

Village Projects Website



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The relationship between access to electricity and a livable standard of living has been well established. Peter, founder of GENI, has been engaged for 20 years in advocating for generating clean electricity from renewable resources and distributing that electricity via an interconnected global grid. But current realities make it clear that in the next decades ‘the grid’ will not reach rural areas where most of the billion and a half people of the world live without electricity on less than \$1 per day, most of them just surviving. So how do we educate and inform government leaders who want to improve conditions in their own country or non-government organizations working internationally about the myriad projects in clean electricity and energy efficiency and its advantages to people living on the edge?

A Business Solution

Our research presented an opportunity to educate and inform world leaders, non-governmental organizations (NGOs), businesses and the general public about development projects around the world with an emphasis on promoting the use of clean electricity. We wanted a central place to showcase exactly what is being done to bring clean electricity to rural areas and also the end purpose of having that electricity:

- lights for reading and socializing;
- refrigeration for medicines;
- pumped, clean water for drinking and irrigation; and
- computers and cell phones for communication.



Our business plan is to host a web portal that empowers

- (1) development projects taking place in support of the UN Millennium Development Goals and others outside that umbrella,
- (2) microfinance - from NGOs to commercial banks, including country policies
- (3) manufacturers and suppliers of energy efficient and clean energy solutions by country and
- (4) capital (from donations and investments) from the general public, corporations and funding organizations.

The Village Project Website

The Village Project website (www.villageprojects.org) will be a dynamic tool containing several databases, news and publications, including handbooks for implementing a project. It will contain village-related:

- general information on development projects
- a list of current projects by country,
- a list of all the organizations engaged in village projects by country,
- contact information for project leaders for interactivity and sharing of information,

- a database of “manufacturers and suppliers” of energy efficient and renewable devices by country/region,
- lists of micro lenders and policies by country, and
- a means for direct public participation in funding projects.

The web portal will have functionality to allow organizations and manufacturers or suppliers to keep their own information current. In addition, we will update it as articles, publications and other resources are available. We intend to inform, educate and inspire readers to exchange stories (case studies) about “what’s working” and even to catalyze an organization to start a project where gaps exist. By exchanging and sharing case stories, organizations may see that a village-appropriate design developed in Kenya may be useful in their project in India and Latin America. The website can be a clearinghouse for information on what is going on in projects all over the world, from the largest funded by the World Bank to the smallest started by a village on it’s own behalf. The website will make resources – from ideas to equipment – available.



We see the Village Projects portal, and a marketing campaign, as one of the fastest ways to broadcast and accelerate the exchange of information on thousands of projects operating successfully around the world. Ultimately, our goal is to ***accelerate the rate of success***, demonstrating how people are pulling themselves out of poverty and the role electricity is playing in that transition.

Filling a Need

A limitation for many projects is capital. On the Village Projects website (www.villageprojects.org), we will highlight organizations, businesses and projects on a regular basis that we feel are model projects in energy efficiency, clean energy use and sustainability. This will provide ‘publicity’ and public awareness of their efforts. Prominent “Donate” or “Invest” buttons will be displayed, and the money raised will be used to capitalize clean energy projects of those featured organizations diligently at work in the field.

Online donation is not new. An individual investing directly in a village project, however, is fairly unique. The model for the online micro investment approach comes from Kiva (www.kiva.org), a US nonprofit, which allows individuals to lend from \$25 or more at interest to a borrower (identified by Kiva’s organization) in a developing country. We will work in partnership with Kiva or a like organization with an existing organizational structure that accommodates online banking and micro lending.

Our goal is to use the internet in this same way to expand the flow of capital to organizations to fund their projects. Our focus is on capitalizing village-level sustainable projects for solar, wind or micro-hydro electrification which provides refrigeration, access to clean water, basic health care and communication (computers and cell phones) by extensively marketing the project website to the public, other NGOs and corporations.