

TURN ON AFRICA

Business Model



Bringing sustainable energy to a Rising Africa

Based in New York, Turn ON Africa is a non profit organization bringing sustainable electricity to a rising Africa.

Who we are?

Cédric Tidiane DIARRA

Founder/President



Cédric is the founder of « Turn on Africa », he leads the effort of the organization to boost a rising Africa by bringing Sustainable Energy to the Continent.

Cédric spent his career in Business Intelligence consulting, focusing mainly in the Energy sector. He has been advising Fortune 500 companies and investments funds in their Africa strategies.

Cédric holds a Master's degree from New York Institute of Technology (New York); and graduated with a bachelor's degree from the European Communication School (Brussels).

Martyna SOBOLEWSKA-DIARRA

Goodwill Ambassador



Martyna Sobolewska Diarra is a successful polish model. She was discovered by a local agency in Warsaw. After completing her studies, she started her modeling career in Paris.

She has appeared in campaigns for l'Oreal, Sephora, Vichy, Roc, Imedeen, Eucerin, Graff Diamonds and regularly features in fashion magazines as Harper Bazaar, Elle, Marie Claire, Marie-France, Biba, Grazia, and Cosmopolitan.

Martyna is also a humanitarian and social activist. Taking advantage of her model status, she devotes much of her time in helping people in developing countries.

She lives between New York and Abidjan.

Here are three things that make us different:

- *100% Model:* Private donors fund our operating costs so 100% of your donations go straight to the field.
- *Transparency:* We prove every clean energy project we build using photos and GPS coordinates on google maps.
- *Local partners:* We work with local governments and strong local partners on the ground to build and maintain our projects.



Why sustainable electricity?

Energy is the golden thread that connects economic growth, increased social equity, and an environment that allows the world to thrive. Development is not possible without energy, and sustainable development is not possible without sustainable energy.

Energy enables from job creation to economic development, from security concerns to the full empowerment of women, energy lies at the heart of all countries' core interests.

Electricity has become an indispensable prerequisite for enhancing economic activity and improving human quality of life. Agricultural and industrial production processes are made more efficient through the use of electricity. Households need electricity for many purposes, including cooking, lighting, refrigeration, study and home-based economic activity. Essential facilities, such as hospitals, require electricity for cooling, sterilization and refrigeration.

Nearly 600 million people in Africa lack access to electricity.

Electricity blackouts occur on a daily basis in many African countries. Faced with this situation, people and companies often have to rely on expensive diesel power generation to meet their electricity needs, **costing some African economies between 1% and 5% of GDP annually.**

Sustainable development is not possible without sustainable energy.

Most of Africa's population rely on wood, coal, charcoal, or animal waste to cook their food breathing in toxic smoke that causes lung disease and kills nearly two million people a year, most of them women and children.

Electricity enables children to study after dark. It enables water to be pumped for crops, and foods and medicines to be refrigerated. Modern fuels for cooking and heating relieve women from the time-consuming drudgery and danger of traveling long distances to gather wood.

Without access to modern energy, it is not possible to achieve the Millennium Development Goals, the eight-point global agenda adopted by the United Nations in 2000—whether reducing poverty, improving women's and children's health, or broadening the reach of education. Energy facilitates social and economic development, offering opportunity for improved lives and economic progress. Replacing outdated cookstoves and open fires with modern energy services would save the lives of 800,000 children who die each year as a result of exposure to indoor smoke.

Private-sector investment is key to building and serving Africa.

Energy can be used to support businesses and achieve greater prosperity. A farmer who irrigates his fields can double the size of his crop, feed his family, and earn a living. A sewing machine and a light to work from at night can enable a woman to generate extra income for her family.

Renewable power generation technologies alone will not meet Africa's energy challenges.

But Africa faces a unique opportunity as nearly two-thirds of the additional capacity needed in 2030 has yet to be built. The continent can benefit from the recent global progress and cost reductions in renewable power generation technologies, to leapfrog the development path taken by industrialized countries and move directly to a renewable-based system.

How we work?

We invest the money we raise into sustainable, community-owned renewable energy projects in Africa. Our team works closely to ensure that every dollar is accounted for and then provides reports back to our donors. Learn about our approach, the solutions we fund and our partners on the ground.

Our approach

Planning

We target inspiring organizations in need of low cost, stable and green energy. Our goal isn't only to provide clean electricity, but to ensure sustainable project models.

- **Choosing a location:** We select location based on geography and assessment of need. We also consider a community's willingness to participate as stakeholders since strong programs require buy-in and participation to sustain the project over time.
- **Finding the right technology:** Context drives which renewable energy technology is appropriate for an area. Physical factors (such as weather or terrain) play a major part, but so do cultural factors: Solar power - Wind power - Hydro power - Biomass - Waste Incineration
- **Selecting a partner:** We are working with Local governments and local non-profit organizations based on how well their values and mission are matching our goal to provide clean and sustainable energy. We assess the quality of their programs and indicators of sustainability.

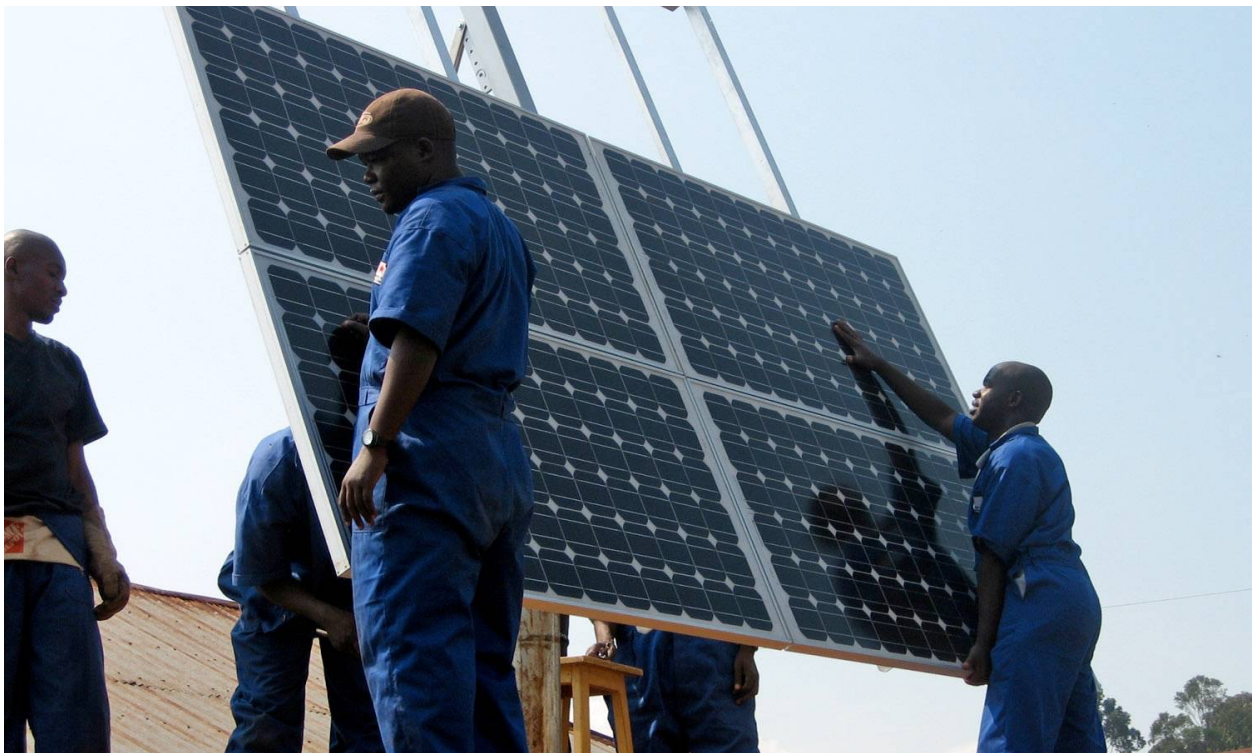
Implementation

- **Establishing best practices:** There are many ways to deliver clean energy to Africa. We work with sector experts to know which approaches are most effective so we can continue to ensure that our programs utilize best practices in the field.
- **Project costs:** There's more to a project than constructions. Cost usually includes Materials, engineering, capital costs, support costs, consumables and transportation.
- **Following timelines:** It can take weeks to transport materials through customs and rough terrain. Our team spends months establishing community buy-in, promoting safe practices and building committee capacity to manage projects.
- **Working with local Governments:** Governments play a major role in developing renewable energy. We engage the local leaders by promoting and funding our strategic projects.



Maintenance

- **Ensuring sustainability:** Each of our projects has a plan in place so that local stakeholders can make sure that electricity run long after installation. We invest in forming strong committees, partnering with local government and training mechanics to perform repairs.
- **Monitoring & Evaluating:** Evaluating when projects aren't functioning helps us learn how to make them more successful. Our programs team ensures that all of our projects are carefully monitored during and after implementation. We frequently check up on our work in the field and we bring in external evaluators to independently assess projects.



Proving it

In the end, we map every completed project on our website using Google Maps so supporters can see exactly where we work, the types of projects we fund in each area and the number of people being helped.

