

Session 2 – Africa talks

Mr. Hornberg (Co-founder, Givewatts)





GIVEWATTS

MAY 2017



WHAT

Eradicate energy poverty

"Energy is crucial for achieving almost all of the Sustainable Development Goals, from its role in the eradication of poverty through advancements in health, education, water supply and industrialization, to combating climate change." - **Source:** sustainabledevelopment.un.org/


GIVEWATTS provides access to clean household energy solutions to off-grid communities in East Africa since 2010. Knowing the impact energy has on economic growth, climate change and health, we focus on education. **Education is hard currency to become less vulnerable and be free to think and reason.**

We distribute clean energy products through rural schools, and can follow the positive effects efficient and sustainable energy solutions have on education.

GROWTH

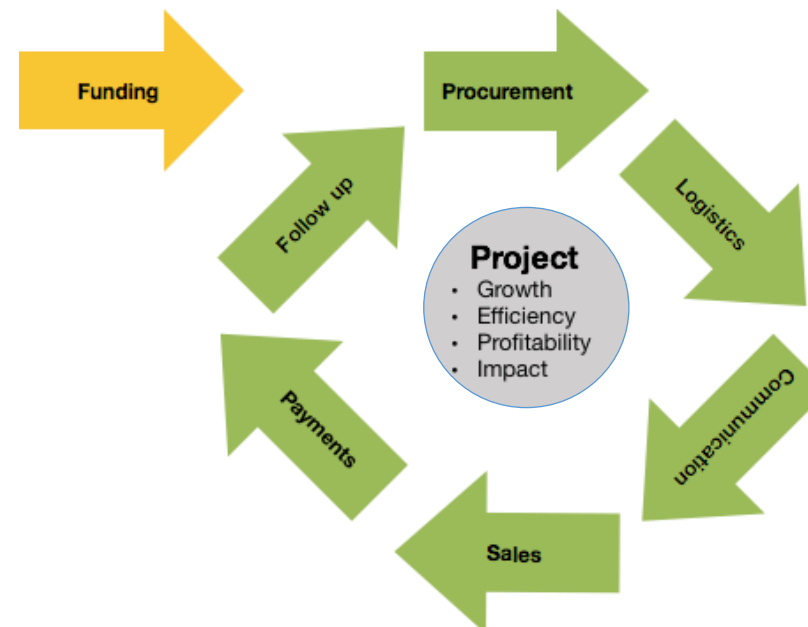
Kenya end of March 2017

 **154,495** people reached

 **30,899** clean energy products distributed

 **1,375** schools engaged

HOW



IMPACT

Until end of March 2017

 **MUSD 5,2** yearly savings

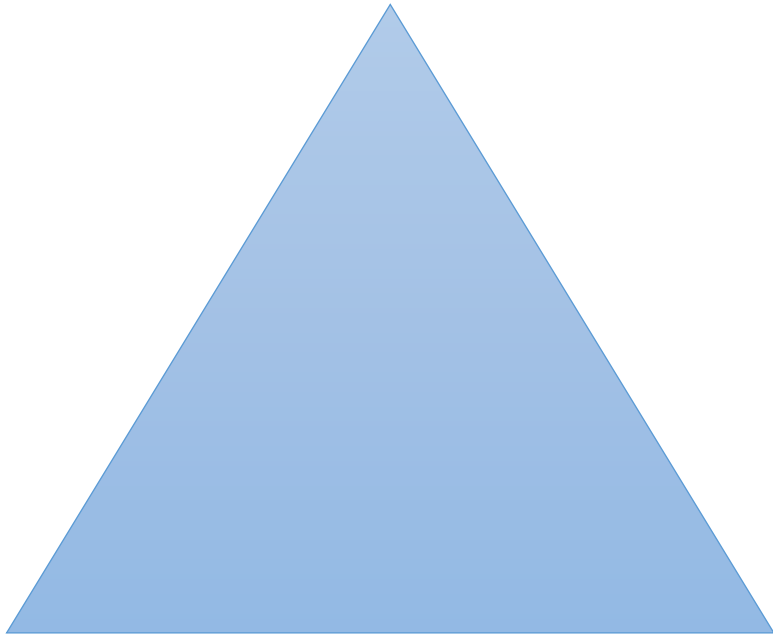
 **5,6 Million** hours saved per year (rough)

 **15-20%** better grades

...and CO2 reduction, slower deforestation, improved health, etc.

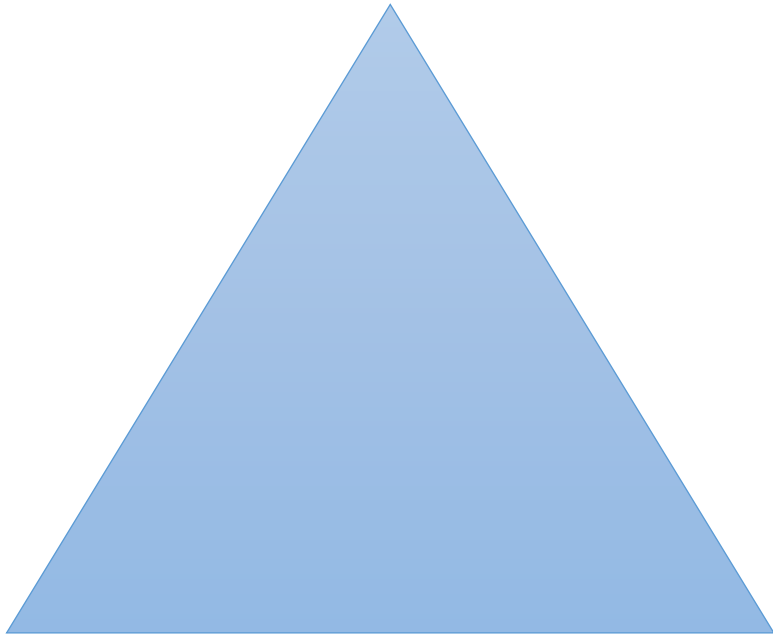
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The income pyramid

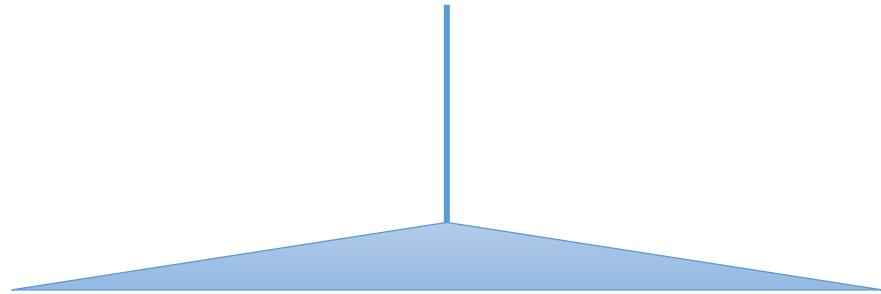


As seen normally

The income pyramids



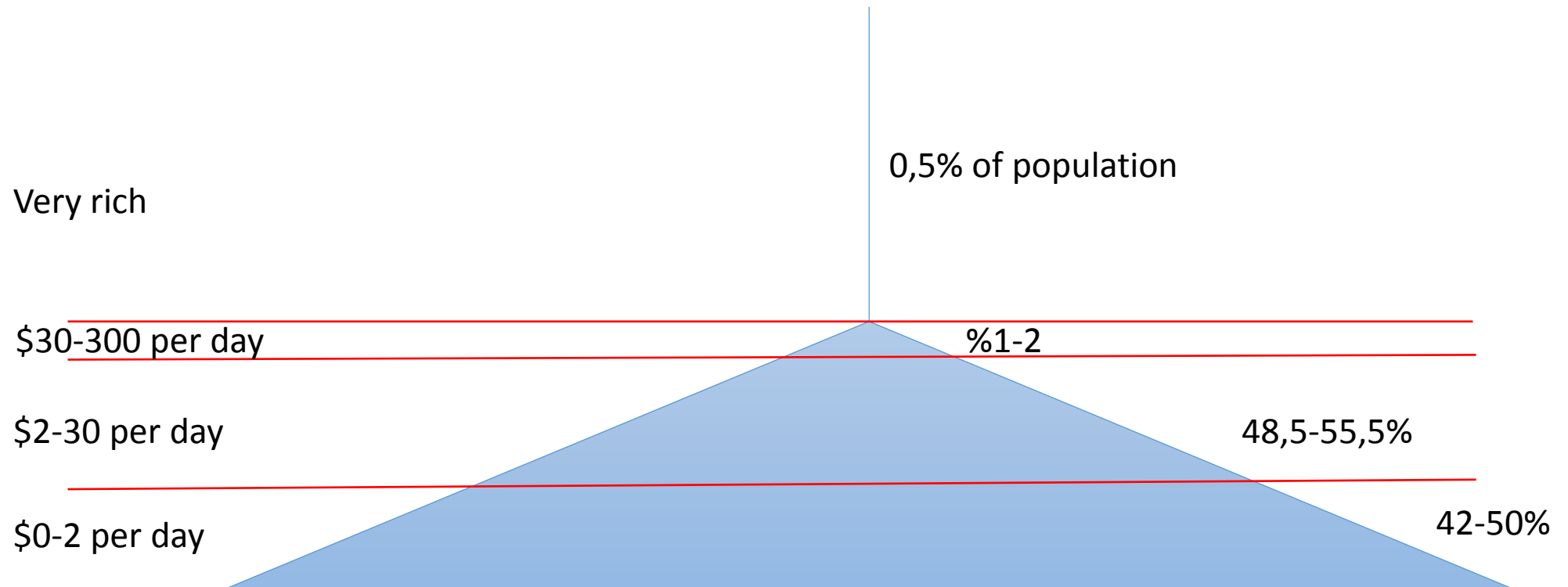
As seen normally - Europe



Africa – A coat hanger

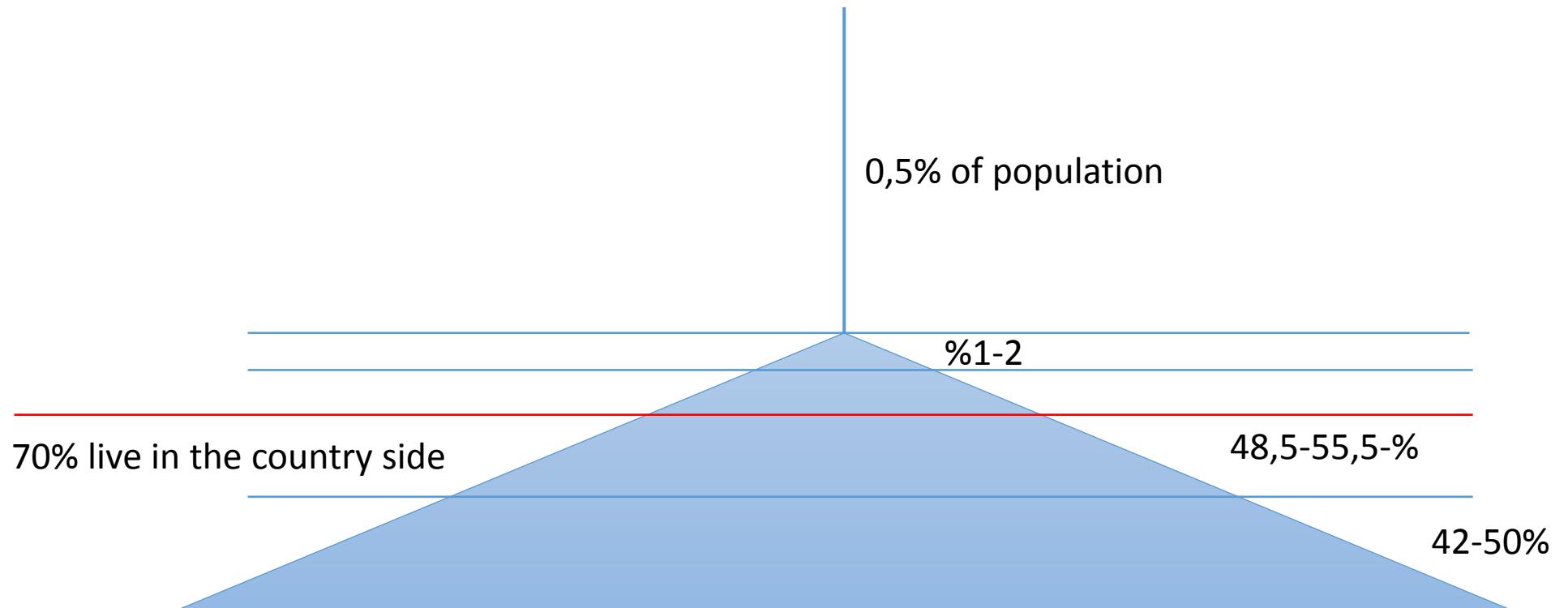
The African income pyramid

Extreme inequality – What is the market?



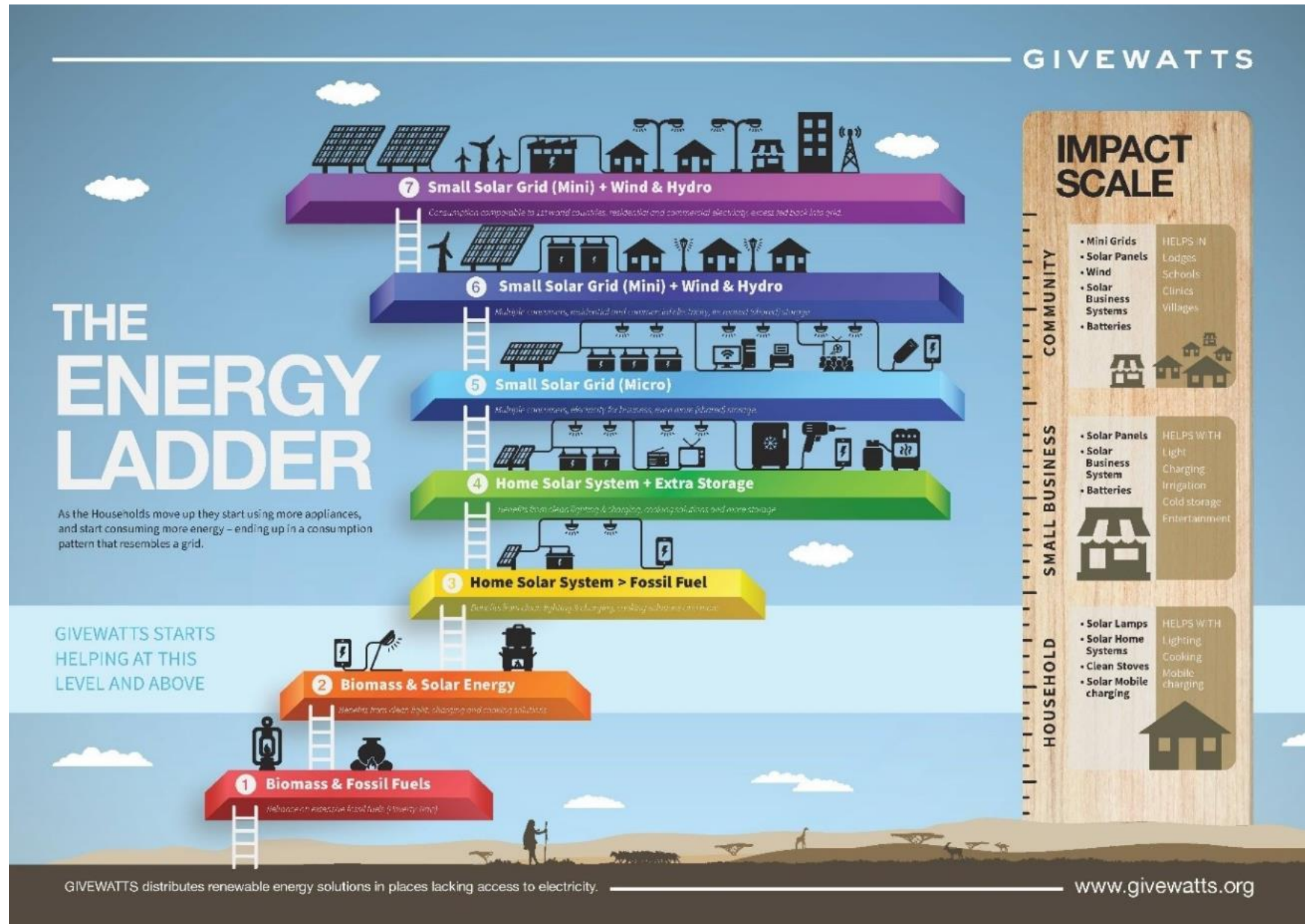
The African income pyramid

Big rural population

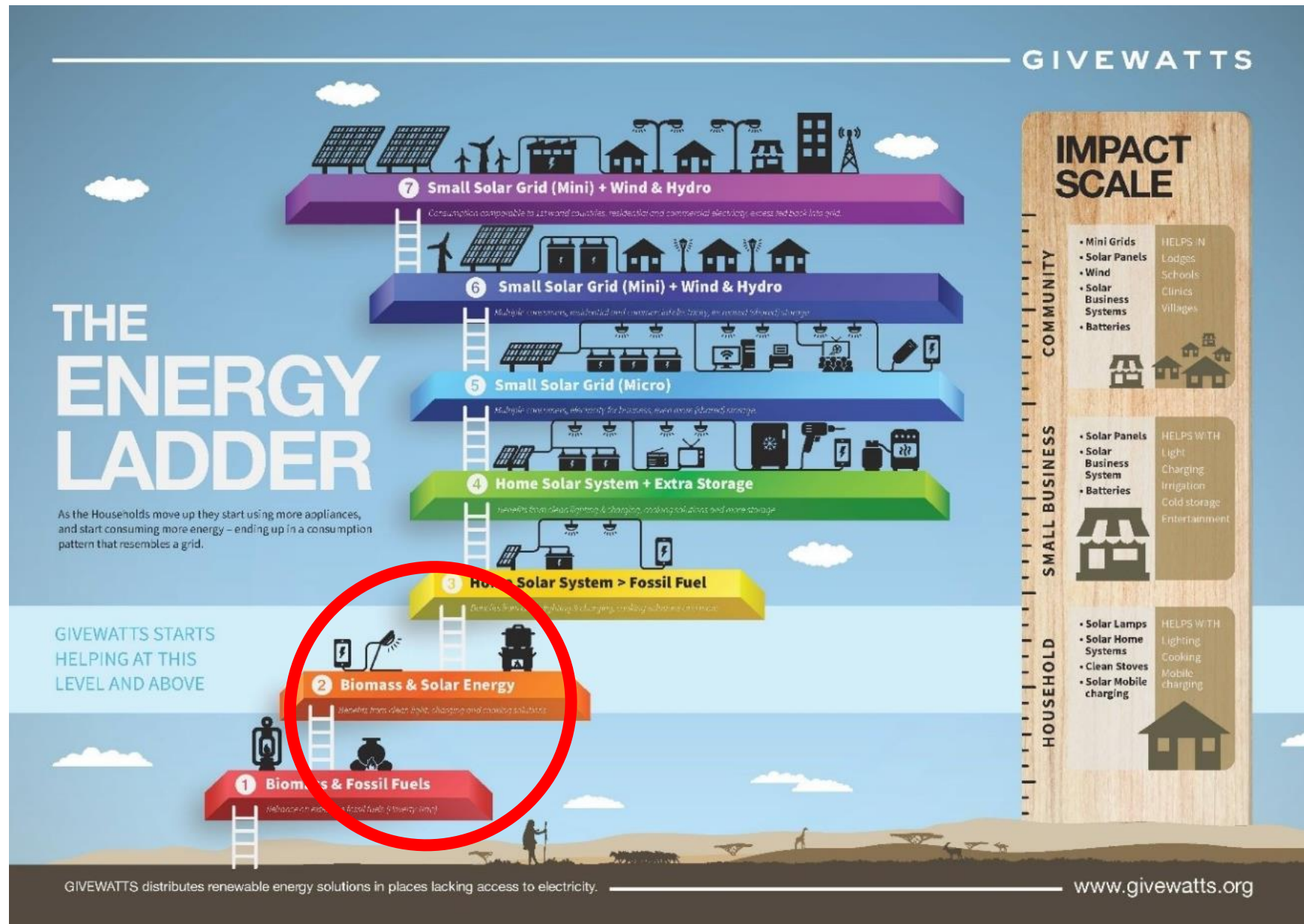




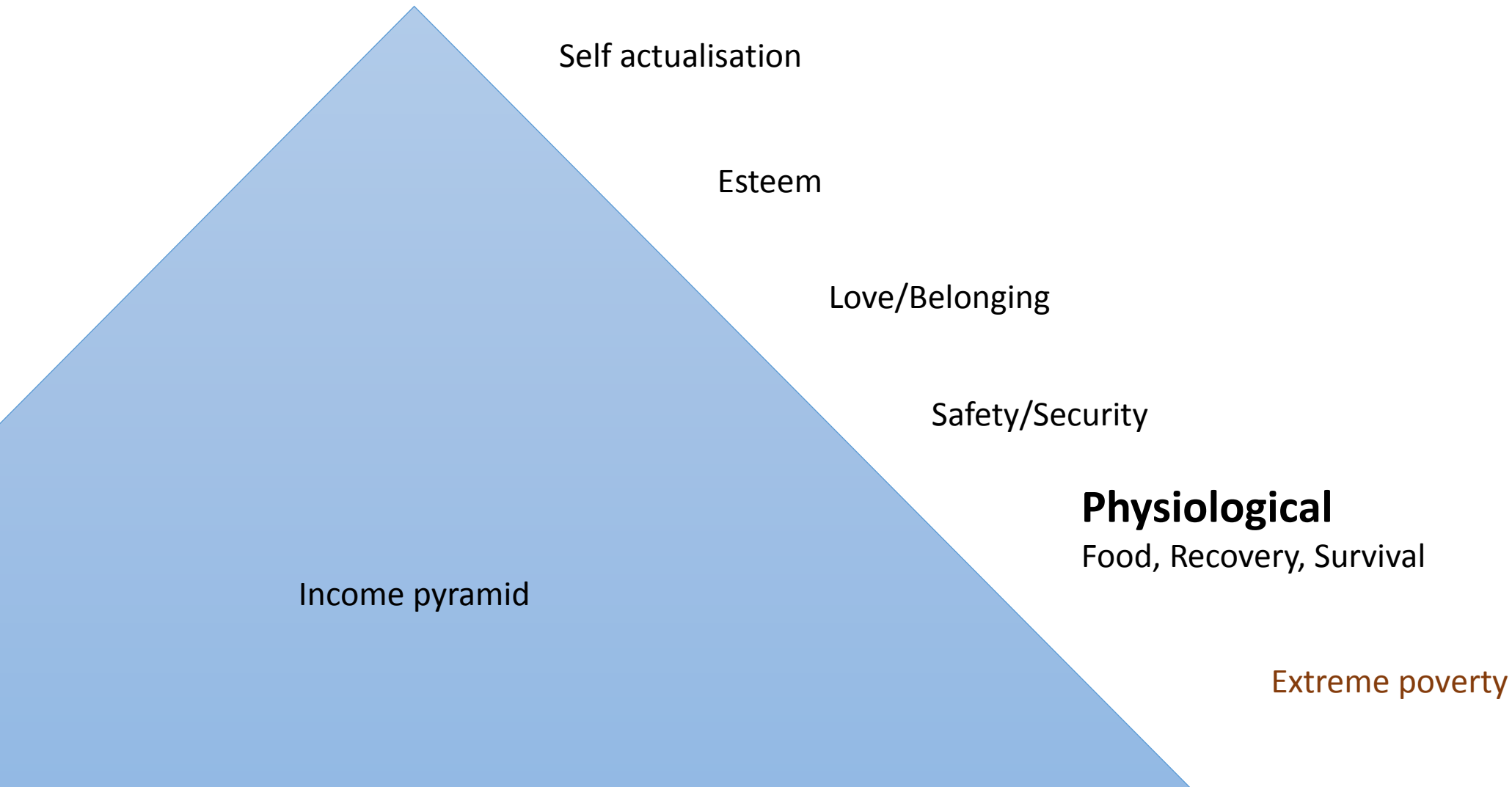
The Energy Ladder



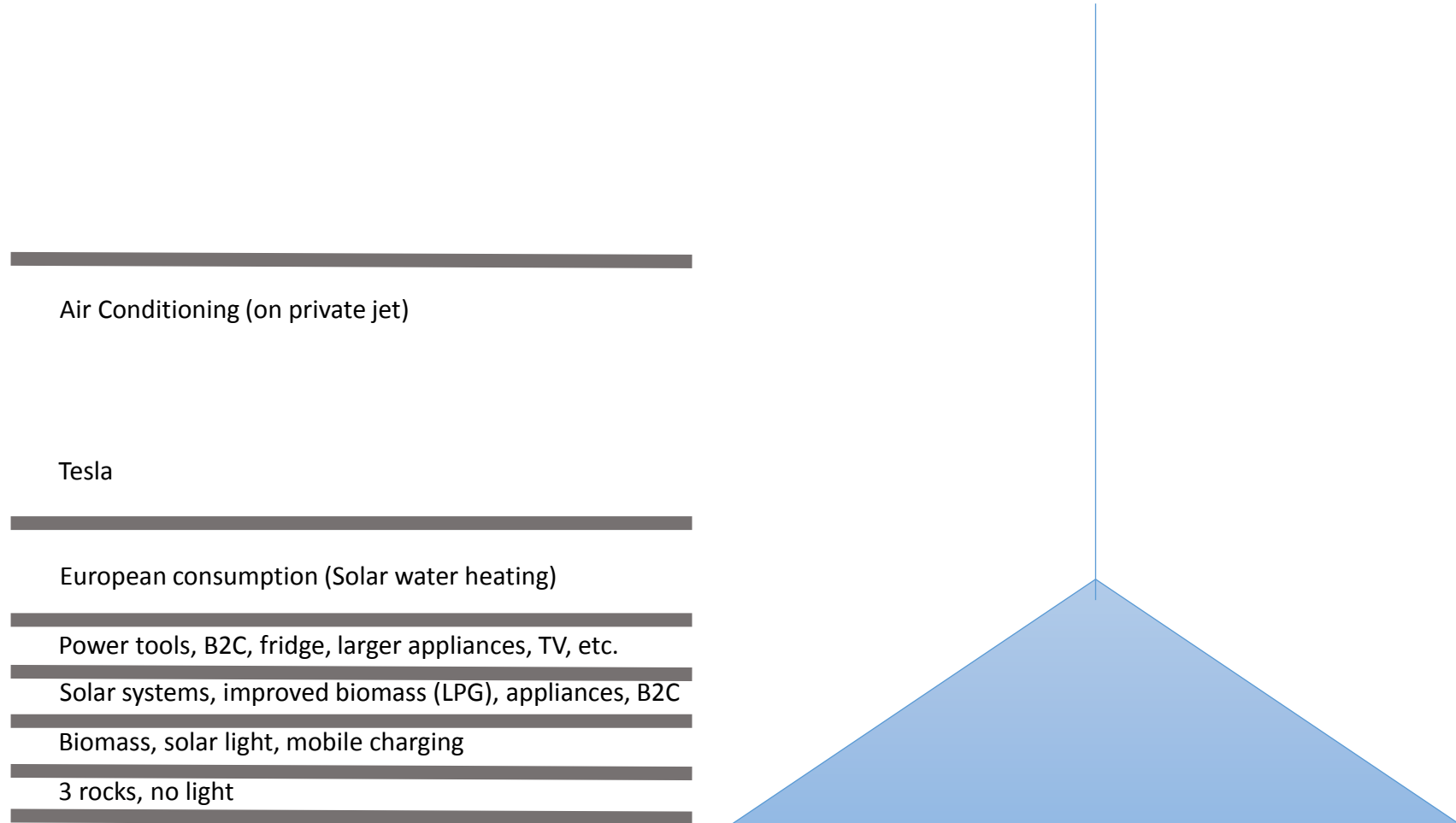
The Energy Ladder The gender trap



Maslow's hierarchy of needs

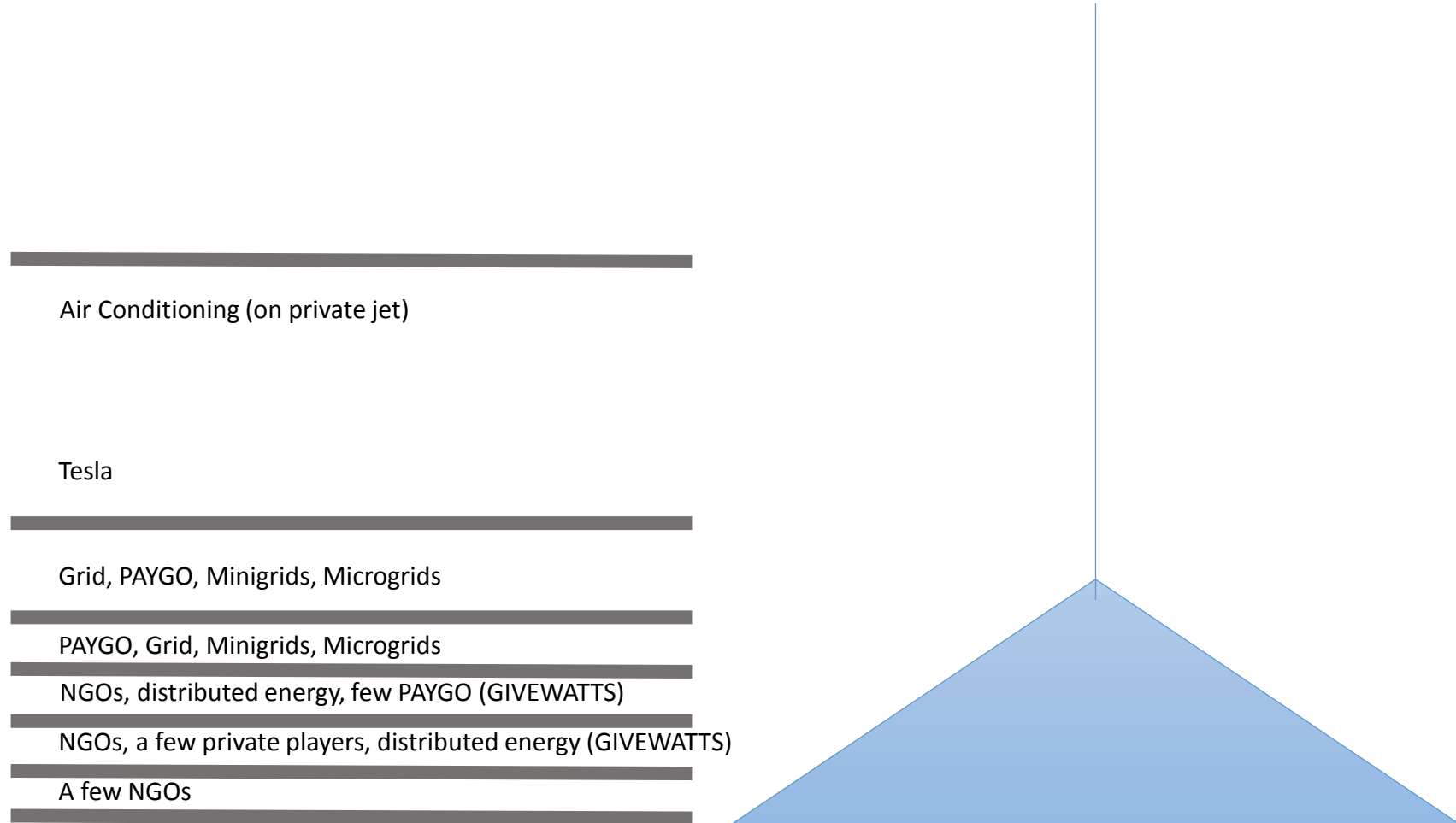


The Energy Ladder and the Pyramid

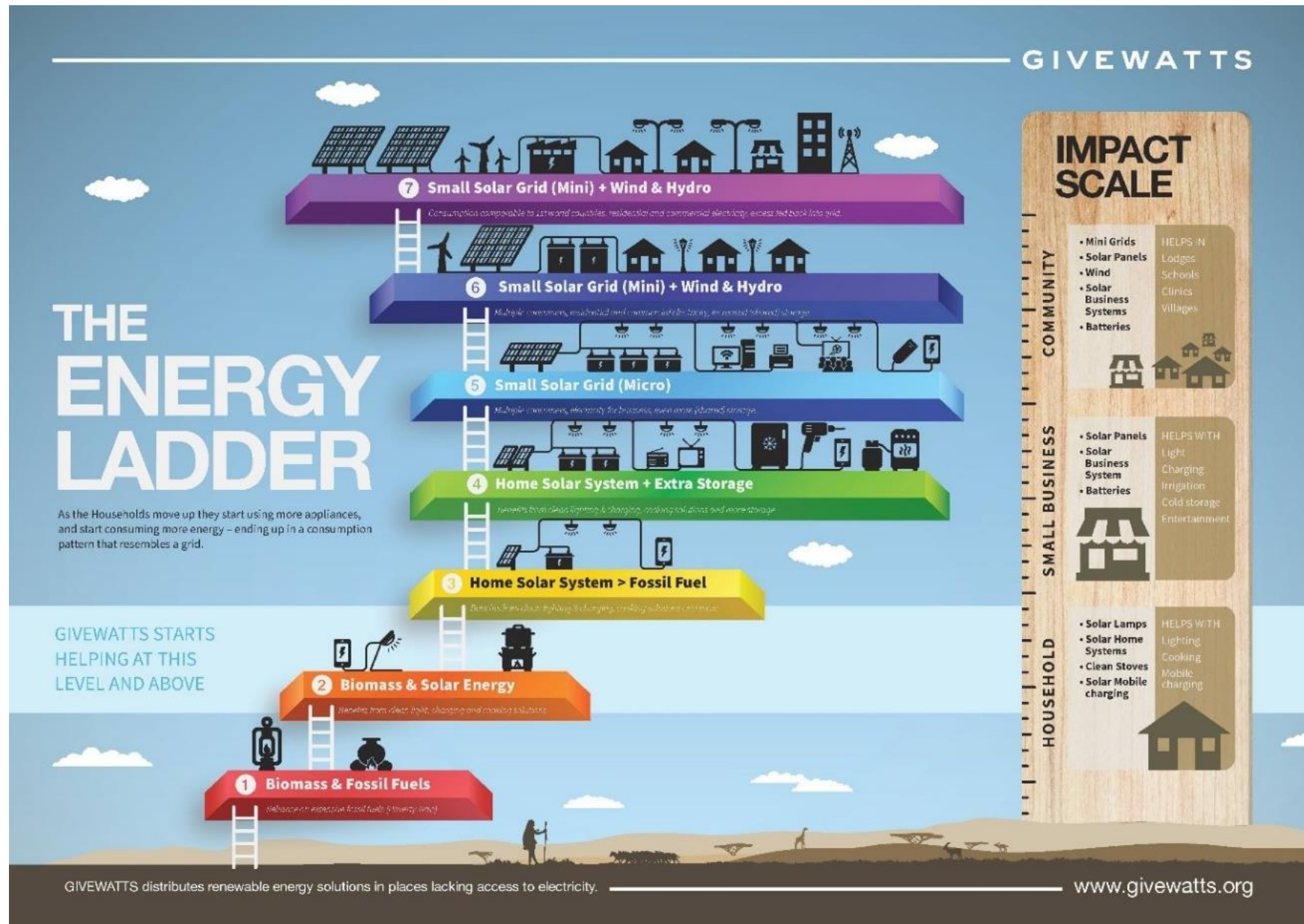


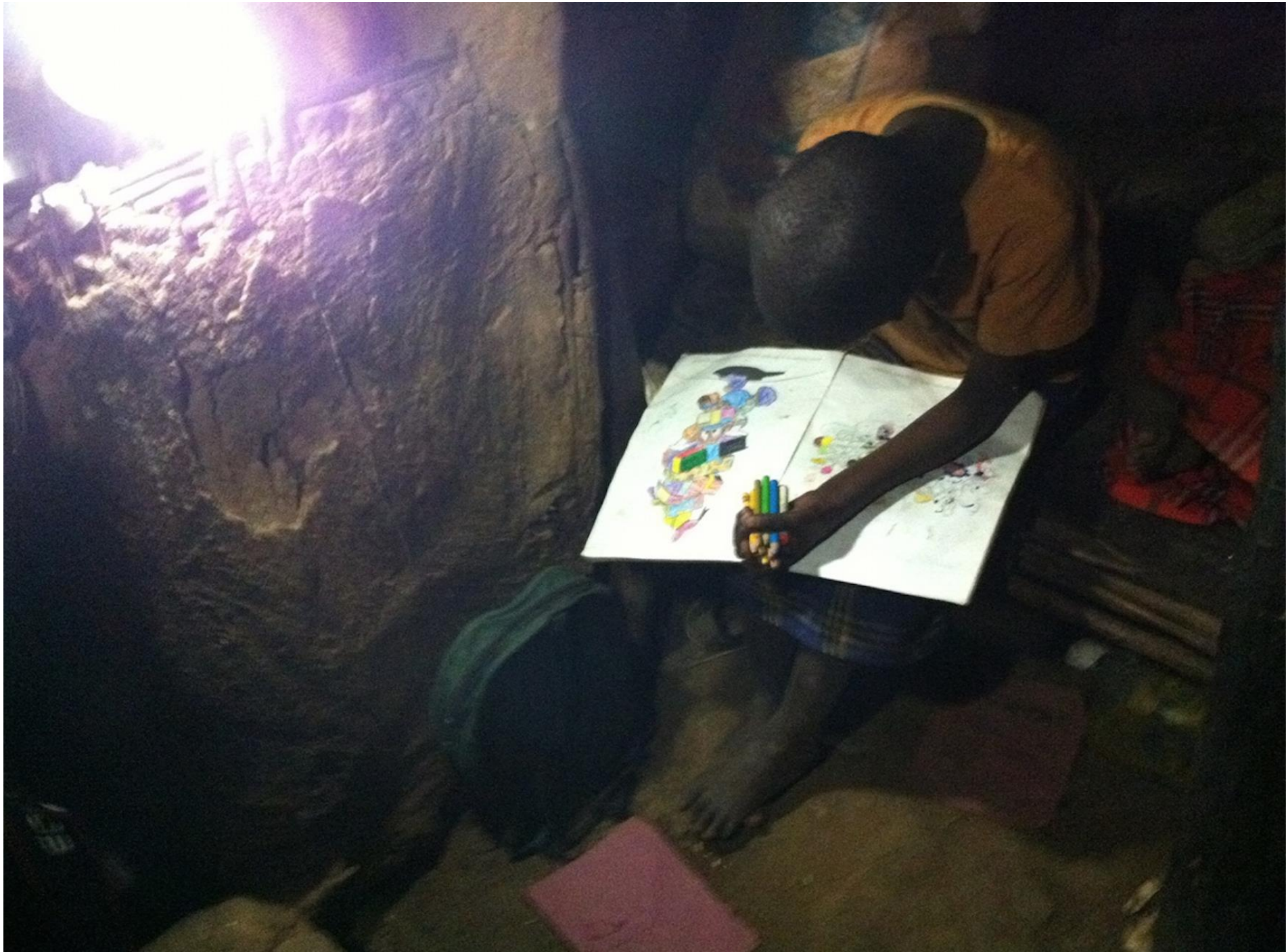
The Energy Ladder and the Pyramid

Market composition



Creating an opportunity to climb









Creating an opportunity to climb



OPPORTUNITIES

IMPACT

COMMUNICATION

INNOVATION

STORIES

<https://vimeo.com/192976722>

<https://vimeo.com/155658049>

<https://vimeo.com/109596674>

DIVERSE MANAGEMENT

NAIROBI



STOCKHOLM



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