



**Solar Cooking
Foundation
The Netherlands**



Annual Report

2010

2010 A new business-oriented start

Henk Crietee, Clara Thomas

In 2010, our cooperation partners obtained satisfactory results with the switch to more of a business-oriented approach to Solar Cooking.

The Integrated Sustainable Solar Cooking (ISSC) Production and Information Centre in Mbarara (**South Uganda**), reported that as of 2011 it will be able to continue entirely under its own steam, using its own means. **Solar Connect Association (SCA)** started in 2007 with a 100% subsidised project. It took only four years to reduce the subsidy completely. An impressive result for such a relatively short period. Next SCA asked us to assist with the creation of an ISSC Information and Distribution Centre in the capital Kampala. The same policy aims at a gradually diminishing dependence on third parties. Project developments in **Ethiopia** are equally impressive and promising. Over the year, close relations have developed between SCN² and **HoA-REC/N**³, the regional environment programme of the Addis Ababa University. The concept of Integrated Sustainable Solar Cooking (ISSC) has become standard jargon in academic and environmental NGO circles in Ethiopia! SCN has played an important role here. ISSC includes not only cooking with solar energy but also cooking on wood-saving appliances and using a hay basket.

Our relations with cooperation partner **PISDA** in **Ethiopia** have almost drawn to a close in 2010 and will after thorough consultation be transferred to HoA-REC/N at the beginning of 2011. PISDA has had an exemplary part in the introduction in the Horn of Africa of an extensive alternative energy project with ISSC as an essential component. The European Union and the Dutch development organisation ICCO will become the major donors of this large-scale project in 2011. SCN has played an important role in the preparation of the project's ISSC component. HoA-REC/N will continue to call upon SCN's technical expertise. Financial support will be granted on a small scale for the initial phase of new projects, which is made possible through contributions from our donors.

The central point of our policy focuses on an ultimately complete sustainability of ISSC activities carried out by our East-African partners. Cooperation with them is essential and our working visits are of vital importance. This involves the formulation of a detailed ISSC information and training plan and the elaboration of a simple **business plan** for the local production and sale of various ISSC appliances. The plan's implementation must guarantee a business-oriented, i.e. totally independent continuity of all ISSC activities in the Horn of Africa.

This is **the** challenge we face as well as our partners in East Africa.



² Solar Cooking Foundation the Netherlands

³ Horn of Africa Regional Environment Centre / Network

SCN transfers cooperation with PISDA to HoA-REC/N

Clara Thomas

PISDA's pioneer's role

In January 2007 PISDA (Ethiopia) started the solar cooking project. Covering 4 villages, 3.000 households have now switched to cooking with solar energy. In 2008, a permanent Solar Cooking Production and Promotion workshop was built where CookIt sets and hay baskets are produced. It also includes a training space and a shop. SCN has subsidised this project for 4 years. The production of ISSC appliances was set up for its own target groups, the local market as well as for the distribution to other NGOs and sites elsewhere in Ethiopia. A number of short training sessions were held for representatives from other NGOs and organisations, such as representatives of three new projects (see page 4) and the Bourayou technical school in the Bourayou district close to Addis Ababa. As a general promotion activity, PISDA received many interested parties for a first time introduction to ISSC.

PISDA exemplary role for ISSC in Ethiopia

PISDA's ISSC centre has secured an important exemplary role over the past years and has made a valuable contribution to the validation and dissemination of the importance of integrated cooking for women who are dependent on wood as fuel. PISDA has always included reforestation in its programme.

In 2011 this will be an inherent part of all new ISSC projects.



Men are happy as well with the advent of the CookIt!

Business approach an obstinate process

In 2010, SCN started to look seriously at the question how PISDA might be able to reach a financially independent position from SCN. SCN discussed this matter with PISDA during working visits and by e-mail. Discussions often centered on the quality and the sales price of the CookIt, hay basket and wood-saving cooking appliances. However, SCN did not succeed in convincing PISDA staff of the importance of a switch to a business approach where the actual cost price of the various ISSC cooking appliances would be calculated. The appliances were to be sold to end-users at no less than cost price using a payment system. Up until then, all ISSC appliances produced in the centre were sold at heavily subsidised prices. Interesting numbers on money saving, thanks to cooking with solar energy and wood-saving cooking methods

(see table page 14), were not convincing enough either to persuade PISDA to switch to a business approach.

Meanwhile, SCN had entered into discussions with HoA-REC/N of Addis Ababa University on new projects to be started in various districts in Ethiopia. At the same time it became more and more evident to HoA-REC/N as well that a business approach constitutes the only sustainable type of project development, PISDA (as HoA-REC/N member) being included. PISDA having had an exemplary role for years in the field of ISSC promotion, HoA-REC/N decided to take over cooperation with PISDA from SCN and to invite and motivate them to write an ISSC business plan for 2011 that will be self-sufficient in due course!

SCN has learned a lot from PISDA

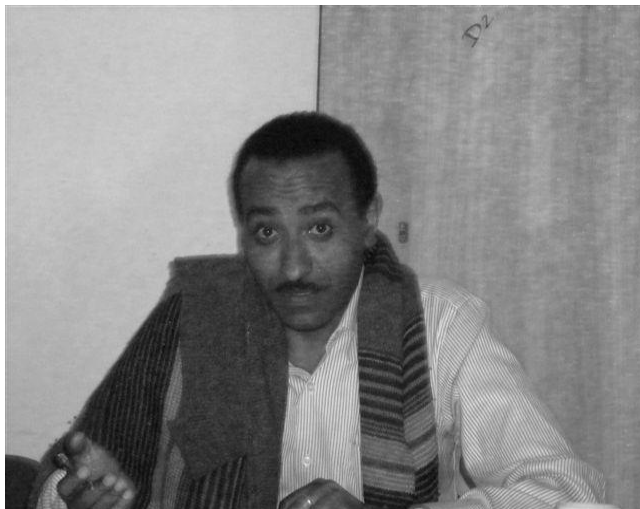
SCN has learned from its experience with PISDA how important it is to opt for a business approach right from the beginning and to make it a prerequisite for further cooperation. In January 2011, PISDA will, together with 4 other NGOs, participate in an 'ISSC social business, marketing and promotion' training session. The training sessions will be held in various locations in Ethiopia by Mesfin Kinfu (ISSC Manager HoA-REC/N), Clara Thomas and Henk Crietee (SCN).

New projects in Ethiopia

Clara Thomas

Cooperation HoA-REC/N and SCN

Following the 2009 Solar Cooking Conference in Addis Ababa, regular consultation took place with Abiy Ashenafi, HoA-REC/N staff member and manager of the



Renewable Energy Programme of Addis Ababa University (AAU). SCN's objective was to convince HoA-REC/N to take on the coordination of all ISSC projects. Mesfin Kinfu's name came up as possible coordinator for HoA-REC/N. He now coordinates all newly to be developed project requests.

***Mesfin Kinfu,
ISSC HoA-REC/N
manager***

Three new ISSC project requests in the North and South of Ethiopia

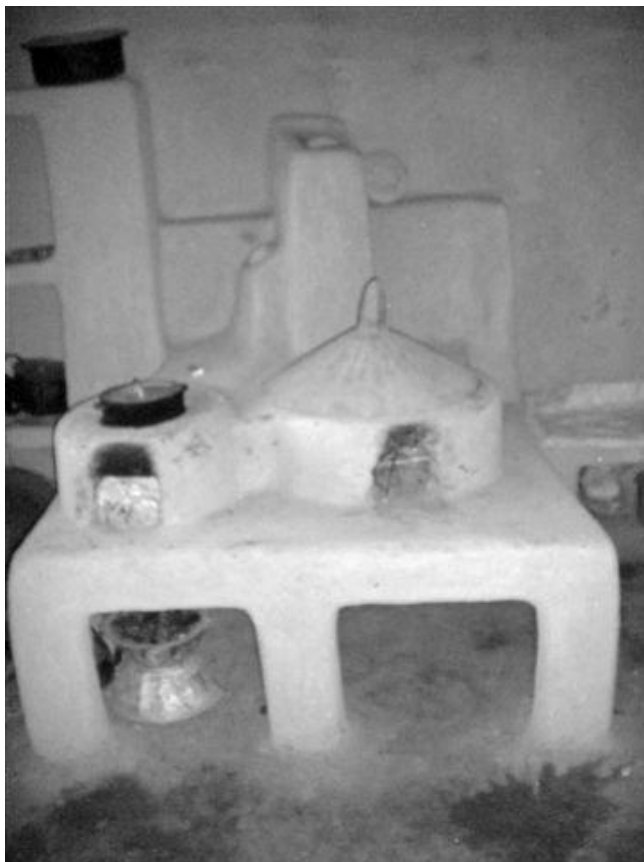
SCN received three project proposals from HoA-REC/N member NGOs in Ethiopia. The first was submitted by WAT, the Women's Association of the Tigray district, for an ISSC project in Adigrat, in the northernmost part of Ethiopia, close to the border with Eritrea. The second came from the work/home community of Awra Amba in the centre of Ethiopia in the Amhara district. A third project proposal came from ANCEDA, the Environment NGO from Arsi Negele in the Central Rift Valley.

HoA-REC/N forwarded the applications and requests for financial support to SCN.

The photo shows the Awra Amba Stove on which injera is baked inside the house. The advantage of this stove is the chimney through the wall to the outside.

HoA-REC/N applies for EU subsidy

In 2010, HoA-REC/N applied for a complex EU subsidy for renewable energy projects (including integrated solar cooking) in the Horn of Africa. By the end of 2010 HoA-REC/N received final EU approval, SCN officially being partner/advisor and co-financier during 3 years. SCN has agreed with HoA-REC/N that SCN will provide the initial subsidies of € 17,500 for the three projects, pending receipt of the EU funds. The plans to create production and promotion centres in the three districts are taking shape. The centres in these three districts must be based on a harmonised production and promotion/training programme. Our experience with PISDA, our cooperation partner since 2007 has taught us this.



Small business ISSC

The three new projects must be set up as businesses from the very start. This implies the elaboration of a business plan, including target group description, market analysis, approach plan and time schedule, organisation chart as well as detailed project budgets for the first year. The actual cost price of the ISSC products has to be calculated and customers will pay that cost price. This implies the creation of sound payment systems such as installment payments. The subsidies and microcredit programmes are available for the creation of the centre, promotion and training, not for the sale of cooking appliances at a subsidised price.

SCN training sessions on the one hand deal with the creation of production centres and on the other hand with promotion, marketing and the training of end-users.

• Balance Sheet SCN

	2009	2010		2009	2010
Assets	Euro	Euro	Liabilities	Euro	Euro
Bank & cash balance	89,278	98,419	Capital	14,491	15,697
Receivables:			Fund for knowledge transfer	600	4,846
HoA-REC/N	1,401	0	Payable		
ISSC Project Ethiopia			Puntland/Somalia	2,139	2,139
SCA Uganda (transp. al. foil)	0	1,128	Provisions:		
			Project SCA		
			Uganda (to WG)	44,811	9,000
			Project SCA		
			Uganda		
			(supplementary)	3,639	2,000
			Projects HoA-REC/N Ethiopia (3)	0	52,500
			Other ISSC projects	25,000	13,367
Total	90,679	99,547	Total	90,679	99,547

• Notes on Balance Sheet SCN

Fund for Knowledge transfer & Project Coordination	
Balance as at 01-01-2010	600
From other projects	5,000
Expenditure 2010	- 754
Balance as at 31-12-2010	4,846

Provisions ISSC Project Uganda (supplementary)	
Balance as at 01-01-2010	3,639
From other projects	6,634
Used in 2010	-10,273
Provisions 2011	2,000
Balance as at 31-12-2010	2,000

Provisions ISSC Project Uganda (to WG)	
Balance as at 01-01-2010	44,811
To WG in 2010	-44,811
Provisions 2011	9,000
Balance as at 31-12-2010	9,000

Provisions 2011 for ISSC Projects in Ethiopia (in cooperation with HoA-REC/N) :
 3 new projects x € 17,500 = € 52,500

Without you as donor or sponsor, it would not have been possible to achieve our objectives in the project countries. We are extremely grateful to you and hope that in 2011 we may count again on your support!

SCN Statement of income and expenditure

	2009	2010		2009	2010
Income	Euro	Euro	Expenditure	Euro	Euro
Donations received	81,055	68,337	PR & Promotion	3,735	4,286
Interest ING Saving Account	1,326	1,242	Office Expenses SCN	2,186	1,399
Sales CookKits etc.	1,279	591	Expenses CookKits, etc.	1,061	117
Contributions NCDO	1,100		Balance	78,128	64,706
Contributions Workshops	350	338			
Total	85,110	70,508	Total	85,110	70,508

• Notes on SCN Statement of Income and Expenditure

Compared to 2009 the amount of donations received has decreased somewhat (18%). The main reason is that a number of donations from service clubs Rotary and Lions, prominently present in 2009, has stopped in 2010. The number and total amount of small donations has increased however. The breakdown among the various donor groups is as follows:

Source	Number	Amount €	Percentage
Private donations of less than €500	180	11,152	16.3
Private donations of €500 and over	12	15,096	22.1
Donations from various foundations and institutions	12	31,006	45.4
Donations from businesses (ASN Bank and RABO bank)	2	11,083	16.2
Total Donations 2010		68,337	100.0

Commitment of our foundation's volunteers was again very impressive. In 2010 the amount spent on promotion and office expenses remained modest: 8.5% of the total amount of donations received and other contributions.

Breakdown for 2010 was as follows: PR & Promotion Expenses (6.3%) and Office Expenses SCN (2.2%).

• Financing ISSC Projects 2010

Financing sources for ISSC projects in Ethiopia and Uganda	Euro
Action proceeds SCN to giro account 40000 Wilde Ganzen	44,811
Net action proceeds SCN (91%)	40,779
Bonus Wilde Ganzen (70% of net proceeds)	28,544
Total action proceeds WG & SCN for 2010	69,322
Additional SCN contribution 2010	10,273
Total budgets ISSC Projects Ethiopia and Uganda 2010	79,595

• Notes on Financing ISSC Projects 2010

- The breakdown of SCN action proceeds (gross) transferred to Wilde Ganzen is as follows: ISSC Project SCA Uganda: € 27,344 & ISSC Project PISDA Ethiopia: € 17,467.

- The breakdown of SCN's additional contribution for ISSC Projects in 2010 is as follows: Project SCA Uganda: € 3,808 & Project PISDA Ethiopia: € 6,465.

- The funds transferred by WG and SCN to SCA Uganda and PISDA Ethiopia correspond to ISSC project budgets submitted by our partner organisations SCA and PISDA.

Uganda: 2010 more ISSC customers and users than ever

Hans Le Noble

SCA's⁴ project in Mbarara, Uganda has now been running for four years. A very special feature of the approach chosen for this project is its contribution to important goals such as the fight against poverty, women's emancipation and deforestation reduction in combination with the aim to achieve sustainable business-oriented production, distribution and sales of ISSC products. This implies that added value has to be created and realised.

Beside ISSC product and user information as well as training, a production and distribution centre has been created where Solar CookKits, Water Pasteurisation Indicators (WAPIs), Rocket and Lorena Stoves and Hay Baskets are produced by its own staff, where materials and products are purchased and product quality is monitored very closely.



Instruction and Promotion, Mbarara

The same careful attention is paid to the marketing and promotion of ISSC products. Local female instructors hold information meetings and user training sessions in the selected villages geared to women groups. These female instructors organise meetings for groups of women following the 'direct sales' model. One or several

⁴ Solar Connect Association

women invite friends, family and neighbours to a meeting. Subsequently, somebody else from that group takes on the task to organise the next meeting with a new group of participants. And so on

Female instructors and hostesses are remunerated so that they have an interest in the event's success.

This model shows all participants that there is a cost as well as a profit side and that the project's sustainability can only be guaranteed when profits exceed costs. Even when Wilde Ganzen and SCN no longer provide any subsidies.

Next to 'direct selling', the shop in Mbarara city also sells. And with increasing success no less! Compared to 2009, 2010 saw a 50% turnover increase.

By the end of 2010, SCA was able to report with pride that the planned production and sales forecast for the project year 2010-2011* of 3400 CookIt sets and other ISSC products would be reached to the full or almost full extent. The agreed objective to realise a "break even" position in 2011, after four years of subsidising, had now come within reach as well (* the project year goes from 1 February 2010 through 31 January 2011).

SCN does expect to provide assistance in the next few years in the form of knowledge transfer and management support but no longer any operating subsidies. SCN could possibly be called upon to assist in securing 'business credits', since the necessary cash flow for the project will be realised in the course of the year



Olivia (senior marketer) holds training session

In October 2010, Hans Le Noble, SCN board member and fieldworker, visited SCA Uganda and the Mbarara project for the 2nd time in his capacity as PUM expert. Refresher training sessions took place on quality control, marketing and sales. Special

attention was paid with management to organisational and economic aspects, advice was given and concrete steps recommended, everything within the framework of the sustainable continuation of SCA activities. Further elaboration will take place in 2011.



A Solar cooking meal

Kampala

The start of the planned Kampala Distribution Centre was delayed because of the lack of third party financing. It is expected that financing will be obtained at the beginning of 2011 so that this project can get off the ground. First sales planned: 2200 CookKits in 12 months! The goal is again to reach the break-even point after three to four years. Mbarara is going to supply the Kampala projects with its self-produced products, which will constitute an important contribution to the development of the Mbarara production centre.

ISSC staff and users

In the past four years, 8680 households in the Mbarara district have switched to ISSC cooking. At an average family size of 6 (low estimate), close to 52,080 people eat ISSC

cooked food. Per family they save approx. € 0.50 per day in fuel expenses or € 180 per year! This is quite an amount for a low-income household!

At this point in time, SCA has a full- or part-time staff of 20 and another 40, mainly women, earn income when they participate as female instructors or as producers/suppliers of CookIt sets, hay baskets and Lorena stoves.

Fundraising and networking

Fundraising

Foundation Wilde Ganzen continued to co-finance our ISSC projects in Uganda and Ethiopia in 2010. To the amount of Euro 44,811 raised by our foundation (consisting of a large number of small and some larger donations), Wilde Ganzen added a bonus of Euro 28,544. Wilde Ganzen remains our most important donor.

This financial year ASN Bank decided again to offset its CO2 emissions with a donation to our foundation. A fine initiative! For the three new ISSC projects in Ethiopia, we received donations from Rabobank Share4More and the Haella Foundation as well as from a number of other foundations that have supported our work for several years now. The consultancy firm The World We Work In presented its annual Charity Award 2010 to SCN in the form of a donation. Amounts that are given at birthday parties, marriage ceremonies and other parties represent an important share of the private donations.

Vaassen Flexible Packaging again delivered aluminium foil rolls entirely free of charge that were shipped for the local production of CookIts.

WINXXs Huizen continued to solve a number of computer and other ICT problems for management and work groups. In 2010, SCN representatives gave presentations at the Amsterdam International School, at the annual Ethiopia Day in Overvecht (see photo) and at the Soroptimist club in Hilversum.



Ethiopia Day 2010

Networking

SCN was interviewed by radio NPS for its programme 'Nederland dichtbij' (The Netherlands close-up); articles about SCN's work appeared in the Blaricum paper 'Hei Wei' as well as in the 'Protestants Christelijk Weekblad'

Cooperation with KOZON continued; a plan was developed to exchange information with the Belgian Solar Cooking organisation Sol Suffit.

SCN became a member of the international organisation PCIA and called attention to the importance of ISSC. Moreover, contact has been established with the Global Alliance for Clean Cookstoves.

Training Days

Two training days were organised in Kortenhoeft by Jacomine Immink and Jolien Hessel for a total of 8 participants. The target countries were Nepal, Uganda, Tanzania, Senegal, Burundi and Rwanda. Students from 2009 started a successful ISSC pilot project in 2010 in Zambia. SCN provides the initiators with advice. A close look was taken at the importance of a business-oriented approach. This will be further developed in 2011.



Project Zambia of Petty and Hans Heerebout (students from 2009)

Digital networking

The website www.solarcooking.wikia.com offers a wealth of information about solar cooking activities and developments worldwide. Information is catalogued by country, NGO or even by individual. The website is particularly suitable for cooperation promotion and network development. Up-to-date SCN project information is added to the Wikia site by Jolien Hessel.

The SCN website www.solarcooking.nl is versatile, extensive and up-to-date: ISSC techniques, manuals, training materials, working visits, project plans, film and photo materials, etc. More and more people visit SCN's website and look at more pages.

Visitor data 2010 www.solarcooking.nl		
Total number of visitors per year	Main number of visitors from the world 2010	
	Number of visitors	Pages visited
2007 17,000 visits 1,167 pages	1. United States 75,872	67,076
2008 47,000 131,710 pages	2. Netherlands 33,706	6,911
2009 71,000 " 125,644 pages	3. Russian Federation 2,926	81
2010 98,000 " 166,965 pages	4. France 2,328	513
	5. Germany 2,064	175
	6. China 1,725	1,851

Website data (Denise Schwartz)

Most visitors are from the USA, Western Europe and China. There are not many African visitors; visitors are mainly from Ethiopia, Uganda and South Africa. Most visited are the news items by Dutch as well as English readers.

A review of the data seems to indicate that the number of visitors is growing and that high priority should be given to regular updates of the news page as well as the page with 'Links'.



CookKit set

Finally:

SCN welcomed Prof. Dr. Herman Wijffels as patron of Solar Cooking Foundation the Netherlands!

ISSC Flyer and Manual for female instructors and end-users

Jacomine Immink



In 2011, HoA-REC/N will take over ISSC project coordination in the Horn of Africa from SCN. Early 2011 SCN takes on an advisory role and in that capacity will revise the manuals based on hands-on experience.

The manuals will then be translated into local languages. Ultimately, HoA-REC/N will use the following products:

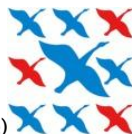
- 1 information and promotion flyer
- 2 manual for female instructors
- 3 manual for end-users with as little text as possible.

The last page of the manual will show a calculation of how much wood can be saved using ISSC.

The female instructors can use the fill-in-the-blanks exercises and discuss them with the end-users.

FIREWOOD CONSUMPTION - COSTS - SAVINGS	
EXAMPLE Household of 6 persons	YOU
<u>Example firewood consumption</u>	<u>My firewood consumption</u>
One day = 6 kg wood	One day = ...kg wood
One week 7 x 6 kg = 42 kg wood	One week ... x ...kg = ...kg wood
1 year 52 weeks x 42 kg = 2080 kg wood	One year 52 weeks x ...kg = ...kg wood
<u>Example firewood costs (20 Birr=1 €)</u>	<u>My firewood costs</u>
1 kg firewood = 1 Birr	1 kg firewood = ... Birr
1 day 6 p x 6 kg x 1 Birr = 6 Birr	One day ...p x ... kg x ... Birr = ... Birr
1 week 7 days x 6 kg = 42 Birr	One week 7 days x ... kg = ... Birr
1 year 52 weeks x 42 Birr = 2218 Birr	One year 52 weeks x ... Birr = ... Birr
<u>Example firewood saving in kg wood</u>	<u>My firewood saving</u>
ISSC cooking gives 70% savings	1 ISSC package thus saving 70% wood
70% per day saving 4 kg wood	70% per day saving ... kg wood
70% per week saving 28kg wood	70% per week saving ... kg wood
70% per year saving 1456kg wood	70% per year saving ... kg wood
= saving approx. 7 trees	= I save approx. ...trees
<u>Example firewood saving in Birrs</u>	<u>My firewood saving in Birrs</u>
1kg wood = 1 Birr	In one day .. kg x ... Birr I save ... Birr
1 week 7 x 4 Birr saving 28 Birr	In one week 7 x ... Birr I save ... Birr
1 year 52 x 28 Birr saving 1456 Birr	In one year 52 x ... Birr I save ... Birr
A complete ISSC package costs approx. 400 Birr	A complete ISSC package costs approx. 400 Birr

Abbreviations:



WG	- Wilde Ganzen (Wild Geese)
ICCO	- Inter Church Organisation for Development Cooperation
ASN	- Algemene Spaarbank Nederland (General Savings Bank The Netherlands)
SCN	- Stichting Solar Cooking Nederland (Solar Cooking Foundation The Netherlands)
KoZon	- Stichting Koken met de Zon, Wageningen (Foundation Cooking with the Sun)
NGO	- Non-Governmental Organisation.
PISDA	- Partnership for Integrated Sustainable Development Association
SCA	- Solar Connect Association
ISSC/WP	- Integrated Sustainable Solar Cooking/Water Pasteurisation
WAPI	- Water Pasteurisation Indicator
PCIA	- Partnership for Clean Indoor Air Association
AAU	- Addis Ababa University
HoA-REC/N	- Horn of Africa Regional Environment Centre/Network
SCI	- Solar Cookers International, California, USA
PUM	- PUM Netherlands Senior Experts

Board, Work Group and Advisors:

- Clara Thomas, chairwoman/field worker
- Henk Criette, treasurer/field worker/vice chairman
- Marjan Hermans, secretary
- Nel Hessel, member of the board/field worker
- Hans le Noble, member of the board/field worker
- Jolien Hessel, work group
- Jacomine Immink, work group
- Denise Schwirtz, work group
- Ton de Wit, stock management
- Jan de Wit, stock management
- Lianne Faili, translator
- Arnold Leufkens, advisor
- Coen Beeker, advisor
- Maarten Schröder, advisor
- Marjo Vervoorn, advisor
- Herman Wijffels, patron

Solar Cooking Foundation the Netherlands
 Zevenend 10, 1251 RN Laren, The Netherlands
 Website: www.solarcooking.nl
 Chamber of Commerce no. 321 087 38
 ANBI (Institution for General Benefit) arrangement

Secretariat SCN:
 Tel.: 0031(0)35-5311093
 e-mail: post@solarcooking.nl
 Bankgiro account no. 4111798

Editing and Design: Jacomine Immink

English translation: Lianne Faili

Production and promotion centres in Uganda and Ethiopia Integrated Sustainable Solar Cooking (ISSC)



Solar Connect Association (Uganda)
ISSC Shop in production and promotion centre



Partnership for Integrated Sustainable Development Association (PISDA Ethiopia)



Cooking in Cookit and finishing in hay basket: information and training for women



Mesfin Kinfu, HoA-REC/N, Addis Ababa University, training session on cost price calculation for business plan



Women earn money as instructors and producers of Cookits and hay baskets. Photos 1 and 2 production, photo 3 Clara explains manual to instructors