



2020 Annual Report

Potential Energy Wins Support from The Danish Government

This year, DanChurchAid (DCA), a non-profit organization dedicated to helping the world's poorest, launched the GREEN INNOVATION CHALLENGE with a call for innovative ideas in renewable energy.

The objective: to increase adoption of sustainable energy products in refugee and host communities in West Nile, Uganda. The project is supported by The Danish Government, DANIDA



Country Director DCA Uganda, Peter Bo Larsen and John Paul Magezi, OPM Protection and Environment Energy Officer handing over the winning grant to Laura Dominguez Toledano of Potential Energy

The challenge sought out innovative business models that enabled refugees and Ugandans to use smart technologies. Potential Energy in consortium with SoloGrid, received the winning grant of USD 37,000 to carry out their proposal. An award ceremony was held to celebrate the win, with the panelists responsible for the choice from the Uganda Office of the Prime Minister, Ministry of Energy and UNHCR.



In partnership with DCA, Potential Energy and SoloGrid will set up 20 Business Centers (BC's) in refugee settlements in West Nile to create income generating activities that will impact the lives of 20 shop owners and 580 women trained to become BDS (Berkeley Darfur Stove) marketers. The will deliver economic impact to off-grid small businesses when installing the SoloGrid Power Hub and marketing the BDS, and work to achieve greater gender equality by encouraging the adoption of clean cooking.

Aggrey Ruyyema, a Marketing Manager at Potential Energy, training refugee and host community women in marketing the BDS

Testing an innovative scaling approach by using a referral and sales incentive model, this initiative will reach 3,000+ potential customers and their families for a total of 25,000 people, inject cash to the local economy, create jobs, reduce smoke inhalation by 70% and cut time spent on collecting firewood by half.



Training small groups of marketers at a time (due to COVID)

PE Awarded Funding from the University of California

Potential Energy is excited to announce that it has been awarded a grant through the University of California's Carbon Neutrality Initiative - a program designed to help the university realize its commitment to carbon neutrality by 2025. This funding is already offsetting labor, production, materials, warehousing, and marketing costs, as shown below!

The university is also working with PE to design a carbon offsets partnership. If successful, Potential Energy will have a much-needed continuous funding source to grow and expand its work. The partnership will provide field research opportunities for UC students, while demonstrating a scalable climate solution.



Stove Assembly

While we have been focused on building new partnerships, most of our team has been working to build thousands of stoves at our new Kampala production site! The site is equipped with pneumatic rivet guns, air compressors, bending machines, a hand press and roller, plus all necessary safety supplies. The site isn't fancy, but it is cost-effective and secure! Avoiding high operational costs allows us to use donations towards keeping the cost of the stove low. This way we also grow gradually and sustainably.





Riveting and drilling



Abraham bends the fireboxes into a circular chamber

To meet increasing demand these past months, we brought on enthusiastic new team members who worked around the clock in 2 shifts to meet our commitments - safely, and without compromising on quality.

Potential Energy hires workers, especially women who are largely in need of school fees for their families. Primary and secondary schools come with a lot of fees that Ugandans must pay. With high unemployment rates, many people look for work to put their kids in school, feed themselves, and take care of basic needs.



Susan rivets a collar to a stove body



All the residue from the assembly process must be washed off before being painted



Stoves are painted with aluminum paint to give a fine finish



Storage and inventory

Our marketing team continues to promote the stove around Kampala and the surrounding areas.

Our team has intensified the promotion and sale of the Berkeley stove.

The team has been at the fore front participating in every trade show, renewable energy fairs, opening up selling stalls in the city suburbs, conducting road shows and partnering with farmer groups in the last two years. They have moved on to open more selling points and engage more partners though they were interrupted by the outbreak of COVID