most of their education.

We believe that **collective action** is stronger than individual action and have set one big ambition that can unite supporters, governments, other NGOs and companies behind the first step on this journey—eradicating the kerosene lamp from Africa by 2020.

- ◆ **Measuring and communicating the phenomenal impact** of solar lights is crucial to inspiring this support and **providing evidence** to funders and policymakers about where they should invest their time and money.
- ◆ **Growing our policy and advocacy work** is increasingly important as we aim to **get more African governments behind off-grid** energy solutions, and champion solar friendly policies—such as reduced VAT and import tax.
- ◆ Using SunnyMoney's success story and **sharing our learning** is key to getting more NGOs and companies to join in partnerships and build the market. This will **drive market growth** so that solar lights reach more people, faster.
- ◆ **Learning from our innovations** unit, SunnyMoney Brains, is important for finding new ways of **addressing challenges** and making sure all members of society can access solar lights, no matter what their wealth or location.
- ◆ **Championing the voices** of the African people we work with, and ensuring their opinions are heard, will be vital to ensuring planned energy solutions are successful and sustainable.



# Supporters, donors, partners

At SolarAid, we believe that no-one in the 21st century should have to put their life at risk just to light their home at night. Luckily for us, there are many that share that belief.



## Our supporters

These are just some of the supporters, donors and partners who have been a part of the journey so far.

**Solarcentury** founded SolarAid in 2006 and they continue to give us 5% of their company profits each and every year. Their commitment to our work is a huge support and plays a big part in helping us move towards our goal.



*“It makes us all very proud to witness SolarAid’s success... Establishing SolarAid has proven to be key to Solarcentury’s broader purpose: to make a big difference in the fight against climate change through widespread adoption of solar power.”*

**FRANS VAN DEN HEUVEL**  
CEO, SOLARCENTURY

The **Edward Lewis Foundation** funded us to successfully pilot a programme with solar agents in Zambia that was then rolled out across the country, enabling the distribution of thousands of solar lights this year.

**Google.org** supported our agents programmes and this year are funding a research project that will be the largest of its kind for portable solar lights in Africa.

*“Research is an incredibly powerful tool in the fight against poverty. SolarAid has committed to rigorously assessing their programs and openly sharing their findings—and not just the rosy ones—to make sure they’re making a big impact in people’s lives. We’re excited to further support their mission.”*

**JACQUELINE FULLER**  
DIRECTOR, GOOGLE.ORG

## We couldn’t do what we do without the help of our fantastic supporters.

The UK government supported our Bring me Sunshine campaign by matching all donations made by UK tax-payers last winter, whilst world-famous free-climber **Alex Honnold** matched all donations from the US through his foundation. They helped us make sure the impact of donations went even further.



GAVIN ROBERTS

**Gavin Roberts** is one of the many fantastic supporters who have volunteered with SolarAid to help us spread the word of solar in Africa—he even built us our very own SunnyMoney shop (above) so that we could sell solar lights at festivals in the UK!



## Recognition of our work

These awards in 2013 helped us raise the profile of our work and draw attention to the issue of kerosene in Africa. They recognise the role business-based solutions can play in

tackling some of the world’s greatest problems and inspire us to keep moving forward towards our goal.

## From then till now

SolarAid started in 2006 with the simple idea that solar could improve lives for the better. We’ve come a long way since then and learnt a lot about the people we aim to work with.

Our key learning is that there is nothing more important than listening to the voices of those people—understanding their needs, how markets will be driven by them, and not being afraid to make business work in the name of having a positive impact on people’s lives.

In the early days, SolarAid set up small-scale assembly lines for manufacturing solar lamps in Tanzania and Malawi, and installed large solar systems on schools and clinics. Since then, we’ve focused our work on household portable solar lights and tackling the challenges of distribution. This focus has enabled us to develop an innovative model for getting these lights to families living in the most rural parts of the continent, and to grow SunnyMoney to be the largest distributor in Africa.

The success of SunnyMoney gives us confidence in our ambitions because it proves the potential for a thriving solar market that will bring clean, safe power to millions of people. It is a unique model that recycles charitable donations by generating revenue from solar light sales. However, we know that there is still a lot more to learn and a lot more to do.

*“Charity money has only one life but if you transform it into social business money, then it becomes a life of eternity.”*

**MUHAMMAD YUNUS**  
2006 NOBEL PEACE PRIZE WINNER

## What’s next?

Over the next year, we will continue to work in the communities where SunnyMoney currently has a presence to deepen our impact and make sure more and more people can access and afford safe, clean solar lights.

We are widening our reach and impact in the less developed markets and countries where SunnyMoney doesn’t yet operate, by expanding, building partnerships and open-sourcing our model. We will continue to build upon our research and publish the results so that they can be beneficial to anyone working in this sector. Finally, we will channel the voices of African consumers and entrepreneurs into the decision-making processes of governments, aid agencies, companies and NGOs in order to contribute to the planning of energy access development initiatives that can be both effective and sustainable.

We aim to build a movement that will unite people all over the world behind the belief that modern energy services should be available to all, and champion the contribution that renewable solutions can offer.

Our goal to eradicate the kerosene lamp from Africa by 2020 is the first, and very achievable, step on this journey. In 2015, we are launching a global campaign seeking the £20 million needed to make this a reality. To understand how you can play a part in this, visit our website or contact us using the details overleaf.

**Join us on our journey and help us to make history by eradicating the kerosene lamp from Africa by 2020.**

*“Energy is the thread that connects economic growth, increased social equity and sustainability. But, widespread energy poverty still condemns billions to darkness, ill health and missed opportunities for education and prosperity.”*

**BAN KI-MOON**  
UN SECRETARY GENERAL



FRONT: KRISCHILLA WITH HER SON MISHAK AND THEIR SUN KING PRO, ZAMBIA. PATRICK BENTLEY  
BACK: THE HEAD TEACHER OF CHANKHANDA SCHOOL IN ZAMBIA DELIVERS SOLAR LIGHTS TO HIS STUDENTS. STEVE WOODWARD  
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