

# PROMOTING SOLAR ENERGY IN HAITI

(Data as of December 31, 2017)

With support from FOMIN/IDB and USAID, Arc Finance is working with money transfer organization Sogexpress to:



**1.** Allow Haitians in the diaspora to provide solar products to their families in Haiti via klereayiti.com



**2.** Expand access to solar products in Haiti through the Sogexpress network of flagship stores and agents

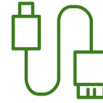


**3.** Give Sogexpress agents new business opportunities through a consignment program

## Expanding clean energy access



**96,600** customers have bought clean energy products



**87%** of solar products sold offer lighting and mobile charging



**483,000** household members have benefitted



- Simple Lantern (13%)
- Lantern with Mobile Charging (77%)
- Mini Solar Home System (10%)

## Creating jobs in solar energy



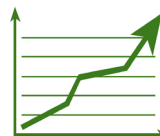
**136** staff have been hired by Sogexpress solely for its solar program



**972** consignment agents have been recruited and have increased their incomes by adding solar devices to their product lines

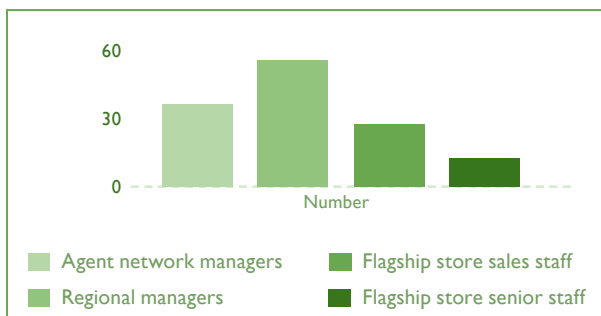


**30%** of consignment agents are women



**36%** average annual sales growth reported by street agents

**38%** of agents reported **10%** or more annual sales growth



## Developing the clean energy sector in Haiti



**153** Sogexpress staff have been trained on solar products



**12** trainings have been conducted on the benefits and features of solar products, and on the importance of after-sales service



**13,773** tons of greenhouse gas emissions have been displaced as a result of the project



**59%** of staff trained are women



The equivalent of **181** kilowatts has been installed



**47%** of energy costs have been saved on average per household each month by switching to clean energy

## Raising awareness about solar energy among Haitians at home and abroad



Over **10** million people reached through TV and radio



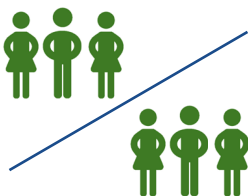
**1.5** million people reached through street marketing



Over **130,000** people reached through SMS campaigns



Nearly **200,000** people reached through social media



▶ Over **6 million** people reached in Haiti through awareness-building campaigns

▶ Over **6 million** people reached in the diaspora through awareness-building campaigns