

# ACCELERATING ELECTRIFICATION



William Brent  
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[powerforall.org](http://powerforall.org)



# VISION

An aerial night view of a densely populated city, likely in South Asia, with numerous lights from buildings and streets. The word "ENERGY=" is written in large, white, bold, sans-serif capital letters across the center of the image. The text is flanked by two horizontal white bars, one above and one below, which extend across the width of the text.

**ENERGY=**

A photograph of two young women in a village setting, wearing traditional beaded jewelry and colorful clothing. They are smiling and looking towards the camera. The background shows other people and traditional thatched huts in a dry, open landscape.

# OPPORTUNITY

~1 billion energy poor

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85%

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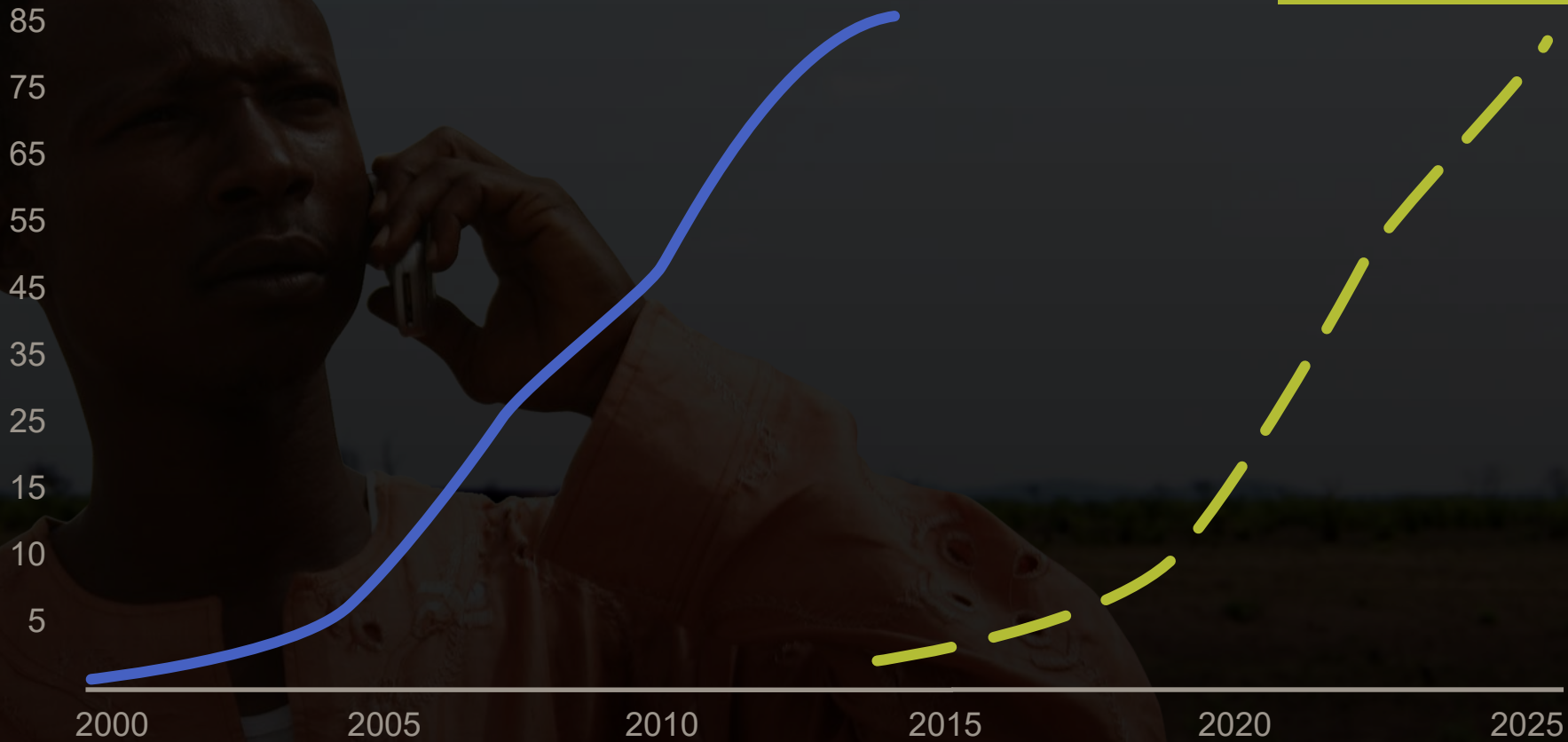
live in rural areas



**MOBILE MARKET PENETRATION  
650 MILLION+**

**ENERGY ACCESS POTENTIAL  
~ 1 BILLION**

PERCENTAGE OF POPULATION (SUB-SHARAN AFRICA)





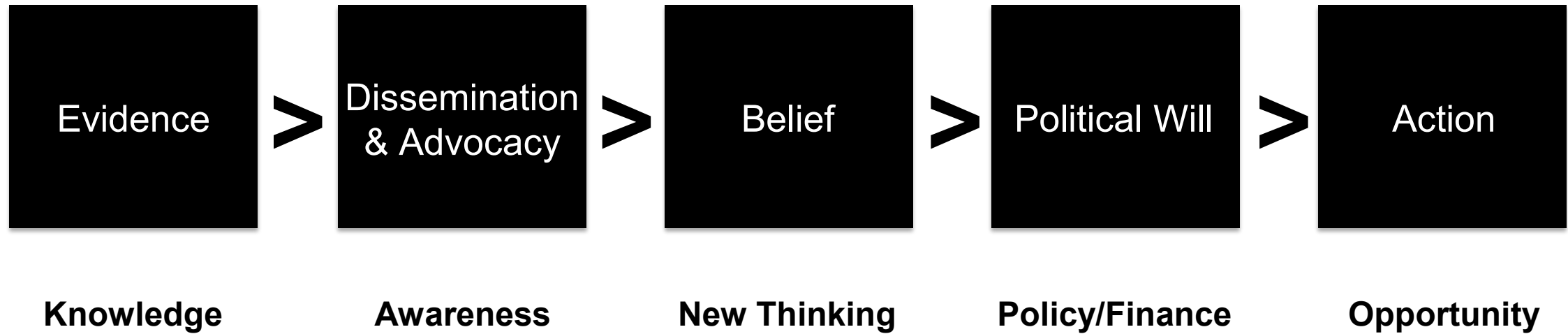
# ABOUT

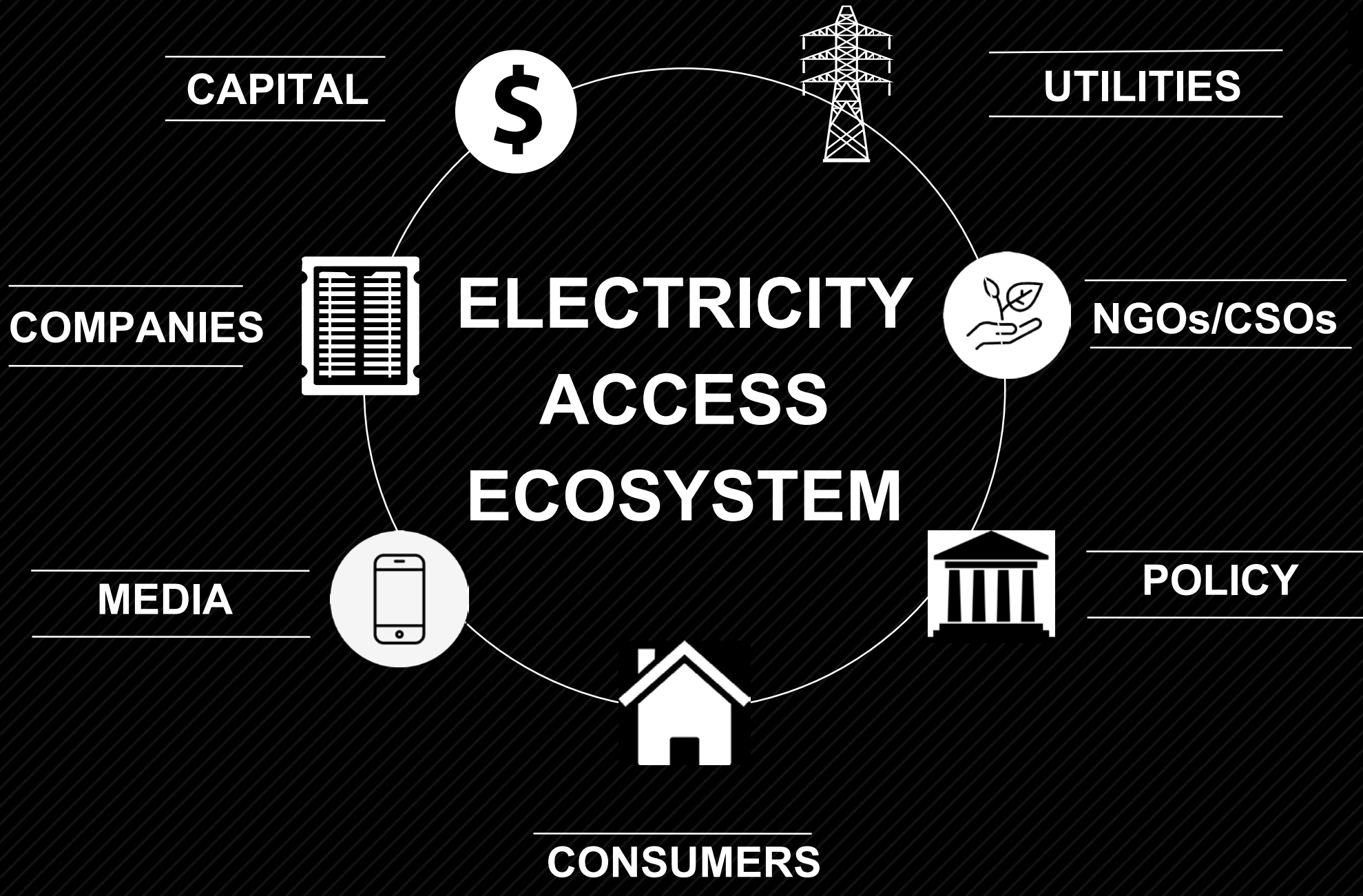
# COALITION: Community of action





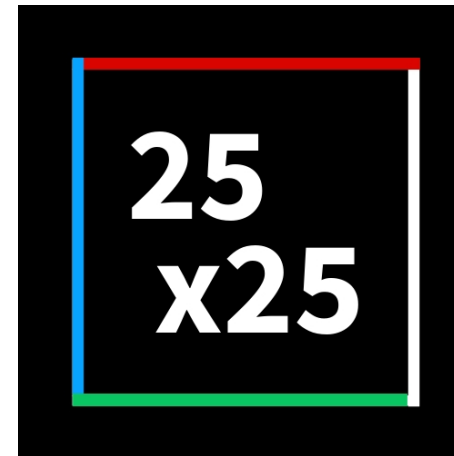
# METHOD: Market stimulation





# STRATEGY: Key initiatives

- **Platform for Energy Access Knowledge (PEAK):** New research, synthesis and curation; data collaboration and visualization
- **Utilities of the Future:** launched in 2017, to explore integrated energy models for sub-Saharan Africa
- **25x25:** a group of multiple stakeholders working together to stimulate energy access markets in 25 countries by 2025
- **#PoweringJobs:** First comprehensive, annual job census, including baseline for sector, job creation potential. Started in Kenya, Nigeria, and India, with survey of ~150 companies. Expanding to more countries in 2020. Part of broader **Energy Access Dividend** work



## #PoweringJobs

### Energy Access at Work

Solving energy poverty is about human capital. Affordable, distributed renewable energy (DRE) solutions already exist to provide clean, reliable electricity to at least three-quarters of the 1 billion people who lack it. But there aren't enough entrepreneurs or trained workers to deliver these solutions.

Despite growing demand for home solar, mini-grids and productive use appliances across Sub-Saharan Africa and Asia, there is a widening shortage of job-ready workers who can develop, install, operate and service distributed solutions for homes and businesses. Closing this gap—with skills and job training at the center of global energy access efforts—will determine our success or failure in deploying distributed solutions at the levels that are needed. We cannot achieve energy for all without a labor force to support it.

#PoweringJobs is a global effort to galvanize such a transformation. It puts energy access jobs at the center—not the sideline—of international and national development policies. It aims to strengthen donor, government and private sector commitments to realize these jobs and deliver Sustainable Development Goal 7 (SDG7).

Through education and training, a new energy workforce—including engineers and technicians, utility staff, financiers and banking professionals, manufacturers and entrepreneurs—will be able to remove a key barrier hindering “last mile” delivery of electricity and foster adoption of distributed power. This mobilization will also kickstart job creation in energy-poor countries. The off-grid value chain alone, including sales, marketing, installation and services, could create at least 4.5 million jobs globally by 2030, according to IRENA, thus playing a significant role in also achieving SDG4 (Quality Education) and SDG8 (Decent Work and Economic Growth).



**WE NEED SKILLS IN CLEAN, DISTRIBUTED ENERGY TO EMPLOY MILLIONS OF PEOPLE, INCLUDING WOMEN AND YOUTH, AND END ENERGY POVERTY.**



# JOIN US: Get involved

- Sign up for updates, including newsletter that goes to 10,000 subscribers
- Become a coalition partner
- Share photos of your employees as part of the SDG7@Work photo series
- Sign up for our regular social media toolkits
- Become a contributor to our newly revamped website
- Share high-quality footage for ongoing video series



**POWER FOR ALL**

*Spread the word*

## SDG7@ WORK

*has been launched!*

Send your employees' photos and bios  
to [poweringjobs@powerforall.org](mailto:poweringjobs@powerforall.org)  
or DM [@Power4All2025!](https://twitter.com/Power4All2025)

[WWW.POWERFORALL.ORG/POWERINGJOBS](http://WWW.POWERFORALL.ORG/POWERINGJOBS)