



**WAKAWAKA
FOUNDATION**

ANNUAL REPORT 2014

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INTRODUCTION

BY MAURITS GROEN

2014 was a year of growth, experimentation, and continued international impact for the WakaWaka Foundation. We are proud that we have been able to help victims of natural or man-made disasters on three different continents with safe, sustainable, and self-sufficient solar light and power solutions. The WakaWaka Foundation managed three crisis aid campaigns and applied a multitude of approaches in our other programs. We are very proud of the recommendations of Kofi Annan and Desmond Tutu for our work in the Philippines. In total, we managed to double the amount of WakaWakas on the impact map, from 70,000 to 140,000.

From January 2014 onwards the WakaWaka Foundation was financially and organizationally independent from our partner social enterprise Off-Grid Solutions B.V., the company behind the WakaWaka brand. We continued to build a large network of NGO-partners and donors to aid the 1,2 billion people living off-grid. Through our micro-entrepreneurs initiative in Indonesia, we committed resources and experimented with different ways of reaching female entrepreneurs at the bottom of the pyramid. We set up large-scale partner projects in West-Africa: in ebola hit regions in Sierra Leone and Liberia, and in Gambia WakaWakas were distributed to children to study at night. By growing our network of the Sun Sharing Alliance, we helped to distribute thousands of WakaWakas with small partner NGOs from South-Africa to South-Asia.

The end users of WakaWaka at the bottom of the pyramid are notoriously difficult to reach because they are not only living off-grid in terms of electricity access, but they often also lack a connection to distribution networks. To tackle the problem of 'last mile distribution', we set up different pilot projects in order to find the model that generates the largest impact.

Our work in 2014 can be summed up in three categories: generating donation WakaWakas for crisis areas, experimenting with different distribution models, and connecting with NGOs and impact partners to assist them with implementing donation programs for our target groups.

At the end of 2014, we decided to refocus our efforts on crisis aid campaigns and the responsible distribution of WakaWaka 'Give Ones'. The reason for this is the increasing number of donation units that are generated through the 'Buy One, Give One' model of Off-Grid Solutions B.V. (WakaWaka's social enterprise). To make sure these donation units generate the most impact in humanitarian crisis situations, we decided to put more focus on the coordination of proper distribution.

We want to thank the growing WakaWaka community all over the world for working with us to bring an end to energy poverty. We look forward to another year of creating WakaWaka impact with our partners. Let's continue to light up this world together!

A warm WakaWaka greeting,

Maurits Groen



OUR MISSION & APPROACH

The WakaWaka Foundation is an internationally operating NGO combating energy poverty. We focus on providing safe, sustainable, and self-sufficient energy and light solutions to people living at the bottom of the pyramid.

We devise strategies and team up with NGOs and corporations to make sure solar solutions become available to those who suffer from extreme poverty, live in off-grid areas, or are a victim of forced migration.

The health-effects, especially for the lungs and eyes, of indoor air pollution caused by kerosene lights and indoor cooking are tremendous. Next to that, no access to light is detrimental to safety, school results, economic activity and community life. Off-grid options to charge mobile phones or transistor radios are also limited, expensive and often rely on dirty fossil fuels.

The WakaWaka Foundation believes that these people should not wait for the arrival of old-fashioned, large-scale energy grids, which mainly run on fossil energy. We envision a similar transition in personal energy as we have seen in personal communication. Many people at the bottom of the pyramid have never had a phone landline; they jumped straight to affordable cell phones. Why wouldn't this be possible with energy as well?

There are 1.2 billion people in the world that live off-grid, without access to a conventional electricity grid. They depend on toxic, dangerous and dirty kerosene lamps for lighting or simply live in the dark at night.

We believe we are on the verge of a mobile energy revolution, which will primarily benefit the 1.2 billion people living off-grid. Personal solar power solutions will enable them to develop their lives in an economically and ecologically sustainable way. However, there is very little research on or experience with reaching the poorest of the poor in remote rural regions. Those living 'off-grid' do not only lack a connection to the electricity grid, but are also disconnected in terms infrastructure, information, education etc. That is why it has proven so difficult to reach this target group in a financially and organizationally sustainable way. For this reason, the WakaWaka Foundation invests in research and pilot projects to reach these communities and also pro-actively shares the results with our partners to abandon expensive and dirty fossil-based energy as soon as possible. Moreover, one of our main functions is to connect people and organizations, advocate energy poverty, and inspire businesses, NGOs, and governments to come together to end energy poverty. We are convinced that the best way to reach people at the bottom of the pyramid with solar solutions are organizational models that combine the best that 'trade' and 'aid' have to offer.

IMPACT DISTRIBUTED WAKAWAKAS

IN OFF-GRID AREAS IN 2014

2014

471.774  **PEOPLE** IN OFFGRID AREAS
WITH IMPROVED ENERGY ACCESS



118.348.95
EXTRA HOURS
SUSTAINABLE ENERGY FOR
WORK AND STUDY
PER YEAR



38.790
GREENHOUSE GAS
EMISSIONS
OFFSET (IN TONNES)



108.081
WAKAWAKAS
IN USE



61
PROJECTS
INVOLVED



27
COUNTRIES
REACHED



\$ 24.906.499,-

HOUSEHOLD SAVINGS IN TOTAL
OVER PRODUCT LIFETIME



\$ 237,57
ENERGY
SAVINGS PER
HOUSEHOLD

A photograph of a man in profile, looking out of a window. The window has a blue WakaWaka logo on it. A hand is holding a yellow WakaWaka light fixture in front of the window. The text 'CAMPAIGNS CRISIS AID' is overlaid in large yellow letters on the left side of the image.

CAMPAIGNS CRISIS AID

©Hassan Azmi Hijazi & Esseline van de Sande

In 2014, we ran three major crisis aid campaigns to get WakaWakas as quickly as possible to internally displaced persons (IDPs) and refugees that were victim of natural disasters or armed conflicts. In these campaigns we asked our WakaWaka community, through our social media channels and major news organizations, to donate WakaWaka Lights and Powers.

We also partnered with major NGOs who procured WakaWaka Lights and Powers from our partner social enterprise Off-Grid Solutions B.V.. We are getting very positive feedback from end-users and refugees on the use of WakaWakas. The WakaWaka Light helps to keep refugees safe at night and continue their life after dark, while the WakaWaka Power enables people to connect with family and loved ones in uncertain circumstances. Not only are WakaWakas beneficial for victim families, but also for aid workers who have to venture at night or stay in touch via their mobile phone on relief efforts. We noticed a sharp increase in the interest from aid workers for our products. On the following pages the three campaigns will be further explained.

 **13,200,000**
PEOPLE AFFECTED

 **1,103,628**
HOUSES DAMAGED

 **3,430,881**
PEOPLE DISPLACED

 **10 MILLION FILIPINOS WERE WITHOUT ELECTRICITY EVEN BEFORE HAIYAN**

MILLIONS MORE ARE LEFT IN THE DARK AFTER NOVEMBER 8TH

UP TO ONE YEAR
IT WILL TAKE TO RESTORE
ELECTRICITY
IN THE HARDEST HIT AREAS

SOLAR FOR PHILIPPINES

13,368 WAKAWAKAS DISTRIBUTED

When Typhoon Haiyan struck the Philippines in December 2013, it left millions of Filipinos homeless and without electricity. We worked with the International Rescue Committee, Cordaid, Save the Children, and The Red Cross to get as many of our solar powered lights and chargers on the ground as soon as possible. With WakaWakas, those affected could stay safe at night and stay connected with their families. Together with the WakaWaka community we raised more than 13,000 WakaWakas, impacting over 75,000 Filipinos. The Solar for Philippines campaign was part of a benefit concert featuring The Black Eyed Peas and was also endorsed by Kofi Annan and Desmond Tutu.

“The typhoon swept away our house, the only thing that’s left is the floor. We took shelter in the toilet, and we’re all doing OK. It was me and my older brother, my parents and my grandparents, the six of us. Now we’re living in a temporary shelter. I’m in grade 8 in the National High School and my favorite subject is math. We all use the light, during dinner, while eating and as I study. We have the solar lamp and candles. It would be totally dark here all night if we didn’t have it.”

Marjulyn (14), Dulag, Philippines





SOLAR FOR SYRIA

71.000 WAKAWAKAS DISTIRBUTED IN SYRIA, IRAQ, LEBANON & JORDAN

When we introduced the WakaWaka Power in 2013, the International Rescue Committee (IRC) asked us whether we could reserve the very first batch for Syrian refugees. After getting very positive feedback from both rescue workers and refugees, we launched our Solar for Syria campaign together with the IRC. Currently there are over 71,000 WakaWakas in use by Syrian refugees in camps in Syria, Lebanon, Jordan, and Northern Iraq. The WakaWaka Power is "among the most valued aid tools we distribute in Syria" (Bob Kitchen, Director Emergency Preparedness and Response of the IRC). The Solar for Syria-campaign is our longest running campaign and we remain committed to helping the ever-increasing number of Syrian refugees.



©Hassan Azmi Hijazi & Esseline van de Sande

WakaWaka Lights and Powers were distributed to Syrian refugees in Jordan and the MENA region. Today, there are over 700,000 Syrian refugees living in Jordan with about 100,000 currently living in camps. We would like to shine a light on some of their stories written by Esseline van der Sande.



© Esseline van de Sande



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AZRAQ REFUGEE CAMP

ous districts, or 'villages' structure, the Azraq refugee camp is deeply unpopular with refugees because there is nothing to do and it has no electricity. It is located in the middle of the desert and, unless there is a good moon, it is extremely dark at night. There are very few street lamps and none of the caravans have electricity. This means that families become virtual prisoners in their own homes when the sun sets. NGOs on the ground were able to distribute WakaWaka Powers within both camps. Most of these went to the night shift security guards who look after communal areas. The strong bright powerful light was popular with these guards. The SOS facility gave them a feeling of greater security when patrolling the area. Also, each security guard is now able to start their patrols with fully charged phones.

Some of the WakaWaka Powers went to a handful of female headed households with a number of teenage girls, as these are considered a particularly vulnerable group. The women are now able to earn some money by charging a small fee to others for recharging their phones.

NOOR ABOOD, 6 years old

Noor is a first grade student suffering from low vision. He goes to school every day and has to sit at the front of the classroom so that he can see the teacher, but the poor lighting away from the windows affects his ability to read and write in the classroom. NGOs on the ground supported Noor by giving him the WakaWaka Power to use inside the classroom during the reading and writing sessions. The light from the WakaWaka is powerful enough for Noor to read comfortably. Noor is also using this light during the extra-curricular sessions especially during activities that need fine motoric skills and concentration.



YOU CAN'T FIGHT EBOLA IN THE DARK

15,000 WAKAWAKAS DISTRIBUTED IN LIBERIA & SIERRA LEONE

When the Ebola outbreak first hit in the summer of 2014, WakaWaka mobilized resources to send solar lights to Liberia and Sierra Leone. In these countries, over 90% of the population is not connected to the electricity grid. Health workers have to work practically in the dark at night, which is very unhygienic and unsafe. 15,000 WakaWakas have now been included in Ebola prevention kits for West-Africa to help courageous health workers fighting the spread of the virus. Local NGO partners include GIZ, IRC and Save the Children. Our campaign efforts included a live crowdfunding event at the international Consumer Electronics Show in Las Vegas.

For this campaign WakaWaka and Cordaid joined forces to support quarantined households. Over 1,500 WakaWakas were donated to this program. On the photo you can see Hawa. Her family was one of the households that received a WakaWaka, which made a huge difference to their experience in quarantine. They found the WakaWaka was easy to use, and did not take long to charge, sometimes it only needed 30 minutes in the sunlight before they could use it again. They could charge it without breaking quarantine, slipping it up on the roof of their house whenever it needed to be charged. Hawa and her family said that one of the greatest benefits of the WakaWaka was that it could be used by the children, so they could read and do lessons, even in the evening. They could also charge their mobile phone and radio through the USB port on the device so Hawa's family could keep in touch with friends and family, and were able to follow the latest news on the ebola situation. Their children benefited hugely as well, because even though they were quarantined and the schools had closed, lessons were held over the radio, which their children could follow along, meaning their education did not suffer as greatly as it might have.





WAKAWAKA MICRO-CREDIT INDONESIA

In 2014 we piloted a new micro-finance model in Indonesia to make sure that also women at the bottom of the pyramid are able to purchase a WakaWaka. A big problem for those living on less than two dollars a day are the 'upfront costs' of the WakaWaka, because many are unable to save up money. The Women Empower Initiative is an innovative, scalable and sustainable business model, which gives women living in rural areas at the bottom of the pyramid access to working capital, a WakaWaka, and entrepreneurial training. In cooperation with local Microfinance Institutions (MFIs) we offer the women an 'integrated loan': a package consisting of a working capital loan and a product loan for WakaWaka products.

By offering a loan for a financial and non-financial product we aim to fully unleash the women's entrepreneurial potential in two mutually reinforcing ways. Firstly, the working capital loan and entrepreneurial training will enable unbankable women to start up their own enterprise. Secondly, the WakaWaka will increase productive entrepreneurial time by providing three hours of extra light in the evening. It will also reduce daily household expenses spent on dangerous, inefficient and unsustainable energy, light, and mobile phone charging, eventually eliminating all costs. The increase in entrepreneurial hours and decrease in household expenditures will enable the women to repay their loan and grow their business much faster. Moreover, it increases their fate to influence their own lives.

We started the pilot of this WakaWaka microfinance project in July 2014. The WakaWaka Foundation has been able to supply the organizations with 4,000 WakaWakas as a kickstart for the project. A few hundred micro-loans have already been administered by the local MFIs and the first test results are very positive. The MFIs are very enthusiastic to cooperate as they see the integration of WakaWaka products in an entrepreneurial loan as a way to expand their activities and lift thousands more out of poverty.



WAKAWAKA PARTNER PROJECTS

© Esseline van de Sande

The WakaWaka Foundation teams up with corporations and NGOs to provide WakaWakas to families in developing countries. The WakaWaka Foundation develops and implements these large scale (+1,000 WakaWakas) partner projects according to the WakaWaka quality principles, to get the maximum social and environmental benefits as well as a responsible integration of personal solar solutions in local communities. Within a partner project, the WakaWaka Foundation is responsible for the overall project management, finding a local target group and partner to implement the project, arranging the logistics, monitoring, repairs and recycling.

In 2014 we worked closely with members of the Dutch business community to raise money for 2,245 WakaWaka Powers as a first step to light up Gambia. These WakaWakas were distributed to four different schools in Gunjur and other regions of Gambia. Because of the downsides of simply donating a WakaWaka in the local community, some of the recipient organizations decided (together with their target community) that families would pay approximately two dollar for a WakaWaka. The earned money was used for the purchase of community items, like an extra solar energy system or a new battery for the local medical vehicle. This multiplied the impact of the WakaWakas.



UGANDA

Esther van der Linden and Interplast Holland

In september 2014, Esther van der Linden travelled to Uganda. Half a year before the trip, she decided to set up a campaign to raise WakaWakas to bring with her during the trip. Eventually Esther was able to take 120 WakaWaka Powers with her on her journey. To make sure these were distributed properly, Esther decided to give them to the Interplast Holland. Interplast trains local doctors to become plastic surgeons in Kampala. They work in the Mulago Hospital in which they have set up a burns centre. Since a few years they also run a Burn Prevention Program. Because next to rickety cooking stoves a lot of the burns accidents are caused by kerosene lamps or candles left unattended and falling over.

In line with the giving strategy of the WakaWaka Foundation, Esther and the Interplast team thought of a 'Service in Return' when handing out the WakaWakas. They came up with the great idea to give the WakaWaka as a reward to the people who took action to prevent burns, like protecting their cook stoves with corrugated sheets or by placing it in a wooden container. Passing on the message of safety when dealing with fire and adapting the 'kitchen' was a great service in return for a WakaWaka.

Esther: 'You have no idea how happy the people are with these lamps. A small lamp that you can charge with the sun and gives light, means you don't need to buy kerosene or candles. Some people can even charge their mobile phone with the lamp.'





SUN SHARING ALLIANCE

In 2014, we continued to work with smaller NGOs to provide WakaWakas to target groups that are especially difficult to reach. Organizations can apply to become a WakaWaka Sun Sharing Alliance (SSA) partner and obtain WakaWaka products for a reduced price. Condition is that the products are destined for a WakaWaka Foundation target community. The Sun Sharing Alliance is valuable for the WakaWaka Foundation because it provides us with practical information from off-grid areas all over the world, including pictures and stories of the impact of WakaWakas.

Like many of our partner projects, we encourage our partners to not just donate WakaWakas to a recipient group, but to ask for a service in return. This is always received very positively by our partners. A service in return increases the perceived value of the product, making the end-user proud for earning a WakaWaka instead of being given one.

ZIMBABWE, MUTARE

As a result of longstanding cooperation between schools in Haarlem and schools in Mutare, 600 WakaWaka Lights were donated to school children in Mutare who do not have access to electricity. With support from local organizations in Mutare, the WakaWaka Lights were distributed fairly amongst the students who needed them the most. These WakaWakas will replace dangerous and toxic kerosene lights and enable the children to study during dark hours.

MOZAMBIQUE

Gorongosa National Park in Mozambique received 110 WakaWakas, which they are using during night rides in the park. The National Park Veterinary, Rui Branco, stated: 'Now, with the WakaWaka I know that I can be in the bush and have light at night when I'm placing satellite radio collars on the animals living in the Park, such as lions, elephants and antelopes.'

SENEGAL

This is Demba So, a shepherd from Senegal. He sleeps in the field with his herd at night. He says that the light from the WakaWaka helps him to scare away snakes and scorpions and even hyenas!





© Esseline van de Sande

BOARD

The day-to-day operations of the WakaWaka Foundation are managed by the daily board of the Foundation. The board meets every month to discuss ongoing business and to report to the Supervisory board.

BOARD 2014

Cas van Kleef
Maurits Groen
Robin Sheridan

SUPERVISORY BOARD

The supervisory board is assigned with the task of supervising management, advising on strategic matters, authorizing financial statements and appointing, suspending and discharging members of the management team. The supervisory board meets every 3 months.

SUPERVISORY BOARD MEMBERS 2014

Wouter Scheepens
Sywert van Lienden
Froukje Jansen
Dianda Veldman
Patrick van Gerwen