



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



LOW CARBON WINNER 2013

Nuru Energy provides portable rechargeable lights and the first commercially available pedal power generators, giving rural communities energy for their daily activities. By introducing an affordable alternative to kerosene, the enterprise also helps reduce CO₂ emissions.



Nuru Energy, Uganda

BUSINESS MODEL

The POWERCycle pedal generator and Nuru Lights provide clean, sustainable energy anytime and anywhere, improving access to electricity and lighting for the poor. A reliable and easy-to-use solution substitutes expensive kerosene, which reduces CO₂ emissions and contributes to the development of the local communities.

Nuru Energy recruits and trains village-level micro-entrepreneurs (VLEs). VLEs sell the LED lights to their communities and then offer recharging services for a small fee, earning their previous daily income in just 20 minutes by fully recharging 5 Nuru Lights.

ENTERPRISE FAST FACTS

Location	Kampala
Year founded	2008
Sector	Energy / renewables
Product/Service	LED lights and pedal power generators

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Social impacts:

- Improving community members' sense of self-worth by providing basic services and saving them money on kerosene.
- Enabling women to earn up to USD 1.50 an hour in profit from recharging services.
- Improving household air quality and preventing respiratory diseases.

Environmental impacts:

- Preventing 50,000 tons of CO₂ emissions each year by replacing kerosene lamps.
- Increasing awareness of climate change and its effects through training micro-entrepreneurs.

Economic impacts:

- Reducing household expenses on kerosene for lamps by over USD 90 a year.
- Improving people's productivity by enabling them to work after dark wherever needed – the LED lights are highly portable.
- Promoting entrepreneurship while recruiting and training new VLEs.

” Nuru Energy’s bottom-up approach is evident in every product developed and also in the way these products are delivered to the market.

Scaling up activities:

- Establish partnerships jointly promoting sustainable energy with at least two organisations in Uganda and East Africa with a footprint in the target communities.
- Prevent over 50,000 tons of CO₂ emissions by substituting kerosene lamps with Nuru lights.
- Establish at least 3,000 VLEs (minimum 30 % women) in target areas and sell at least 500,000 Nuru lights in rural areas with no access to electricity.
- Enable over 100,000 students and pupils to study when there is no daylight.



Partnership

• **Nuru Energy Uganda** recruits and trains entrepreneurs to sell LED lights to their communities and then provide recharging services for a small fee.

• **Kiva Microfunds** provides microloans to the poor, enabling them to purchase Nuru lights.

• **World Vision Rwanda** provides Nuru lights to extremely poor households to help them save money on expensive kerosene.

• **World Vision Tanzania** promotes sustainable electricity among local community members and helps train village-level entrepreneurs in Tanzania.



” Nuru Energy is literally unlocking human potential in order to address the unique energy needs of the poorest of the poor.



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

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

Partners

CONSERVATION INTERNATIONAL



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