



SCAN ME

**Illuminate a
child's future.**

**Fight extreme
energy poverty!**



A young boy in Papua New Guinea proudly holds his new SolarBuddy solar light.

Simon Doble on a SolarBuddy distribution in Madagascar



“Reading a Time magazine article about energy poverty **changed my life forever.** Extreme energy poverty **kills more children than malaria and AIDS** combined. This compelled me - it became my life’s work. You and I are intrinsically connected with these children and their communities. At SolarBuddy, we’re building a global community to **illuminate the lives of all children.** Will you join us? If you and I can make a positive difference in the lives of others, then let’s do everything in our power to do so, **together.**”

Simon Doble

Inventor, Social Impact Entrepreneur, SolarBuddy CEO and Founder, and Winner of the Australian Good Design Award 2015

SolarBuddy is an Australian charity uniting a global community to illuminate the futures of all children.

We have two ten-year goals that support this vision:

To gift six million solar lights to children living in extreme energy poverty by 2030.

To educate six million people globally about extreme energy poverty by 2030.

Extreme energy poverty kills more children each year than Malaria and AIDS combined. Approximately **800 million people worldwide** live in energy poverty, meaning they have no access to a safe and reliable source of lighting. Not only are they plunged into complete darkness each night, but the use of unsafe, toxic and polluting forms of energy also has **devastating short and long-term impacts** on the children, their families, and their communities.

Empowering children living in extreme energy poverty to determine their own futures!

By raising awareness of extreme energy poverty globally, we are able to gift millions of solar lights to children living in extreme energy poverty, offering them educational, health, economic and environmental benefits the lights bring, that will **empower them to determine their own futures** and those of the generations to come.

“Seeing first-hand the kind and smiling faces of the people in these communities, regardless of their lifestyle and economic status, and how grateful they were to receive the gift of light was really an emotional moment I will never forget.”

Zane Kruger

Product Marketing Manager at cievents



A Cambodian girl receives her SolarBuddy light.

A Global Crisis: Extreme Energy Poverty

Extreme energy poverty is one of the worst kinds of poverty, yet it remains one of the most unrecognised.

“Energy is inextricably linked to most of the global challenges now and in the future including poverty, food security, clean water, infrastructure, public health, education, economic growth, youth’s and women’s empowerment, and climate change. Sustainable energy is opportunity - it transforms lives, economies, and the planet. Ensuring access to affordable, reliable, sustainable, and modern energy for all is fundamental to a peaceful, inclusive, and sustainable world, and a necessary investment in our collective future.”

- United Nations

United Nations’ Sustainable Development Goals

- Ensuring access to affordable, reliable, sustainable, and modern energy for all is officially recognised as one of the 17 United Nations’ Sustainable Development Goals.
- The 2030 Agenda for Sustainable Development was adopted by all United Nations member states in 2015. To realise the human rights of all, businesses must align their operations to this agenda.
- Supporting the United Nations’ Sustainable Development Goals is of critical importance and urgency in working towards global peace and prosperity for humanity and the planet.
- Global partnerships and collaboration between developed and developing countries are essential to achieving these goals.



The Four Pillars of Extreme Energy Poverty



Education

Without education, children lose the chance at a better future and are unable to fulfill their potential.

Without access to safe, reliable lighting children cannot study after dusk, unless they use expensive and unhealthy kerosene lighting or travel often long and dangerous distances by foot to cut and collect firewood.



Health

Kerosene lamps emit CO₂, leading to indoor air pollution that impairs the cognitive development of children, causes eye and respiratory diseases, infectious illnesses, burn injuries and 4 million deaths annually.

Indoor air pollution from household fuel combustion and burning firewood is one of the greatest health concerns facing the developing world.



Economic

Millions of people living on less than \$1USD a day spend up to 40 percent of their income on toxic fuels.

Extreme energy poverty reinforces constraints in income generation potential and increases hours spent on firewood collection.



Environment

Fuel based lighting leads to the emissions of roughly 190 million tons of CO₂ per year. Climate change, in turn, worsens the outcomes of energy poverty, just as energy poverty exacerbates the effects of climate change.

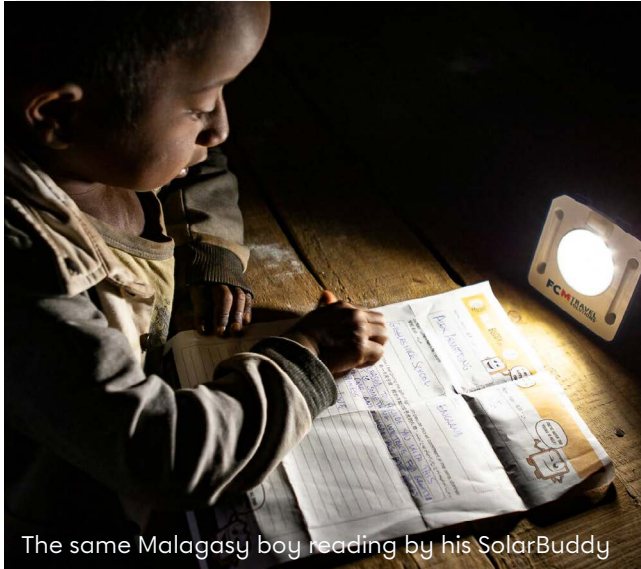
Dependence on wood for fuel purposes is a major reason for deforestation, resulting in soil erosion and disturbing drought resistance, flood control, rainfall, enhancement of water quality and habitat for biodiversity.

“Energy is the golden thread that connects economic growth, increased social equity, and an environment that allows the world to thrive. Development is not possible without energy, and sustainable development is not possible without sustainable energy.”

Ban Ki-moon

Former *UN Secretary-General*

Build a solution you can see, for a problem you can't.



The same Malagasy boy reading by his SolarBuddy

Illuminating the futures of all children is as hard as it sounds. **Energy poverty is a complex challenge** - for the communities experiencing it, and for those who cannot imagine it to truly understand. But we are motivated by big challenges, and the impact we can make by focussing on our three core principles.

Education - is core to the solution. It helps to build local awareness and understanding of energy poverty, creates better global citizens, and is the most important factor in creating equitable opportunities for a child.

Sustainable innovation - shapes our solutions. We design with people as our focus, ensuring that everything we create is simple, socially impactful, environmentally sustainable and makes a difference for a decade not a day.

Connected communities - are joined at the heart and united by need. When we share ownership of the problem, we lighten the load. The more hearts who join us, through donations, support and advocacy, the more positive outcomes we can create.

Our SolarBuddy Lights Are...

Simple in design, create personal connection from donor to beneficiary and have global impact. Just one SolarBuddy light helps 5 people with these benefits:



Education

Allows students to study 78 percent longer using safe and reliable lighting, improving their educational outcomes.



Health

Reduces exposure to toxic and dangerous fumes which has the potential to increase overall health of women and children (the demographic most effected by indoor air pollution) by up to 60 percent.



Economic

Reduces kerosene expenditure by 80 percent and improves the financial situation, security, and safety of families.



Environment

Offsets 155 CO₂e kgs over the 10 year lifespan of the light which is the equivalent of growing 2.6 seedlings.

You are invited to join the SolarBuddy journey!



Students in Cambodia hold up their new SolarBuddy lights

“Education is the most powerful weapon which you can use to change the world.”

Nelson Mandela

SolarBuddy Programs

Our suite of creative, hands-on programs **empower companies, employees, students and families** to learn about the 800 million people living in energy poverty and inspire them to make a difference through the gift of light.

Education Programs

Dedicated to **educating and empowering future leaders** to be skilled in sustainable technologies and versed in equity issues. Our education program encourages student collaboration, inter-cultural understanding, and creative and critical thinking, while inspiring students to consider how innovative design solutions can transform lives.

Festival Program

By partnering with SolarBuddy through our FestivalBuddy program, festivals are able to offset a significant portion of their environmental impact whilst simultaneously improving the lives of hundreds of thousands of children across the globe. Ideologically, aligned to the **circular economy**, FestivalBuddy encourages attendees to think about their consumer habits, how we can all consume more consciously to create **positive impact**, and is an active campaign against festival campsite waste.

Workplace Giving

A simple, yet cost-effective way for purpose driven organisations to make a difference. Delivered with authenticity, it can help increase employee retention, enhance customer loyalty, and improve profitability.

Solve The 17

Centred around the United Nations’ Sustainable Development Goals, participants will collaborate in teams to discover, define, develop, design and deliver a solution to one of the 17 goals. This **global innovation challenge** and virtual team-building session can be customised to align with the organisation’s values or goals.

Fundraising Challenges

Our creative fundraising challenges are designed to **engage community members** on the issue of energy poverty and raise funds that go directly to purchasing SolarBuddy lights being donated to communities in energy poverty. We offer educational, economic, health, and environmental challenges.

Event Programs

Organisations can become a force for good through participating in our turnkey CSR program. The perfect option for a values-driven organisation, looking to include **a CSR program that drives ROI**. Involves inspirational keynote address, turnkey CSR program, and team building challenge.

“I would encourage everyone to include this in their CSR program, it is short, cost effective and a highly engaging activity that has immediate impact in creating a solution to so many issues including health, literacy and basic needs.”

Natalie Simmons

Global General Manager at cievents

“The kids see that there are simple things they take for granted like lights that a lot of people don’t have access to. They see that other children have no lights to walk home at night, or to read and they understand that building these lights will help improve the lives of those kids. It’s a small action and it makes a huge difference, which is what we’re trying to do here at the school, teaching children to be good people.”

Nicole Jones

Principal at McAuley Catholic Primary School



450+
Schools

130+
Corporations

625,000
Lives impacted

125,000
Lights



Simon on a SolarBuddy distribution in Papua New Guinea with the team from On Track Expeditions

“In 2017 we partnered with SolarBuddy to assist in lighting up Menari, a village along the Kokoda Track in PNG. From that moment, we have watched as SolarBuddy has grown to be a benchmark organisation in the social impact space. From development to operations to finishing off with the delivery of the program, SolarBuddy is leading the way.”

Ian Lumb
COO & Director at On Track Expeditions

“We have a school attached to our family’s orphanage in Indonesia, and most of these hundreds of children who attend and love to learn return home each night to their villages and ‘houses’ with no lighting - SolarBuddy changes that! Education breaks the poverty cycle, and SolarBuddy allows the education to continue into the homes of those less fortunate.”

Bonnie Hill
Director at Access Creation

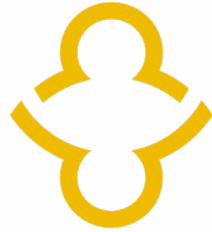


A group of Cambodian school children have just received their SolarBuddy lights

“I had the privilege of experiencing the entire SolarBuddy journey, from Simon talking to the TechnologyOne team about the devastating effects of energy poverty, assembling the lights in each of our offices around the globe and then joining the SolarBuddy team in Cambodia to deliver the lights. Words cannot describe seeing firsthand the incredible difference a SolarBuddy light can make to a child and their family - something we take for granted. It’s an experience I will never forget.”

Christine Bryant

Foundation Manager, People and Culture at TechnologyOne



Since 2016, SolarBuddy has:

Gifted over **125,000** solar lights, illuminating **625,000** lives in **17** countries

Empowered employees across **130+** organisations in **19** countries





Educated students across **450+** schools in **13** countries and over **125,000** people across the globe



A group of Malagasy school children celebrating with their new lights and buddy letters

Short and long-term outcomes and impact




Children and families

 Education	Solar lights allow children to study after dark.	→ Improved education outcomes.	→ More educated children are healthier and have better economic opportunities.
 Health	Reduced usage of kerosene lamps minimises exposure to toxic fumes.	→ Improved health outcomes.	→ Positively influences family's economic situation.
 Economic	Higher usage of solar lights reduces money spent on kerosene lamps.	→ More money can be spent on education, medicine, and food.	→ Further improves family's economic situation and health.
 Environment	Solar lights emit less CO2.	→ Reduced environmental impact.	→ Communities will be less affected by environmental issues.

Schools

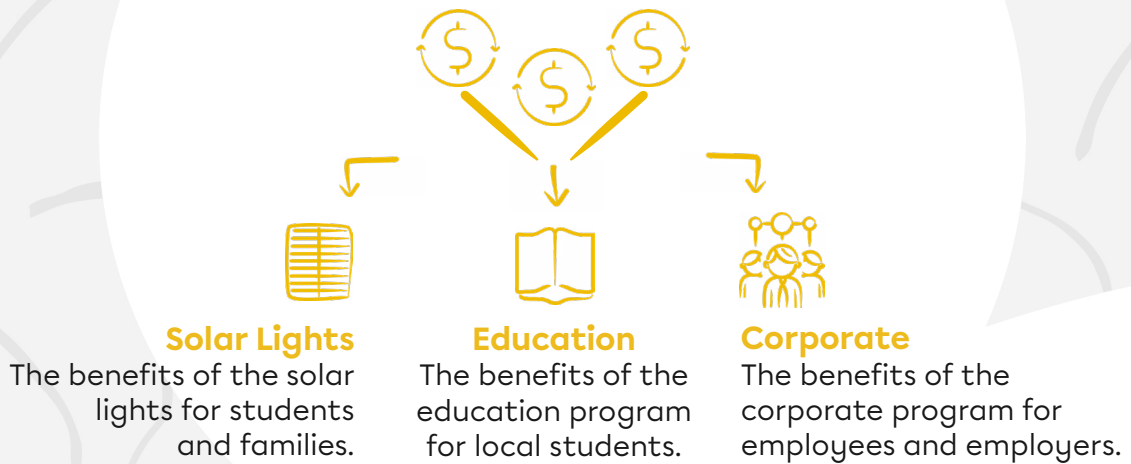
 Awareness	Students learn about energy poverty and its impact around the world.	→ Gain a deeper understanding of ethical and intercultural global issues.	→ Are more willing to learn about, assist and advocate for social causes.
 Citizenship	Students learn about how they can help fight energy poverty.	→ They value helping others and support own communities.	→ They become empowered future leaders versed in equity issues.
 Skills	Students are inspired to consider how innovative design solutions can transform lives.	→ They gain valuable STEM skills.	→ Encourages student collaboration, intercultural understanding and creative and critical thinking.

Corporates

 Culture	Participating in SolarBuddy program shows company cares about social issues.	→ Employees are part of something bigger and feel proud working for a socially conscious company.	→ Pride and social responsibility build welcoming culture.
 Wellbeing	Employees gain a sense of satisfaction from SolarBuddy program.	→ Employees are happier coming to a socially responsible workplace.	→ Happier employees are more productive at work.
 Economic	Engaged employees work more efficiently.	→ Increased productivity saves cost.	→ Programs have measurable SROI.

Measuring Social Return on Investment

We translate investment into social benefits through our three flagship programs.



Our SROI model calculates the impact of SolarBuddy’s education program, corporate program, and on-the-ground initiatives. SolarBuddy’s positive impact is \$6,677,502/year, which translates into a current SROI of 7.34:1 for investors.

	SROI Presentation	SROI (Potential Benefit/ Light)	SROI (Benefit/Cost)
Education Program Participants	SROI per light	19.39:1	x
Corporate Program Participants	SROI per light	12.24:1	x
Investors	SROI per year	x	7.34:1
SolarBuddy	SROI per year	x	7.34:1

*Positive environmental impact of solar light is not included in SROI calculations



A group of school children have just received their SolarBuddy lights

“As a signatory to the United Nations Global Compact (UNGC), we recognise that we have a commitment to play a role in the achievement of the UN SDGs. The positive results of educating our people and our customers have enabled us to make a headway on our sustainability journey. By way of example, our partnership with SolarBuddy has facilitated the donation 17,000+ SolarBuddy lights to children in energy poverty around the world.”

Graham Turner
CEO and Founder of
Flight Centre Travel Group

By empowering children living in extreme energy poverty to determine their own futures, we're creating impact for a decade, not a day!

You have the chance to gift solar lights that help uplift hundreds of thousands of people's lives out of poverty - through sustainable, and long-lasting impact that affects not one child, but families, communities and generations to come!

By joining the SolarBuddy team, you become part of our global community of change-makers that has the power to generate global awareness of extreme energy poverty and advocate for the systematic change that is needed!

We will never stop creating new ways to fight extreme energy poverty. Help us create a brighter future for all children.


By learning, creating and working together, we light the way there.

Illuminate the futures of all children.



“The work SolarBuddy does in remote and rural communities across Africa, India and the Philippines to name but three, demonstrates a terrific desire to help improve the daily lives of children and their families. We at Etihad Airways were so impressed that we immediately undertook a partnership with SolarBuddy to further assist where we could.”

Lindsay White - Vice President
Eastern Region at Etihad Airways



Support SolarBuddy

Help us illuminate futures and fight extreme energy poverty by partnering with us!

With you by our side, we can move closer to our goal of illuminating the futures of six million children in extreme energy poverty.

We're excited to discuss ways to enhance your global impact through SolarBuddy! If you share our vision for a better world, let us develop a strategic roadmap for our partnership and map out a journey of engagement and impact.

**To take the next steps with us,
please contact Simon Doble,
CEO of SolarBuddy at
simon@solarbuddy.org**

“Energy poverty is a challenge faced by every student in the schools we support, where there is no access to electricity. SolarBuddy has given our students not only the gift of light, but the opportunity to read and do homework after they have completed their daily chores. As a result we have seen measurable increases in our students’ academic performance. Thank you, SolarBuddy, for lighting up the Babati district of Tanzania.”

Terri Anderson

Country Director at So They Can



“The lights are absolutely life-changing. In remote, rural Papua New Guinea only 6.3% of the communities there are connected to the electricity grid, so when the sun goes down, there is no light. There is currently no other organisation that is educating the future generation on energy poverty and the power of renewable energy, and utilising technology to do so. Over the past 18 months, SolarBuddy has distributed over 27,000 solar lights to children living in energy poverty across the globe - all via its partnership program with schools and corporates in Australia, NZ, China and Thailand. 6,000 of these lights have been distributed by my NGO, the Kokoda Track Foundation, across Papua New Guinea and I can personally testify to the life-changing impact these lights have in communities.”

Dr Genevieve Nelson

CEO at Kokoda Track Foundation



A group of schoolboys in Papua New Guinea express their excitement over their new solar lights.



SOLARBUDDY

www.solarbuddy.org

