



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



LOW CARBON WINNER 2013

Litre of Light Colombia produces ecological light bulbs made from PET plastics. Bottles are filled with water and bleach and then installed on the roofs of houses. Each bottle creates light equivalent to a 60 W light bulb without requiring electricity.



Litre of Light, Colombia

BUSINESS MODEL

Litre of Light light bulbs are an alternative method of lighting which does not generate heat, requires no maintenance, does not incur monthly costs and is self-sustaining. The materials required for production can be found everywhere: a discarded PET bottle, water, bleach and glue.

The enterprise operates in over twelve cities in Colombia and is being replicated in five Latin American countries. A manual for making the light bulbs helps rapid dissemination. The project is sponsored by private enterprises.

ENTERPRISE FAST FACTS

Location	Bogota
Year founded	2011
Sector	Energy / renewables
Product/Service	Ecological light bulbs

CONTACT

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Social impacts:

- Improving quality of life for Colombians who lack electric lighting in their houses.
- Providing new and alternative livelihoods for communities, and specifically for women.
- Increasing the visibility of low-income communities to national decision-makers and the international community.

Environmental impacts:

- Saving more than 600 tonnes of CO₂ per year.
- Up-cycling plastic bottles.
- Carbon credits issued for saved emissions within three years.
- Environmental education of households and communities.

Economic impacts:

- Enabling households to save up to 40 % on energy bills.
- Contracting women to spread the idea and find new households to benefit from the approach.
- Enabling individuals to increase their income from other job opportunities

” Lighting Homes. Transforming Lives.

Scaling up activities:

- Consolidate the business, expansion and replication plans of the enterprise.
- Provide 3,000 families with light, saving nearly USD 300,000 per year.
- Test the prototype – the “Litre of Light Night” – in at least 50 households.
- Open a related enterprise in Ghana with the help of CICR and the Colombian Embassy.



” With the Litre of Light Night approach, the enterprise is expanding its activities and developing innovative solutions for the pressing needs of rural and urban communities.

Partnership

• **Litre of Light Colombia** is the NGO leading the Litre of Light enterprise. It is responsible for all business activities and developing and distributing the products.

• The **Colombian Department for Social Prosperity** has engaged in a strategic alliance with the enterprise to identify households with a demand for Litre of Light light bulbs throughout Colombia, supported by **ANSPE**.

• **JCI Colombia** supports the enterprise by providing leadership capacity-building and helping with the expansion of activities.

• **PepsiCo** and **Sika Group** are the global sponsors.



The 2013 SEED Low Carbon Awards are supported by the International Climate Initiative (ICI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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