

The WakaWaka Foundation - Policy & Programs

The WakaWaka Foundation is an internationally operating NGO combating energy poverty. We focus on providing safe, sustainable and self-sufficient energy and light solutions to people living at the bottom of the pyramid.

These solar solutions are comprised of the WakaWaka Light; providing up to 80 hours of LED lighting, and the WakaWaka Power; the smartest and most efficient solar LED light and charger in the world. Using the WakaWaka products provides life-changing benefits for health, the environment, safety, education and financial stability. Not only do we focus on providing the technological device to escape energy poverty; we also provide necessary life skills and support.

The WakaWaka Foundation has two main goals:

- We devise strategies to make sure solar solutions become available to those who suffer from extreme poverty, live in remote regions or are a victim of forced migration, for example due to wars.
- We educate children in developing countries about the health benefits and money-saving benefits of making sustainable choices for their family and community.

In order to reach these goals, the WakaWaka foundation has devised a number of strategic programs, which are outlined in this document.

1. Crisis AID

We are concerned with the effects of climate change on those living at the bottom of the pyramid. The resulting droughts, floods and rapid changing weather patterns lead to resource scarcity, lack of water, food and arable land. In areas without proper administration or means this leads to migration, conflict and war. The WakaWaka Crisis Aid is assisting people in crisis situations or humanitarian disaster zones with WakaWaka solar products so that they can live and communicate safely in dangerous situations.

The exponential rise in the number of civil wars and conflicts has resulted in forced migration and large groups of refugees. These migration patterns make it essential to provide vulnerable groups with personal solar energy solutions:

- It gives them an opportunity to navigate their increasingly unstable environments.
- They can take their energy supply with them wherever they go.

The absence of light and electricity is a major security issue inside the growing number of refugee camps. Venturing out at night to collect wood or socialize is extremely dangerous for women because of the high risk of sexual violence. Tent fires resulting from the use of kerosene lamps have been wiping out whole sections of the camps and causing injuries and fatalities. The WakaWaka personal power solutions enable these individuals enduring difficult circumstances to live and communicate safer with their scattered family and loved ones

In our WakaWaka Crisis Aid Program we are working together with partners from the international crisis response community to provide these solar solutions. The WakaWaka Crisis Aid program is currently focused on the civil war in Syria.

2. WakaWaka Micro-entrepreneurs

In our WakaWaka Micro-Entrepreneurs Program, the WakaWaka Foundation works together with NGOs to provide Microcredit loans to women at the Bottom of the Pyramid who would like to become a WakaWaka Micro-Entrepreneur. The women are given small loans and are given training on how to reach consumers at the Bottom of the Pyramid with WakaWaka solar products through micro-loan installments. Through this program we promote economic development, teach entrepreneurialism, and alleviate energy poverty for those who need it most.

The target groups for the WakaWaka Micro-Entrepreneur Program are communities or groups of people at the bottom of the pyramid. These people will benefit most from safe, sustainable, and self-sufficient solar solutions but are difficult to reach. This target group not only lives off-grid or with malfunctioning electricity supply but are also not able to obtain WakaWaka products through regular, commercial channels. This program is not a subsidy but an investment: a loan consisting of WakaWakas will be used to start up the micro-entrepreneur programs.

WakaWaka Micro-Entrepreneur Target Group

The WakaWaka Foundation target groups that have one or more of the following characteristics:

- The target group lives in temporary residence. This includes people living in semi-permanent tent camps because of forced migration due to wars or natural disasters
- The target group lives in extreme poverty or has little access to currency. Because of poverty, the target group cannot buy WakaWaka products through regular channels
- The target group lives in a remote location. Because of the remote area, the target group cannot buy WakaWaka products through regular distribution channels.

Focus on women

Trade, not aid, is the solution for women in developing areas. Women are the secret weapon in fighting hunger and illness. Research by the United Nations Population Fund (UNFPA) shows that educated mothers have healthier families. The WakaWaka Foundation desires to improve the situation of women and children by empowering them. Placing women in control as micro-entrepreneurs provides communities with the opportunity of social progress in areas that our partner organization Off-Grid Solution cannot reach.

The Micro-Entrepreneurs Program has two beneficial sides. On the one hand, we train entrepreneurs and help making the local economy grow in a sustainable way. We aim to not only make WakaWaka available as a starting capital but also at providing vocational training for future WakaWaka entrepreneurs. On the other hand, we make solar solutions available for consumers who are unable to pay the total price in one go. Through our micro-finance partner, we offer sustainable product loans. These are loans that are used by the consumers to buy a WakaWaka, which will save them money, as they do not have to buy kerosene for their lamps anymore! By asking the consumers to pay a small amount of money every week or month until the WakaWaka has been fully paid we can really reach those at living at the bottom of the pyramid.

3. Sun Sharing Alliance

Many of the communities living off-grid are part of the rural rising lower middle class. These groups have a growing disposable income and are able to buy solar energy solutions. In order to provide these communities with safe, sustainable and self-sufficient energy solutions, we offer the possibility to buy WakaWaka products for a heavily reduced price.

The WakaWaka Foundation believes that we need strong partnerships to reach everyone living in these communities. There are many NGOs and non-profit foundations with strong connections and knowledge of the communities who suffer from energy poverty. Organizations can apply to become a WakaWaka Sun Sharing Alliance Partner in order to obtain WakaWaka products for a reduced price if the products are designated for a community affected by energy poverty.

4. Climate Hero Education

The WakaWaka Climate Hero Program aims to educate children at the bottom of the pyramid about the benefits and importance of sustainable living. The WakaWaka Foundation is planning to team up with partners all over the world to develop region-specific climate education kits, which are fun and provide important tips for children and their families to save on their cost of living, increase health and improve the local environment.

The connection between climate change and social problems is central to our approach. We have seen that within off-grid communities there is often very little knowledge about sustainability and the benefits of long-term view on your direct environment. This lack of knowledge has real negative consequences on the quality of life. Lack of proper training in the way local eco-systems function often leads to water degradation and deforestation. But there are also issues that connect sustainability and personal health, like the dangers of cooking inside and the health hazards of kerosene lamps. Unsustainable choices cost a lot of money over the long run. Kerosene lamps cost about 20% of the daily income of those at the bottom of the pyramid. We aim to tackle all of these problems by training and educating children on the direct, tangible benefits of living sustainably. We develop Climate Hero Education courses, which are distributed and monitored through our international partners. We aim to do this via our Climate Hero Education program.