



## **SolarAid commits to eradicate the kerosene lamp from Africa by 2020**

### **At the 10<sup>th</sup> Annual Clinton Global Initiative, SolarAid commits to build an alliance to eradicate the kerosene lamp from Africa by 2020**

600 million people across Africa live without access to electricity, many using kerosene lamps to light their homes. Kerosene lamps trap families in fuel poverty, prevent children from learning and fill homes with toxic fumes. SolarAid works to eradicate kerosene lamps by creating markets for clean, safe solar lights; a simple technology that is revolutionising energy access.

*“SolarAid’s work to build markets for solar lights is already turning off kerosene lamps across Africa. We ask everyone to join us to eradicate the kerosene lamp forever; to save money, to save lives and to bring a new era of clean energy access for all.”* Andrew Webb, SolarAid, CEO

SolarAid aims to make the small portable solar light as prolific as the mobile phone and is calling for partners and donors to help eradicate the kerosene lamp. They charity will open source knowledge to engage new commercial entrants, more NGOs, governments and donors in rural energy access.

SolarAid’s solution is scalable, cost effective and is catalysing change across Africa. The organisation:

1. Has sold over 1,330,000 lights, bringing safe, solar energy to over 8 million people
2. Is the largest distributor of portable solar lights in Africa
3. Sells a solar light every 40 seconds

SolarAid’s success comes from its ‘smart-aid’ approach. Selling lights through its not-for-profit social enterprise creates sustainable markets and allows revenue to be recycled. Its success is enhanced by local communities who use word of mouth to share knowledge about the benefits of solar lights. Given the choice, millions of African families are switching to low cost, solar alternatives.

*“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 flames.”* Charles Mukaya, solar light customer, Kenya

The organisation’s Innovation Unit is also working to develop markets for ‘pay-as-you-go’ solar lights to reach the very poorest with renewable energy technology.

*“Solar lamps replacing kerosene across Africa, [is] modelling how the change will come.”* - Bill McKibben

**Impact** – with a solar light:



- An average family (household) saves \$70 a year from reduced lighting costs
- 6 out of 10 customers notice better health of family members
- On average, children do an extra hour of homework each night
- Households reduce CO2 emissions by up to 300kg a year, as well as short-lived climate pollutants

----- ENDS -----

#### **Notes for Editors:**

For press enquiries, please contact:

**Susie Wheeldon:** +44 (0) 7903 701 343 [susie.wheeldon@solar-aid.org](mailto:susie.wheeldon@solar-aid.org) (Press enquiries, in USA)

**Tom Moore:** Tel: +44 (0) 20 7278 0400; [tom.moore@solar-aid.org](mailto:tom.moore@solar-aid.org) (Media, UK)

**Cindy Kerr:** [cindy.kerr@sunnymoney.org](mailto:cindy.kerr@sunnymoney.org) (Media, Kenya)

[www.solar-aid.org](http://www.solar-aid.org)

#### **Key Individuals available to comment**

##### **Dr Jeremy Leggett, Chairman and Founder of SolarAid**

Jeremy Leggett is also Chairman of the Carbon Tracker Initiative, and Founder and non-executive Chairman of Solarcentury, an international solar solutions company.

On the 15th September 2014 Jeremy was one of 160 Leading Environmentalists who called on foundations and philanthropists to use endowments worth billions of dollars to turn the tide on global warming, they further called on all for-profit beneficiaries of foundations and philanthropists to give 5% of their profit to climate action causes through a "5% profit pledge". Solarcentury founded SolarAid by constitutionally committing 5% of its profits each year to charity.

Jeremy is a CNN Principle Voice, convened the UK Industry Taskforce on Peak Oil and Energy Security and is a Founding Director of the world's first private equity fund for renewable energy, Bank Sarasin's New Energies Invest. As a former geologist, whose research on shale were funded by both BP and Shell, he is a recognised expert on fossil fuel reserves, and has authored several books on fossil-fuel dependency, including Half Gone, the Carbon War and most recently The Energy of Nations. At the Business Green Leaders Awards 2014, he was recognised as Champion of the Year.

Jeremy is attending CGI as SolarAid's Chairman.

##### **Andrew Webb, Chief Executive of SolarAid.**

Throughout his career Andrew has held a number of roles at a senior level in both the commercial and the international NGO worlds. He now very happily combines the two in one single job as CEO of SolarAid. He is a Sloan Fellow from London Business School and a graduate of Imperial College, London.

Andrew is also in New York during CGI and available to comment.

To arrange interviews please speak to Susie Wheeldon (contact details above)



## Quotes

“[Because of the solar light], my lifestyle has changed, my kids eat well, study well and we are a happy family now.” Dickson Murumbi, SunnyMoney customer, Kenya

“Kerosene was expensive ....I did not allow [my daughter] to study at night ... [with a solar light] she is free to study any time” – HonorathaElipidi, SunnyMoney customer, Tanzania

## About SolarAid&SunnyMoney

SolarAid is a London-based international charity that believes in business-based solutions to poverty and climate change. SolarAid was founded in 2006 by solar company Solarcentury to explore and create clean, safe, affordable energy for all. Solarcentury established SolarAid by making a long-term commitment of donating 5% of annual company profits. In 2008 SolarAid created a social enterprise called SunnyMoney to run it's on the ground operations in Africa.

SunnyMoney currently operates in Kenya, Tanzania, Zambia, Malawi and Uganda. SolarAid is working on major research projects with Google and Stanford University running a randomised control trial to better understand the impact of a portable solar light on poverty alleviation.

In 2013, SolarAid won the Ashden Gold Award, the Business Green Award, the Google Global Impact Challenge and the Guardian Sustainable Business Award.

## About the Clinton Global Initiative

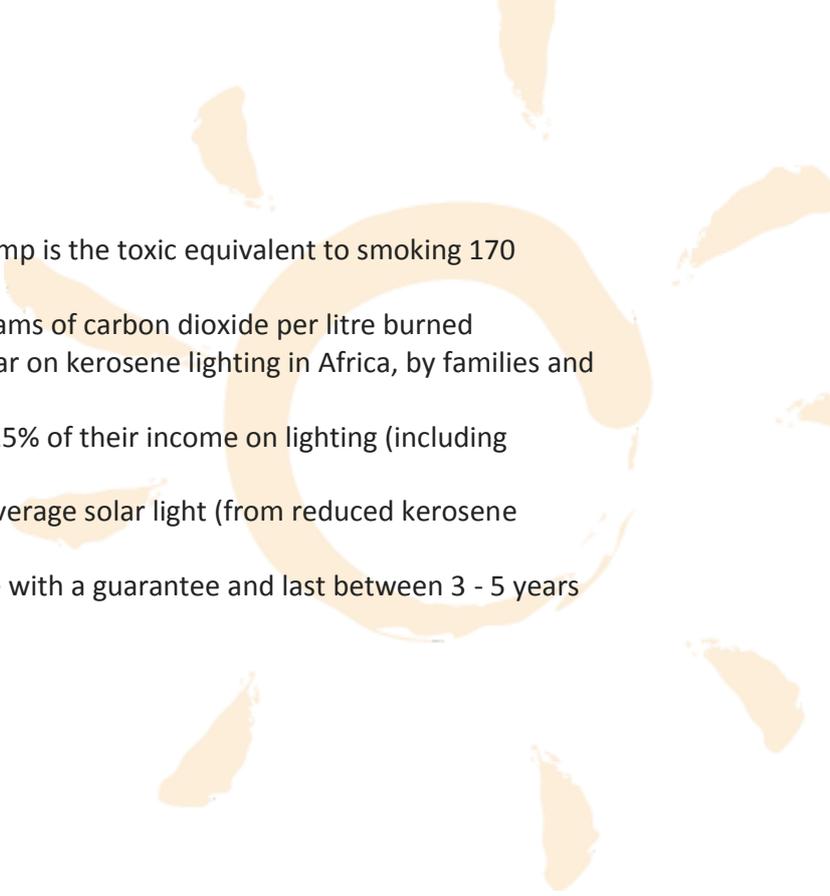
Established in 2005 by President Bill Clinton, the Clinton Global Initiative (CGI), an initiative of the Clinton Foundation, convenes global leaders to create and implement solutions to the world's most pressing challenges. CGI Annual Meetings have brought together more than 180 heads of state, 20 Nobel Prize laureates, and hundreds of leading CEOs, heads of foundations and NGOs, major philanthropists, and members of the media. To date, members of the CGI community have made more than 2,900 commitments, which are already improving the lives of more than 430 million people in over 180 countries.

CGI also convenes CGI America, a meeting focused on collaborative solutions to economic recovery in the United States, and CGI University (CGI U), which brings together undergraduate and graduate students to address pressing challenges in their community or around the world.

For more information visit [www.clintonglobalinitiative.org](http://www.clintonglobalinitiative.org)

## Key facts

- Nearly 600 million people in Africa have no access to electricity
- In sub-Saharan Africa, 91% of the rural population has no access to electricity
- Over 290 million people in Africa use kerosene as their main source of lighting
- More than one million people die every year from the effects of indoor air pollution
- In sub-Saharan Africa, indoor smoke causes around 400,000 deaths a year

- Inhaling the fumes from a kerosene lamp is the toxic equivalent to smoking 170 cigarettes a year
  - A kerosene lamp emits over 2.5 kilograms of carbon dioxide per litre burned
  - On average, \$10.5 billion is spent a year on kerosene lighting in Africa, by families and businesses
  - Families in rural Africa spend around 15% of their income on lighting (including kerosene, batteries and candles)
  - It takes 12 weeks for payback of the average solar light (from reduced kerosene spending)
  - Solar lights sold by SunnyMoney come with a guarantee and last between 3 - 5 years
- 
- A large, stylized sun graphic in the background, composed of a central circle and several curved rays extending outwards, all in a light orange color.