



2019 Annual Report

The World Bank Scales Distribution

Potential Energy has established a partnership with ***The World Bank***, which aims to **quadruple Potential Energy's sales in Uganda the coming year.**



Among other benefits, the program provides marketing support to distributors. Since last-mile distribution is costly in countries like Uganda, support from the World Bank is important to ensure families have access to improved cookstoves.



BRAC is a multinational organization that widely distributes the BDS in Uganda. Through the World Bank partnership, BRAC is scaling distribution of Potential Energy cookstoves to achieve improved livelihoods.

Ugandan Government Pushes for Clean Energy

Potential Energy was featured in the news at the Uganda Clean Cooking Innovation Summit that attracted local and international investors, policy analysts, and conservationists in Kampala.



Leatherman Grant

In early April, Potential Energy was awarded the ***Leatherman Grant***, which supports innovative non-profit organizations providing technology and skills required to change the world.



Provided by the Oregon-based multi-tool manufacturer, the grant is inspired by the perseverance of the company's founder, Tim Leatherman, who unsuccessfully marketed his new multi-tool for eight long years before anyone recognized the value of his invention. **Potential Energy was awarded the grant based on its ingenious stove design and the perseverance of our team in pursuit of a better world.**



Since Leatherman are tool experts, the grant will be used to improve PE's tools and production. This will double our local production capacity while improving the safety and efficiency of the process.

We are grateful to Leatherman and to all our supporters who are helping PE bring the Berkeley Darfur Stove to those who need it most.

New User Study Complete!

In partnership with the **Lawrence Berkeley National Lab** and the **US Environmental Protection Agency**, PE recently completed a five-month study on the cooking habits of 200 users.

[View the New User Study](#)

The vast majority (93 percent) of users said they were happy or very happy



with the BDS, praising the stove’s fuel efficiency, cooking speed and ability to use multiple types of fuel. We trust our next study will continue to show increased adoption and customer satisfaction!

Our Carbon Credit Partners Make a Visit

This July, Potential Energy received a visit from Southpole, (our carbon project developer) and TÜV Nord, a technology inspector. The purpose of the visit: to verify first-hand the positive impact the BDS has on the environment and evaluate our business model for longevity and efficacy.

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PE at the Pearl of Africa Leadership Camp

Staff at Potential Energy provided mentorship to five participants in the Pearl of Africa Leadership Camp, a partnership between Scotland’s University of Edinburgh and Uganda’s Makerere University. The first such camp on the continent,



the two-week program brought fifty scholars sponsored by the MasterCard Foundation from eight African countries to Kampala for leadership training, cultural enrichment, and community engagement.

During their time in Uganda, the scholars interviewed users, improved their public presentation skills and learned to adapt to the difficulties of working in the field. They overcame language barriers, logistical challenges and a lack of high-end equipment to produce two videos on the use and impact of the Berkeley-Darfur Stove. We enjoyed our time working with the scholars and are proud of what they accomplished in such a short time!

