

Energy4All policy document

1.4.2020

Mission

Helping small African communities getting “off-grid” access to clean energy, water and communication/internet, being a motor for their sustainable development.

Access to clean and affordable energy, water and internet is pivotal for sustainable development. It improves the quality of living, health care, education, as well as access to the world of information services. Most countries worldwide, in particular developing countries generally still lack reliable clean energy supply. Clean water is scarce in many developing countries. Moreover, in rural areas access to clean energy and water is often hardly existent. Access to energy, water and in fact also internet will give people and small communities the opportunity to fulfil their basic needs and the prospect for a better life.

In this context and in line with the three pillars of sustainability - people, planet and profit, Energy4All fosters:

- Human development among the poorest social groups;
- Environmentally conscious development in developing countries (preference for renewable energy sources, efficient use of energy and materials, reduction of waste, avoidance of toxic residues, etc.);
- Local entrepreneurial environment capable of learning that would eventually evolve beyond the dependence on initial donors/sponsors.

Developing countries are often positioned favourably in terms of sustainable energy sources: sufficient sunshine, rivers and lakes for solar and micro-hydro facilities and opportunities for bio-oil to meet local needs without compromising on food supplies. In addition, the need for substitution of fossil fuels in Africa and preventing of deforestation in combination with grid parity of solar and wind will boost small-scale clean energy and water solutions. This offers the unique opportunity to develop truly sustainable economies.

The Energy4All Foundation supports the access to reliable, small-scale stand-alone energy supply in developing countries from sustainable energy sources, offering affordable energy efficient products and services, such as clean water, lighting, and education, to meet the needs of the poorest people in developing countries. Energy4All stimulates local entrepreneurship and ensures continuity by using transferable technology and business models, and encouraging local management and local ownership, wherever possible supported by micro-financing.

With its comprehensive approach Energy4All contributes to the achievement of the Millennium Development Goals (MDGs) formulated by the United Nations in 2002, in particular the goals of ensuring environmental sustainability (MDG 7) and encouraging partnerships for technological development in the spheres of a.o. energy, information and communications (MDG 8).

By means of education, information-sharing and strengthening of local entrepreneurship, Energy4All contributes to other MDGs, such as combating poverty (MDG 1); achieving universal education (MDG2); empowering women (MDG3); reducing child mortality (MDG4) improving the health of mothers (MDG5); and fighting AIDS/HIV, malaria and other diseases (MDG6).

Our ultimate Vision: Energy4All Solution guidance for giving access to clean energy to 30% of Africa's off-grid communities by 2030

Strategy

To realise its mission Energy4All engages in:

- Maintaining and expanding a network of motivated executives, experts and friends
- Leverage on the learnings from NICE from 2004 till 2014 (e.g. dealing with the African culture, governance of local ventures, networking, funding and in kind support)
- Investing in new social/commercial ventures for sustainable development of local communities in Africa through “off-grid” solutions on a professional, financial return basis: energy – water – Internet
- Bridge function: Encouraging and coordinating new (public private) partnerships promoting and facilitating the goals of the Foundation.
- Governance and control: Upholding ethical standards and social-responsibility commitments through comprehensive monitoring practices and active cooperation with partner organisations;
- Fundraising in general

The Foundation gives priority to social/commercial ventures, which are focused on small communities and cater for local capacity building. Their financing is based on clear agreement on funds utilisation, which is also aligned with the goals of the sponsor. The contributions or loans are case-specific. The Foundations to sponsor 1 or 2 annually.

Former Initiatives

NICE

Energy4All is a non-profit foundation based in the Netherlands. It promotes off-grid energy, water and communication-related projects and services, such as stand-alone micro-utilities, for the benefit and sustainable development of small and often isolated communities in developing countries.

NICE is the first initiative of Energy4All, being a semi-commercial franchising concept for small-scale renewable energy and Internet centers in local communities in developing countries, driven by local entrepreneurs. The Foundation supported its start-up by conducting the initial fundraising and engaging in knowledge-transfer and capacity building through its partners. NICE has been transferred to local management through a management buy out at 1 Euro in 2014. We have learned a lot from NICE, e.g. the value of an ethical and social mission in The Gambia and related governance and implementations.



NICE International has established a network of solar-powered IT-centers in Africa. By developing, financing and operating NICE centers, NICE International aims to provide local consumers and small companies access to energy products, information and educational services, and social networking opportunities that would support them in their personal and economic development.



NICE started up in 2006 with two pilot centers in Gambia. Today, it successfully operates seven NICEcenters in Gambia, six of which are managed by local entrepreneurs on a franchisebasis. In the summer of 2011, new Sponsors committed to €1.0 m financing and the EU DG DEVCO Energy Facility provided a €2.5 m grant on the basis of industrial co-financing for further expansion of NICE International. Thus, in the next four years NICE will expand its services to Tanzania and Zambia, setting up a total of 50 new NICEcenters. This will make NICE one of the biggest retail networks in Africa, serving over 200,000 customers from disadvantaged social groups.

Energy supply in rural Zambia

Whereas NICE focuses primarily on semi-urban areas, the cooperation with MachaWorks in Zambia helps to supply energy in rural areas. As an example of the comprehensive network-building approach of Energy4All, following its cooperation with Energy4All, MachaWorks became the official partner of NICE for activities taking place in Zambia.

Together with its partner Essent, Energy4All contributes to a small-scale project for the production of bio-oil in Jatropha. Besides financial support, Essent has provided resources for capacity building and knowledge transfer in Zambia. SenterNovem leveraged the donation considerably by means of a grant.

In addition to Jatropha, a number of other rural energy projects have been planned by MachaWorks, which is currently being upgraded to ZambiaWorks. Energy4All, in conjunction **with** Essent, will assess how to support further these activities.

Current Social Investments

In 2017 Energy4All will search for a second social/commercial venture in KENIA. A promising candidate that has been spotted recently is PAWAME, a start-up in Nairobi that is planning to offer 10-30Watt solar rooftop panels for rural citizens combined with energy saving LED lights. The concept of PAWAME is based on 'pay as you go' for small households. PAWAME is searching for risk capital. Energy4All has considered investing in total 30.000\$. With Pawame as a partner the Foundations aims to develop specific projects in line with its goals

Similar investments shall be identified in the Gambia. Once this strategy will show credible results it may become the strategic pillar for Energy4All in the coming years. In cooperation with Greenlink The Foundation made a solar panel system possible for an entrepreneur in Gambia in 2019. In addition, the foundation supports the progress and management of the project locally. The contribution of Energy4All was Euro 20k.

The Energy4All award

The Energy4All award will be the Foundation's new activity. The goal is to support new small-scale initiatives not only with promotion and a cash prize but also with leveraging skills and knowledge among the participants. The first award will be launched in a pilot project, The Energy4All award will use as starting points:

- Internet and social media (Twitter)
- Progressive, graded selection:
- First round by qualifying among 10 criteria judged by Energy4All network members
- Next by voting among own network and recruiting own support (a la unreasonable Institute)
- Final selection by the Energy4All committee consisting of Energy4All members and friends
- The cash prize will start to be €10k

For the infrastructure/channel function partners will be looked for. The project will start when sufficient funds will be available. Donations are welcome.

Energy4All organisation

The organisation of Energy4All consists of the board, the management and a group of volunteers.

Board

- Paul van Son (Chairman)
- Jan Paul van Soest
- Job van Roijen

Energy4All is a geographically diversified organisation and a lean virtual organisation without the costs of headquarters. The aim is to transfer most of the proceeds as donations, it is certified as charity Foundation under the Dutch tax regulation and therefore compliant to the strict conditions that fall under these rules. In order to secure its networking function at least one per year a social gathering is organised within the network partners and volunteers.

The network spreads out to people who hold executive position in industries, governments and other NGOs across the world and as such forms the foundation biggest asset.

The Foundation is operating lean to maintain the admin costs as low as possible. Overhead costs are 2-3k annually (1k as a minimum), as it works only with volunteers The current reserves (2020) available are approx. Euro 60k, sufficient for 2-3 additional projects. When the reserves will become less that Euro 20k first priority will be on fundraising before taking on new projects.

Communication strategy

This section lays out the details of the communication strategy and how it reflects Energy4all's overall vision, core aims and objectives.

Because Energy4all has lots of different stakeholders to interact with, communication needs to address a wide audience. This does not only include the public, politicians, participants in our projects and our staff, but also new volunteers, fundraising institutions and NGO's working in a similar field.

Energy4all is deploying of a web-based communication strategy which has several advantages:

- Reaching a wide audience with limited resources
- Ensuring a low-cost communication strategy
- Conservation of the environment through less printing material

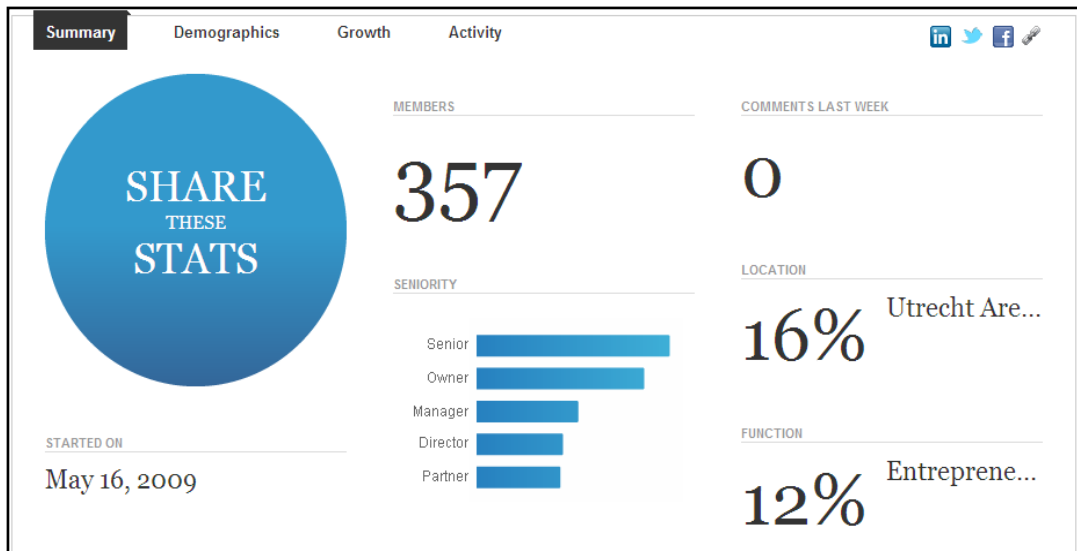
Only for certain events like Fairs and Conferences, Energy4all also produce Leaflets and Flyer.

Currently, the organisation engages through two main communication channels with stakeholders:

1. Website: <http://www.energy4all.org/>
2. Social media Linked In: [Energy4all/ NICE International](#)

Through its website Energy4all delivers the organisational core information, details about the projects, the organisational set up, it's mission and vision. The organisations success is demonstrated by regularly adding news items on it's website.

With the LinkedIn group Energy4all can successfully engage with it's stakeholders through interaction in discussions and feeds. A regular information flow can be provided through this platform. Energy4all's members grew to 357 members from May 2009 till today. The LinkedIn statistics help in identifying the stakeholders and adjusting the communication strategy is needed.



Social Media

Because having a web presence and engaging in social media is crucial, Energy4all is looking into broadening its communication strategy by using more social media like Twitter, Facebook and Wikipedia.

Twitter belongs to one of the core tools used within the Non-Profit sector. Twitter is used for sharing knowledge and news, donations targets, micro-blogging such as giving statements on relevant topics, recruiting volunteers and more. In the end, with Twitter an organisation is building up its community and can position itself.

Wikipedia is a popular and trusted platform for sharing knowledge. This website does attract a large audience without requiring much work.

Facebook is targeting a younger audience and is a good tool for building communities and showing own progress.

All three social media channels are popular, user-friendly and target a wide audience. Furthermore, Facebook and Twitter entail a two-way communication with posting discussion items and comments which is good for building a dialogue with our stakeholders. This also means additional engagement from the Energy4all members.