

Dear Friends and Sponsors of the Stiftung Solarenergie,

Since 2004 the Solar Energy Foundation has been devoting itself to the alleviation of poverty in developing countries by means of the implementation of solar energy. More than 2 million people in Africa and Asia are benefitting from our work.

One of the core elements of this work has always been a focus on sustainability: With donations alone it is not possible to eradicate the poverty in developing countries which is due to a lack of energy sources. This can only be achieved if the strength to alleviate the hardship grows and ripens within the continent itself.

For this reason, those solar projects which are financed with donations must be able to meet the requirement of being “help for self help“ if they want to trigger any long-term developments. Humanitarian aid projects for developing countries must nurture and support the inherent strengths within these countries.

For this reason we are not concerned with providing one-off aid measures. Instead our aim is to initiate and accompany long-term development processes. In addition to the humanitarian and ecological aspect, the object of our solar projects is to assist the emergence of a local solar trade within our partner countries.

We therefore realise humanitarian projects and train solar technicians by means of donations and through this charitable work we contribute at the same time towards the establishment of independent solar enterprises which create employment on a long-term basis.



**I am delighted by the fact that the Solar Energy Foundation has now won the prestigious EuroSolar Award.**

The jury particularly emphasised that the Solar Energy Foundation makes a sustainable and holistic contribution towards poverty alleviation by means of the implementation of solar energy.

This award also belongs to all our donors and supporters, who have assisted us on this dual path.

Freiburg, October 2017

Dr. Harald Schützeichel, Director

## Help for self-help

Sustainable approach of Stiftung Solarenergie

NGO  
projects

Training

Support for  
entrepreneurs

Sustainable  
jobs

---

## Combatting the reasons for migration: promoting the creation of jobs

---

Nobody simply gets up and leaves their home if they have good prospects where they are. This includes the possibility of ensuring one's own personal survival and that of one's family by means of paid work.

We want to create jobs in our partner countries, improve economic structures and accompany young entrepreneurs in building up their businesses. We do this in many different ways. Training and further education belong to the central measures.



---

### Training courses

We offer specific further education measures:

- courses for young entrepreneurs in business management, strategy making and management
- courses for technicians in the sectors planning, installation, maintenance and repair of solar systems
- courses for sales staff in selling, customer training and customer service

We do not carry out standard seminars: Instead we plan the training measures to meet specific needs.

### Dual training

In our experience, the combination of theoretical and practical training provides the best results.

For this reason we always take advantage of our charitable solar projects to give young entrepreneurs and their staff practice-related training.

Above all, our solar village projects have proven their worth as a practice-related training opportunity. The training courses are carried out by local trainers whenever possible.

### Exchange of experiences

We promote the exchange of experiences within our network of young entrepreneurs (Sendea). This is necessary because further education must be continued in the course of day-to-day business. The exchange of information and experiences gained during the daily business routine is important for the stable development of small-scale businesses.

---

These solar entrepreneurs, who were trained by us, have already created 110 jobs in their businesses in Kenya and Uganda:



Esther Katete



Frank Neil Yiga



Joseph Wanume



Gathu Kirubi

---

### What can you personally do in order to combat migration and create jobs?

Our proposal: With a donation of 1,000 euro you can take over a virtual sponsorship for the **training of a solar technician or solar entrepreneur** in one of our partner countries.

---

## Solar villages - a success story continues!

---

### What is a solar village?

In order to make a long-term contribution towards the alleviation of poverty in developing countries we pursue an intensive village development strategy - **the provision of whole villages with solar energy**.

As an initial measure, the Solar Energy Foundation places a basic supply of solar energy (3 LEDs, mobile phone charger) at the disposal of all households at a subsidised price. The price to be paid by each household is oriented towards the amount which the poorest families in the village are capable of paying.

The solar systems are paid for in monthly installments over a period of 6-12 months. In this way it is guaranteed that every family receives a basic power supply. The people can take advantage of the solar systems and instead of paying for kerosene they now pay for solar electricity. After the last of the installments has been paid, the solar systems become the property of the family.

### By means of the solar village strategy we are able to achieve three aims:

#### 1. Light for education

- A basic supply of electricity for all households.
- In addition: solar energy for schools, health posts, churches, mosques, public buildings.
- Installation, maintenance and service by local solar tradespeople.

#### 2. Public awareness

- Solar villages arouse a great deal of publicity.
- The trust of the population in the possibilities of solar energy grows.
- Solar energy makes social and economic development possible.

#### 3. Support for the local solar trade

- A practical training project for solar technicians.
- A reference project for the local solar enterprise.
- Subsequent support measures in the form of loans for customer financing.



### Since 2004 nine solar villages have been realised:

2005: Kechemober, Ethiopia

2007: Rema, Ethiopia

2009: Dire, Ethiopia

2014: Arso Amba, Ethiopia

2015: Chbar Chros, Cambodia

2016: Kasozi, Uganda

2017: Isukwe (near Jinja), Uganda

2017: Luwero (Nandere), Uganda

2017: Kibera (Nairobi), Kenya

**We are currently planning the next two solar villages in the west of Uganda: Mbarara und Kasese.**

### What can you personally do to contribute towards the realisation of further solar villages?

Our proposal: Take over the sponsorship for the solar system of a household.  
This would cost **200 euro**.

## Impressions from existing solar villages



Kechemober 2005, the first solar village



Rema, first solar village with LED lamps



Water in village of Rema due to the solar water pump



Chbar Chros, our solar village in Cambodia



Installation of a solar panel in Arso Amba



School in solar village Nandere, Uganda

## Current project: solar irrigation in Kenya



After the long-lasting drought in Kenya, the Solar Energy Foundation has initiated a project to provide farmers there with a secure source of income by means of the implementation of solar water pumps. This project is already making good progress. The selected pumps are made by the Ennos company. They are already on their way to Kenya and will pass the customs sometime this month.

On site we are working together with two Kenyan partners:

- Daniel Muhia, founder of Greenserve Agri-solutions and an expert in the field of agriculture, has taken over the responsibility of training the farmers in the utilization of the solar water pumps.
- Gathu Kirubi, founder of SunTransfer Kenya, and his team are responsible for the installation and maintenance of the water pumps.

## Your support is vital!

### This is how you can help:

**200 euro** to sponsor a family in a solar village.

**1.000 euro** to sponsor the training of a solar technician or a solar entrepreneur.

### Donation accounts:

- Volksbank Freiburg, BIC : GENODE61FR1  
IBAN: DE78 6809 0000 0037 3830 07
- Bank im Bistum Essen eG: BIC: GENODED1BBE  
IBAN: DE54 3606 0295 0032 0690 10

### Contact:

Stiftung Solarenergie - Solar Energy Foundation  
Basler Landstraße 8, 79111 Freiburg, Deutschland  
Tel.: 0761 888 573 10  
email: [mail@stiftung-solarenergie.org](mailto:mail@stiftung-solarenergie.org)

When we receive your donation we will send you a donation receipt and keep you regularly informed about the progress of our work.

