

PROMOTING SOLAR ENERGY IN HAITI

(Data as of September 30, 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



92,500 customers have bought clean energy products



87% of solar products sold offer lighting and mobile charging



462,500 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



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

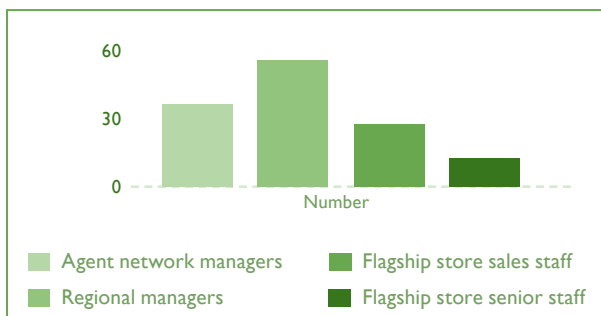


30% of consignment agents are women



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

To learn more about this program, see arcfinance.org/learn