



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



LOW CARBON WINNER 2013

Pollinate Energy trains local community members to become micro-entrepreneurs and helps them build clean energy businesses. Entrepreneurs are provided with small-scale solar systems and other clean energy products, which they sell to slum residents who would otherwise rely on kerosene.



Pollinate Energy, India

BUSINESS MODEL

Energy poverty is not a technology problem, it's a distribution problem. Pollinate Energy fills this gap by training local people in technical and entrepreneurial skills and supporting them as they build clean energy micro-franchises. These franchises service urban slum residents with clean energy products, such as solar systems and smokeless cookstoves.


Pollinate Energy's clean energy solutions help fight India's widespread energy poverty by effectively reaching out to the increasing numbers of urban slum communities, both as customers and distributors.


ENTERPRISE FAST FACTS

Location	Bangalore
Year founded	2012
Sector	Energy / renewables
Product/Service	Micro-enterprise development

CONTACT

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Social impacts:

- Providing over 15,000 individuals in slum communities with access to affordable solar lighting.
- Training 20 micro-entrepreneurs to build successful clean energy businesses.
- Improving the health of product users by eliminating the need for kerosene lanterns and reducing indoor air pollution.

Environmental impacts:

- Contributing to climate protection by saving a total of 37,440 litres of kerosene per year.
- Offsetting 89,856 kg of carbon dioxide a year by using solar energy lighting systems.
- Educating micro-entrepreneurs and local communities about the benefits of green technologies.

Economic impacts:

- Generating additional and alternative income sources for members of urban slum communities through the manufacture and sale of solar lighting systems.
- Enhancing overall productivity through electrification of peri-urban areas.

” Pollinate Energy creates opportunities for low-income community members to start their own businesses as micro-distributors, bringing clean energy technology directly to the urban slum communities who need it most.

Scaling up activities:

- Provide over 15,000 individuals in slum communities with access to affordable solar lighting.
- Operate in 3 Indian cities by the end of 2014, increase the number of fully-trained micro-entrepreneurs from 10 to 60 and hire 5 new management staff.
- Further reduce the need for kerosene through increased product sales and save 90 tons of carbon emissions over the next 12 months.
- Improve financial sustainability to ensure that each city is sustainable on a city-by-city basis, and attract external investors to cover the initial costs for new cities (USD 50,000 per city).



” Around 2,500 lights are sold by Pollinate Energy within a year of their operating in an Indian city, equating to savings of 37,440 litres of kerosene and 89 tons of CO₂.



Partnership

● **Pollinate Energy India** leads the operations in India and is responsible for training micro-entrepreneurs and implementing, monitoring and evaluating their activities. It also runs the international volunteer programs that bring students and young professionals to Pollinate Energy headquarters.

● **Pollinate Energy Australia** provides support with day-to-day operations, finance, logistics, and training for micro-entrepreneurs.

● **Parinaam Foundation** helps recruit micro-entrepreneurs and advises on working with low-income urban communities.



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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