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

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

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