

Insolar EMPOWERING SOLAR COMMUNITIES

UN-DESA ENERGY GRANT SECRETARIAT

Powering The Future We Want:
2017 UN DESA Energy Grant

21-22 November 2017





Introduction

Insolar is a social business that aims to democratize the access to solar energy in Brazil, allowing low-income communities to use their energy to improve their lives.

We work in collaboration with low-income urban communities and other strategic stakeholders in order to achieve our collective mission and maximize our positive impact.





Approach

Low-income communities have to cope with unreliable and unaffordable energy supply that consume a great deal of their budgets.

By providing information, capacitation, and technology, Insolar helps them generate their own energy from sunlight, freeing up human energy for what really matters, their future!





Achievements



200 PV panels installed



5.000 people impacted



185.000 days of light
1,25 GWh of energy



R\$1 million in savings
(PV Systems lifetime)



35 Solar Ambassadors



Intersectoral
collaboration



96 hours of solar and
electrical training



positive feedback and
media coverage



Obstacles, Barriers and Solutions

Theme	Obstacles	Solutions
Technical	unreliable infrastructure	high-quality installations
Financial	high investment / no financing	subsidies and financing
Capacitation	limited technical knowledge	capacitation and quality work
Cultural	short-term perspective	long-term investment
Managerial	diverse stakeholders	listening, dialogue, and collaboration
Governmental	bureaucracy	pro-active approach
Legal	no social business structure	LTD + NGO





Future Plans

- ✓ Partner with a major bank to offer financing;
- ✓ Expand operation to at least 14 new communities;
- ✓ Focus on entrepreneurs, specially woman;
- ✓ Enroll students in a quality-job platform;
- ✓ Share our experience trough e-books, cartoons, and short videos;
- ✓ Reduce technological inequalities;
- ✓ Initiate collaboration with the the United Nations, international and local teams;
- ✓ Foster dialog and collaboration with other countries;
- ✓ Promote collaboration as a peace promoting tool;
- ✓ Promote solar energy as a solution for the climate.





“SEE US” Project

“Two million people live in the favelas of Rio de Janeiro with limited access to basic infra-structure. Besides all the challenges they face to earn their living, they also struggle with unreliable and unaffordable energy supply.

Insolar aims to change that, bringing capacitation, technology, visibility and all the positive energy they need to power a better future for them and for their families.”





“SEE US” Project

Goals:

- ✓ 1.000 solar modules installed;
- ✓ 365 solar ambassadors;
- ✓ 34 favelas engaged in the project;
- ✓ USD 2,6 MM in savings due to the solar systems installed;
- ✓ USD 900 K in savings with energy efficiency;
- ✓ 6,500 tons of CO2 avoided;
- ✓ Final report including all the learning and impact measurement;
- ✓ Payment of part of the investment, in monthly installments, from the beneficiaries to the Insolar Fund, to multiply the PV installations.

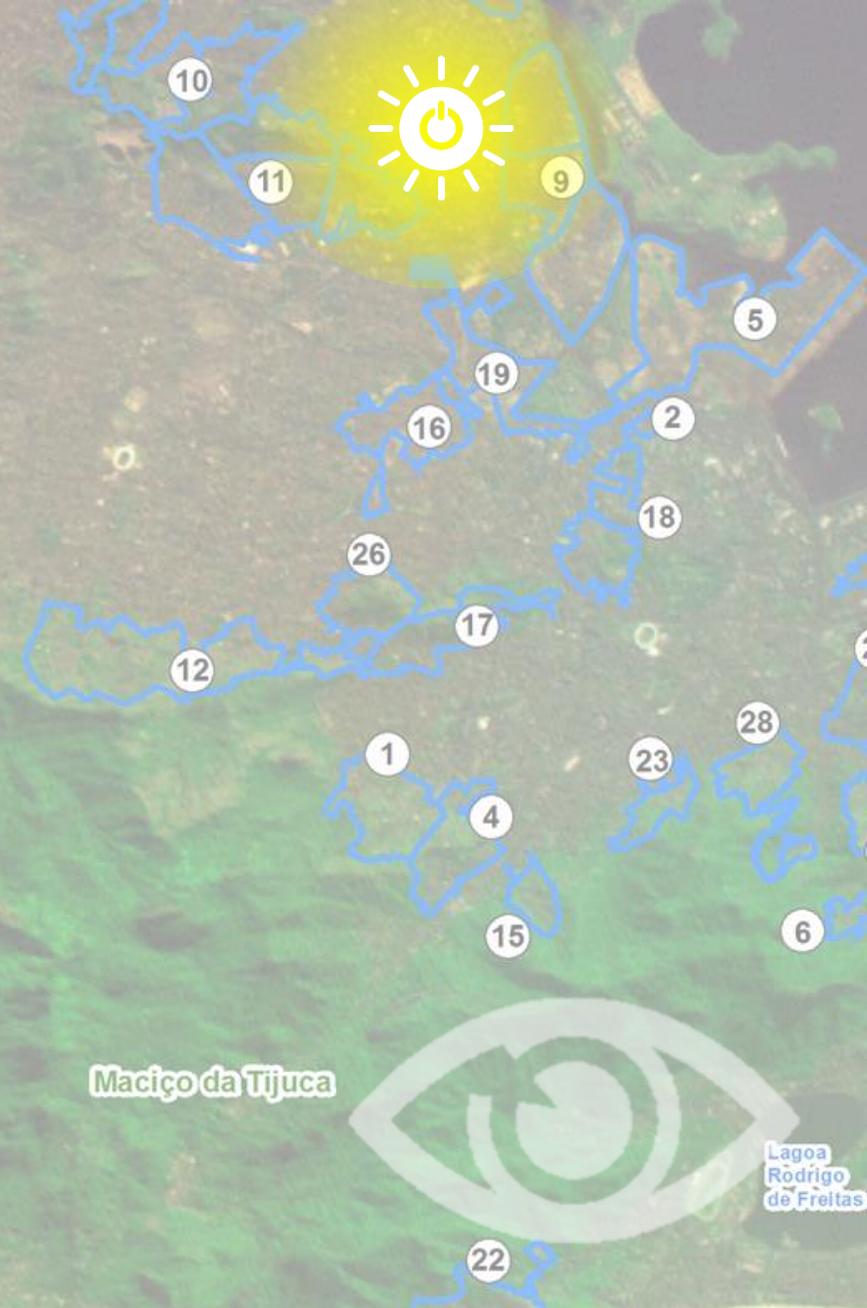




“SEE US” Project

Communities:

- 👁️ City of God: 11 favelas with more than 47 thousand people.
- 👁️ Kennedy Village: 8 favelas with more than 40 thousand people.
- 👁️ Maré Complex: 15 favelas with more than 129 thousand people





“SEE US” Project

Beneficiaries:

 schools	 nurseries
 refugee reception centers	 women’s originations
 social assistance centers	 social gathering spaces
 health centers	 sports centers
 day-care centers	 cooperatives
 resident’s associations	 local development agencies
 squares	 NGOs
 elderly support centers	 resocialization centers
 cultural centers	 rehab center
 training centers	 LGBT centers
 youth development agencies	 clinics for people with a disabilities





“SEE US” Project

“The future of a low-income community can be defined by the way we look at them. When we see potential, we release all their potential and they empower the future we want. That is what we believe in and work for!”

Insolar Team



Insolar

EMPOWERING
SOLAR COMMUNITIES

EMPOWERING
 SUSTAINABLE
DEVELOPMENT **GOALS**