



## SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



## LOW CARBON WINNER 2013

Solar Serve specialises in the manufacture and distribution of solar cookstoves and clean cookstoves. Customers benefit from reduced costs for fuels and improved health, while pressure on the environment is decreased due to the reduction of deforestation and carbon emissions.



### Solar Serve, Vietnam

#### BUSINESS MODEL

Solar Serve offers efficient alternatives to traditional cookstoves. The clean cookstoves use significantly less coal or biomass than their traditional counterparts, and the solar cookstoves produce zero emissions. Trained staff members sell the products directly to local communities.

The target groups for the products are urban and rural households who use cookstoves on a daily basis. Users benefit from reduced costs and a positive impact on their health.

#### ENTERPRISE FAST FACTS

Location	Danang
Year founded	2009
Sector	Energy / renewables
Product / Service	Solar and clean cookstoves

#### CONTACT

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#### Social impacts:

- Training local community members to become trainers (there are 55 at present) and training salespeople in marketing.
- Raising awareness about the socio-economic advantages of using resource-efficient cookstoves in urban and rural communities.

#### Environmental impacts:

- Protecting local forests by cutting the need for firewood by 50 % per household and saving 1.1 tons of carbon emissions per solar or clean cookstove each year.
- Improving health by reducing indoor and outdoor air pollution, as well as security.

#### Economic impacts:

- Enhancing customer choice by providing cost-efficient alternatives to traditional cookstoves – the savings over five years are around USD 500 for solar cookers and USD 900 for clean cookers.
- Providing employment for 10 female entrepreneurs (plan is 34 by 2014).

” To date, Solar Serve has supplied more than 2,500 solar cookstoves and 150 clean cookstoves to low-income and minority peoples in Vietnam.

### Scaling up activities:

- Scale-up the direct sales and distribution network, expanding into new areas.
- Further improve production methods and the efficiency of the products.
- Gain official environmental certification, thereby attracting international recognition.
- Develop high-efficiency biomass pellets as an alternative to conventional biomass, expanding the product line.



” Using solar cookstoves and clean cookstoves significantly reduces carbon emissions, fuel consumption and the occurrence of respiratory diseases.



### Partnership

• **Solar Serve** manages the marketing, manufacture and distribution of the clean cookstoves and solar cookstoves, as well as training salespeople.

• **The Centre for Social Initiatives Promotion (CSIP)** provides know-how and assistance in business development and networking. It provided seed funding of USD 20,000.

• **Thien Phuc Nguyen** helps broaden Solar Serve's distribution network by promoting and distributing the products through its own distribution channels.



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](mailto:info@seedinit.org) or visit:

[www.seedinit.org](http://www.seedinit.org)

### Partners

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