



**November 2011**

## **Barefoot Power reaches 1.5 million with the support of the European Union**

Barefoot Power is grateful to receive funding from the European Union through GEEREF Regional Fund Support Facility, a Fund dedicated to the development of affordable renewable energy and efficient lighting in developing countries.

Barefoot Power is a global, social for-profit enterprise that manufactures and distributes solar phone charging, lighting products and business development services to people at the base of the global economic pyramid. We are on a mission to bring electricity to millions of people that currently use kerosene lighting and walk far for phone and battery charging, and we plan on reversing the traditional process of rural electrification while reducing the global carbon footprint.

Barefoot Power has developed a network of partnerships active in over 20 countries. We have reached over 200,000 households of the EU funded target of 500,000. Our third tranche of grant funding will enable Barefoot Power to continue training programs for microentrepreneurs, microfinance partners and global importers and continue to expand our distribution networks. Barefoot Power has trained 1500 of 2000 entrepreneurs targeted and expects to reach at least 500 more before March 2012.

Grant funding by the European Union has also supported Barefoot Power's efforts in building awareness for solar energy through the development of marketing materials for trainings, business-in-a-bag branded products for microentrepreneurs, and localized radio campaigns and promotions to support in country distributors in their communities.

Barefoot Power continues to engage and expand microfinance partnerships that provide innovative financing options for distributors and consumers to aid in making the switch to clean energy. Some of our MFI partners include Faulu and Kadet in Kenya, Fonkoze in Haiti, Anglicord/AusAID in the Pacific. In Uganda, Barefoot Power has partnered with CREAM's Village Savings and Loan group and with BRAC's health care providers to extend the reach of distribution into the most rural areas. We enhance our ability to leverage community networks through partnership with these microfinance organizations and other NGOs such as ViAgro Forestry and Emesco in Uganda, Forest Action Network and BISEP (Business Initiatives Supporting the Eradication of Poverty) in Kenya and Grameen Koota, India.

Generous grant funding has allowed us to recruit qualified staff across all our business units. In China, we supplemented our team whom are focused on operational excellence throughout the production and distribution chain. Improvements include quality assurance standards and optimizing logistics and international sales distribution. Barefoot Power has been operating out of China since 2005, developing product to address energy poverty in developing countries and seeking to replace kerosene lamps widely used by poor, off-grid communities, by reliable solar-power low-cost lighting solutions.

Barefoot Power has designed, developed and is roll-out a new generation of affordable, high-quality lighting systems that include improved LED technology and longer-lasting, more



environmentally-friendly batteries that are designed and developed to meet the UN Clean Development Mechanism standards.

For the year ended 30 June 2011, sales in Africa grew approximately 200% while sales to the Pacific region were up only fifty percent. Development of the Pacific market has been slower and more challenging than originally expected. To succeed, fulltime management focus will be maintained in the Pacific region. In contrast, our operations in Africa have grown quickly and are reaching cash-flow positive scale.

Barefoot Power has been operating in India since 2009. The Osprey Foundation, Frankfurt School of Microfinance, Ennovent and ONergy are helping us test new delivery models of rural electrification across the country.

The United Nations has declared 2012 as the *International Year of Sustainable Energy for All* in an effort to raise awareness about the critical importance of extending modern energy services to the billions who lack power. Barefoot Power plans to participate in UN efforts to build awareness for our mission and support our goal of reaching 5 million people by 2012.

Barefoot Power is positioned to continue in its pursuit to end energy poverty and improve the lives of communities at the base of the economic pyramid, while offsetting carbon emissions, with the support of the European Union GEEREF Regional Fund Support Facility.

Thank you for your support!

The Barefoot Power Team  
[www.barefootpower.com](http://www.barefootpower.com)