

## Introduction

The **Solarplaza Foundation** was established with the mission “**To accelerate the sustainable energy transition for all.**” The foundation moves beyond the business-to-business focus of Solarplaza and seeks to bring about the sustainable energy transition in all layers of society.

Though benefiting from **Solarplaza’s** network, experience, and donations, the **Solarplaza Foundation** operates and is controlled wholly independently from the company **Solarplaza**. The Foundation board operates on a voluntary basis and all of the donations flowing through the foundation are directed to the projects and initiatives it supports, with only minimal operational costs being covered as well.



## Become involved!

**So... you are considering to partner up with Solarplaza for one of its events?**

Solarplaza events offer exceptional opportunities for profiling your organization, showcasing your thought-leadership and highlighting your products and services to a high-level audience, with a broad mix of professionals from across the value chain.

At its events, Solarplaza always highlights and provides exposure to the **Solarplaza Foundation** and its efforts. In some cases, a supported project or organization is directly tied to a flagship event, involving additional participation, support and involvement.

In addition to amplifying your organization and services, you can now also help create valuable extra noise for these charitable endeavors. This will help you stand out from the lineup of other partners and sponsors and will reflect positively on your brand. In this informational brochure, we lay out the different forms of involvement and associated elements of exposure.

Visit our website for more information and contact details 

# Our Impact

The **Solarplaza Foundation** has so far supported these two projects and organizations, both through monetary contributions and by providing them with exposure through Solarplaza’s events and communications.

## Mwanyama Clinic:

- PV Solar (3.2 KWP) + battery storage (5KWH) system
- 1700+ lives impacted
- Clinic improvement from tier 1 to tier 5 (WHO)



## Zounhomey Solar Kiosk:

- Lighting station composed of 60 charging positions for 120 individual batteries
- Phone charger station equipped with 10 charging positions
- Beneficiaries: 120 people & 1 women’s group



# Deliverables for Individual Event Donors

In return for your support, you can expect the following from the Solarplaza Foundation:

Partnership Level*	Benefactor	Sponsor	Supporter
Charity Dinner co-hosting	✓		
Networking Break sponsorship		✓	
Informational roll-up banner feature	✓	✓	
Shout-out in event opening speech	✓	✓	
Highlighted presence on Partner webpage	✓	✓	✓
Dedicated section in an event email campaign	✓	✓	✓
Feature in a dedicated LinkedIn post	✓	✓	✓

\* Prices to be determined, depending on the specific event you wish to become a foundation partner at.

# Levels of involvement:

- **Foundation Benefactor:**

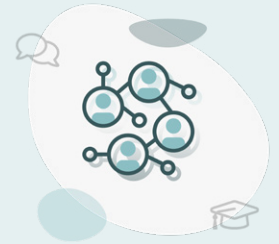
As Foundation Benefactor, you're fully supporting the Solarplaza Foundation and become the gracious co-host of a charity dinner. This highest level of involvement includes all the exposure elements.

- **Foundation Sponsor:**

As Foundation Sponsor, your designated networking break at the event will be upgraded and you will similarly feature in all the online and offline communications and exposure opportunities related to the foundation.

- **Foundation Supporter:**

As Foundation Supporter, you make a valuable contribution to the foundation's efforts and will be fittingly highlighted in online and offline communications.



# Description of exposure elements:

- **Charity Dinner co-hosting:**

By upgrading your event networking dinner sponsorship into co-hosting a charity dinner, you will be directly supporting the Foundation and its partnered project(s). Your support will be highlighted in the opening words, will be made visible on roll-up banners (showing the project and your organization's logo) and all online communications leading up to the event, and your support will allow for the participation of foundation grantees. In case of a charity dinner, part of the dinner add-on that participants pay will also be directed to the foundation.

- **Networking Break sponsorship:**

Should you not be able to attend or sponsor a full-blown charity dinner, we can also upgrade a networking break during the conference and make it foundation-themed. Your support as Foundation sponsor will be emphasized in the announcements and slides preceding the break, will be made visible on roll-up banners highlighting your organization and the supported project, and will be highlighted as such in our online communications.

- **Informational roll-up banner feature:**

We will design custom roll-up banners that provide information on the supported project and will feature the logo(s) of the supporting organizations.

- **Shout-out in event opening speech:**

During the opening presentation of the first day of the event, the foundation and its project will be highlighted on-stage. Your organization will be named and shown on-screen as a valued supporter.

- **Highlighted presence on Partner webpage:**

Your position on the partner page of the event website will be upgraded with a custom foundation "halo" that will ensure you stand out in the crowd.

- **Dedicated section in an event email campaign:**

In one of the email campaigns leading up to the event, we will profile the foundation and its project and will mention and display your organization.

- **Feature in dedicated LinkedIn post:**

Similarly, we'll also publish a dedicated linkedin post about the foundation and the project, in which your organization will be featured.

## Background

The **Solarplaza Foundation** was established with the mission “**To accelerate the sustainable energy transition for all.**” The foundation moves beyond the business-to-business focus of Solarplaza and seeks to bring about the sustainable energy transition on all layers of society.

The foundation’s work centers around the Sustainable Development Goals, focusing on SDG 7 - “ensure access to affordable, reliable, sustainable and modern energy for all.” We do so by supporting projects that contribute to energy access in a wide range of contexts. This can, for example, both relate to rural projects in developing countries where access to energy is still a basic need to fulfill, as well as efforts in underprivileged urban areas in first-world countries.



### The Cause Behind the Mission: Access to Sustainable Energy

More than 750 million people around the world have no access to electricity at all. (IEA) Billions of others only have limited access to unreliable power sources that are expensive and harmful, both for people and the planet. (IEA) As climate change continues to be accelerated by the ever-growing energy consumption patterns, underprivileged communities are hit hardest.

Currently, there is a global momentum in renewable energy development: more favorable governmental policy, increased awareness, and a growing need for distributed power generation. The fairest approach, for both people and planet, is to facilitate this in a sustainable way. We focus on solar PV, as it is one of the most potent renewable energy technologies currently available, and the area in which we already have the strongest network.



### Support us

By supporting the Solarplaza Foundation, you can contribute to the sustainable energy transition in a reliable and efficient manner. The global nature of our network allows us to connect with partners at a local level, ensuring the efficiency and sustainability of the projects we support. Our network and local expertise therefore allows us to apply funds in the most effective manner. Supporting the access to solar PV for less-privileged groups in society, is essential to achieve sustainable development at a global scale.

To further the mission of sharing the gains of the business world with those outside it, we rely on funding. We offer three different partnership models - year-round foundation partners, project-based partners, and individual donors. Below, we explain the various options you have to be an individual donor at one of Solarplaza’s events. Sponsoring the Solarplaza Foundation at a Solarplaza event is a unique opportunity to give your company visibility at a leading industry event, while demonstrating your company’s commitment to the sustainable development goals. To give you an idea of what your funding could contribute to, we have summarized the impact of our most recent projects below.