~1 billion energy poor

85%

live in rural areas
MOBILE MARKET PENETRATION
650 MILLION+

ENERGY ACCESS POTENTIAL
~ 1 BILLION

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COALITION: Community of action
**METHOD:** Market stimulation

- Evidence
- Dissemination & Advocacy
- Belief
- Political Will
- Action

- Knowledge
- Awareness
- New Thinking
- Policy/Finance
- Opportunity
ELECTRICITY ACCESS ECOSYSTEM

COMPANIES

MEDIA

NGOs/CSOs

UTILITIES

CAPITAL

POLICY

CONSUMERS
STRATEGY: Key initiatives

- **Platform for Energy Access Knowledge (PEAK)**: New research, synthesis and curation; data collaboration and visualization
- **Utilities of the Future**: launched in 2017, to explore integrated energy models for sub-Saharan Africa
- **25x25**: a group of multiple stakeholders working together to stimulate energy access markets in 25 countries by 2025
- **#PoweringJobs**: First comprehensive, annual job census, including baseline for sector, job creation potential. Started in Kenya, Nigeria, and India, with survey of ~150 companies. Expanding to more countries in 2020. Part of broader Energy Access Dividend work
JOIN US: Get involved

• Sign up for updates, including newsletter that goes to 10,000 subscribers
• Become a coalition partner
• Share photos of your employees as part of the SDG7@Work photo series
• Sign up for our regular social media toolkits
• Become a contributor to our newly revamped website
• Share high-quality footage for ongoing video series