

# Alliance for Rural Electrification



**Club ER meeting Abijan 2012**

**Balthasar Klimbie, Vice President**



**Alliance for  
Rural  
Electrification**

*Shining a Light for Progress*





**Temperature is -10 Celsius**



## Who we are

*“We in the Alliance share the vision that renewable energy must become a substantial pillar of the energy mix of all countries.”*

Ernesto Macías, CEO, WonderEnergy, Spain and President of ARE





# We ARE

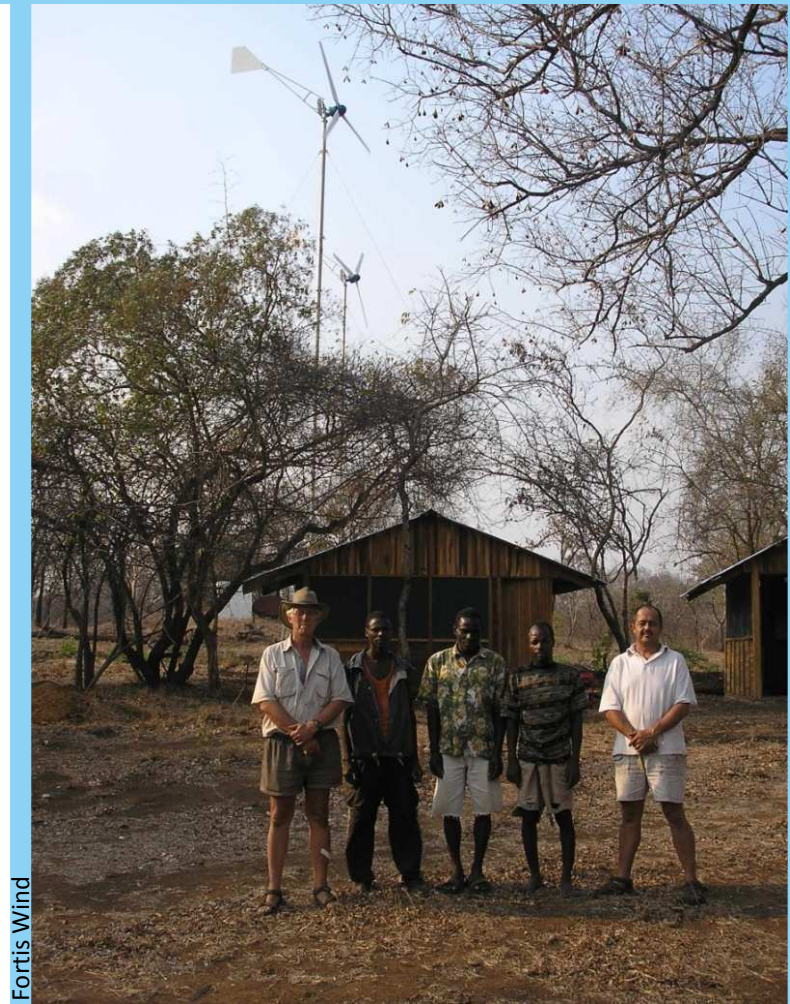
The **only** industry association **promoting** the off-grid renewables market in rural areas of developing countries. We...

... are technology neutral

... generate **technical, legal and financial information** about rural electrification

... communicate and **advocate** for rural electrification using RES

... collect and disseminate useful, timely and relevant **market information**



Fortis Wind



# ARE members



# Strong partners

We partner with **international organisations, projects and initiatives, media and other businesses**, as well as support a wide variety of activities that place us in a privileged position in the world of rural electrification.

Some of our current partners:



## What do we do

*“ARE informs policymakers about what is needed to make renewable energy projects successful in the long run. In doing so, ARE prepares the ground for the RE markets of the future.”*

Michael Wollny, *Director Business Development, SMA*





# Activities

Working  
Groups

Content  
generation

Communication  
& training

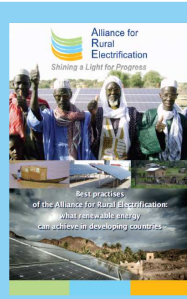
Policy &  
public affairs



- Technological solutions
- Market analysis
- Legal



- Publications
- Position papers



- Events
- Business delegations
- Media relations
- Digital communications
- Training, webinars, workshops
- Procurement info
- Newsletters



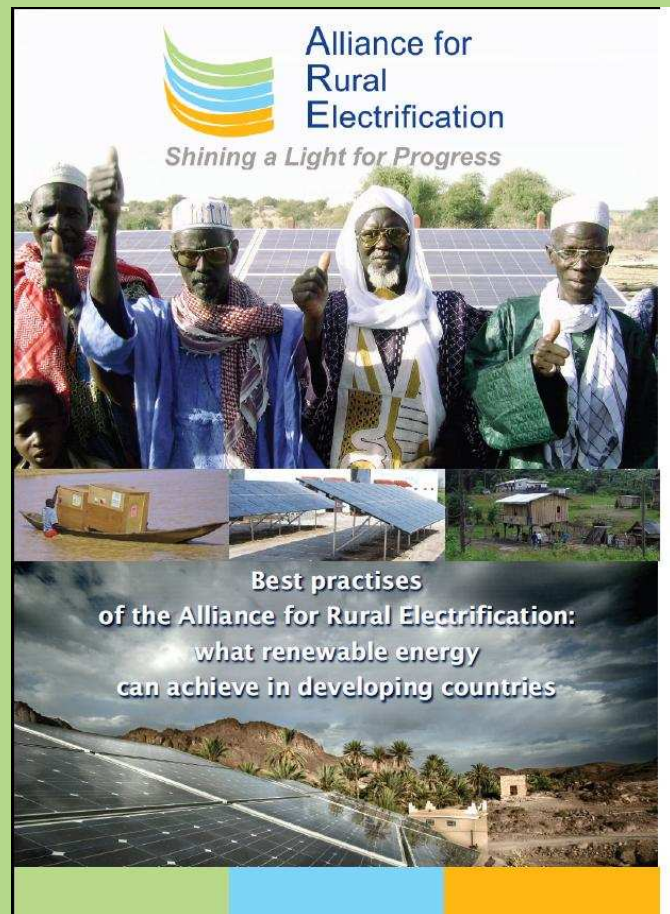
- Key contacts in spheres with political and financial influence
  - ✓ Decisions makers
  - ✓ Donors
  - ✓ Project promoters
  - ✓ International organisations





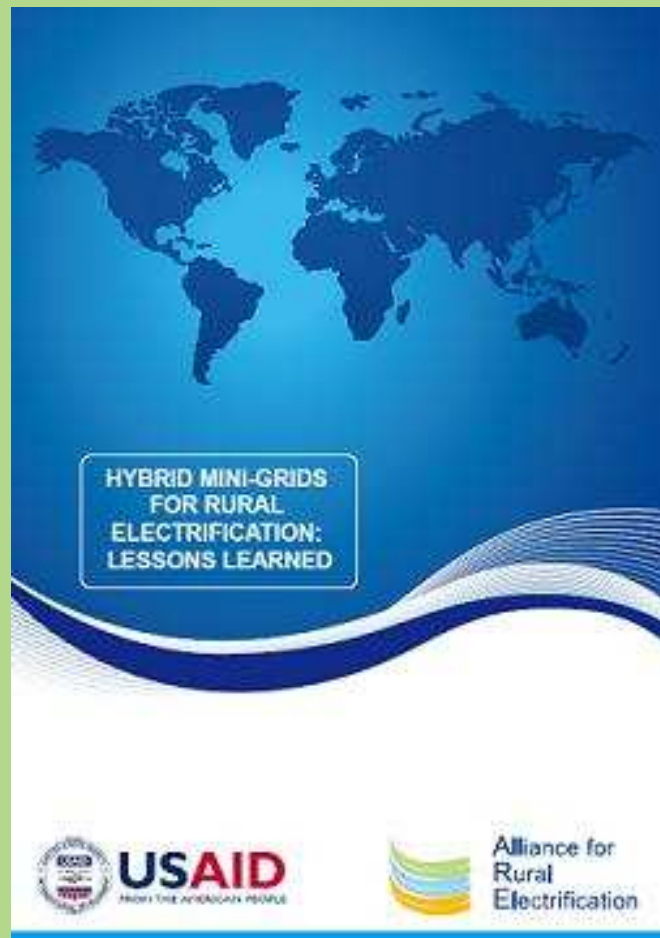
# “Best Practices”

A study realized by The **Alliance for Rural Electrification**



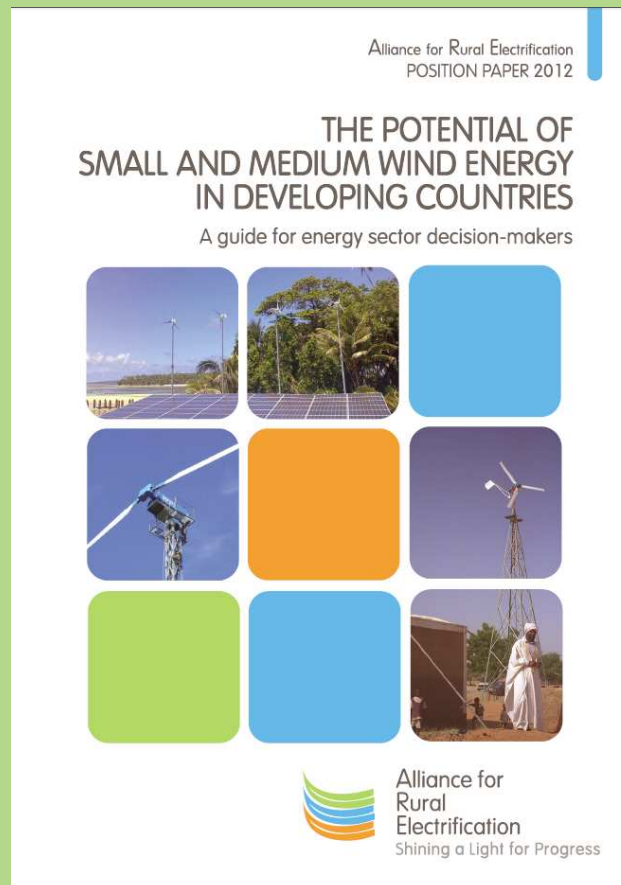
# “Hybrid Mini-Grids for Rural Electrification: Lessons Learned”

A study realized by The **Alliance for Rural Electrification** and financed by **USAID**



# Potential of small and medium wind

A study realized by The **Alliance for Rural Electrification**



# Networking

We are the **biggest business network** in the world for **our market segment**.

Through our events our members network with **key contacts** in spheres that have a direct **political and financial influence** (e.g. decisions makers, donors, project promoters, international organisations).

ARE also organises **business delegations** to markets of interest to our members.





# Knowledge sharing

We offer an ongoing source of **timely and reliable market information** about renewables and rural electrification.

- **Weekly** information about ongoing **calls for tenders** and procurement information worldwide as well as **key sector news**
- ARE is currently setting up a **Market Study Task force** to collect market information on targeted countries.



## Offer for Club ER

“ARE could be compared to a cooperative bank where members deposit their capital in experience for customers to freely access in order to build a sustainable future. We are trying to make our bank as rich as possible to support our future.”

Michel Mansard, *CEO, Phaesun France*



# What we offer the Club ER

## **Knowledge:**

- Technology AND Business models
- Publications
- Access to specialists
- Seminars and workshops
- IOREC

## **Access to technology:**

- Disseminating tenders
- Back to back meetings with companies

## **Platform to get your message out**



## Alliance for Rural Electrification

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# Thank you!