

# A better, brighter future

## Our journey

The Ashden Awards were established in 2001 to show how sustainable energy can transform lives. Over the last 18 years we have established an incredible track record of awarding, highlighting and helping scale enterprises whose solutions and business models have been at the forefront of a global energy revolution.

We offer our winners business support and introductions to investors, and have seen many of them grow rapidly. We give our winners opportunities to connect with influential audiences including policy-makers and the media. Drawing on their expertise to create networks of learning enables us to reach even more people.

In the UK our LESS CO<sub>2</sub> programme helps schools become more sustainable and our Fit for the Future Network shares ways to make buildings more energy efficient. In India we bring winners together to influence policy through the Ashden India Collective.

As scientific evidence clearly shows the urgent need to radically decarbonise, we are stepping up to the challenge. We are building on the wealth of knowledge, insights and ideas generated by our winners to significantly increase our impact on the ground – connecting more key players, asking more questions and calling for action nationally and globally, to achieve sustainable energy for all.



**Our vision** is of a prosperous, healthy world, transformed by sustainable energy.

**Our mission** is to accelerate the transformation of our energy systems so that everyone, regardless of geography or status, has access to sustainable energy.



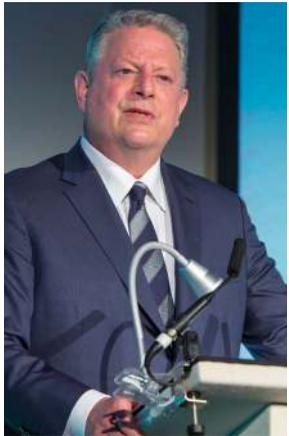
## Creating impact

Ashden is at the heart of a network of innovators and pioneers, business supporters and financiers. We support our winners to maximise their potential for impact; convening and brokering the connections they need to succeed.

Through our annual awards process we discover and promote innovations and solutions from around the world that promise a better, brighter future.

We provide insight into the challenges and opportunities they face. In the hands of decision makers, this evidence is a powerful tool for change, creating an environment where others can flourish.

And we are catalysts: we will take our winners' stories and use our insights to create compelling narratives that shows the need for a greater flow of finance for the sector.



**Our focus is where the need is urgent and the potential for impact great: creating liveable cities and increasing access to sustainable, affordable energy.**

**In each case, we see massive potential for rapid change and transformational benefits for millions of people.**

**From rapidly growing cities to the most remote rural communities, access to sustainable energy systems powers an equitable, healthy and decarbonised society.**

# Cities fit for the future

Cities are responsible for 70% of CO<sub>2</sub> emissions, and by 2050 will be home to nearly 70% of the world's people.

Our urban future is causing huge challenges: the risk of billions of people being exposed to dangerous pollution, living and working in poor quality buildings and struggling with crowded, inefficient public transport.

We're finding and promoting solutions from across the world – working closely with city leaders, businesses and others.

# Liveable Cities



# Making UK cities more sustainable

Every city should offer its people clean air, green spaces, healthy and efficient transport, and homes and workplaces at a safe and comfortable temperature.

That's why **we seek out the pioneers creating sustainable buildings, efficient transport and smart energy solutions**, making sure cities are liveable for everyone. We work at a city-region level, where we can do most to influence change and inspire a faster, more ambitious transition to a decarbonised energy system.

**We reach decision makers through events like our Ashden After Work series, Alumni Masterclasses, Seeing Is Believing tours, media activity and our own digital platforms.**

We realised that sustainability leaders in the UK's metro mayor city regions were working on their own, so **we created the Sustainable Cities Network**. This brings them together and helps to drive better choices using insight and expertise from our winners.

## Liveable Cities

### Painting pictures of a sustainable future

There's a simple idea behind Ashden's Liveable Cities programme: leaders adopt models that work. Our Sustainable Cities Network brings together city leaders from across the country and shows them what works.

We took a group of city and county council leaders from across the UK to Nottingham on a Seeing Is Believing tour to see how Ashden Award winning solutions could transform an urban space.



#### A winning solution

Nottingham City Council won an Ashden Award for its implementation of a Workplace Parking Levy – businesses within the city centre that have more than ten car parking spaces are charged an annual fee, which has raised over £44 million since 2012 and has enabled a step change in sustainable transport infrastructure in Nottingham.

**“ Nottingham City Council is a sustainable transport exemplar and on a par with top European cities like Berlin and Vienna**

[Ashden Awards 2017 judges](#)



Attendees heard how a Workplace Parking Levy could work in their cities – and riding the clean electric buses and the tram extension funded by the levy brought its potential to life.

A levy could be combined with solutions from other Ashden winners such as Liftshare, whose app lets people share car journeys, and electric vehicle charging experts Chargemaster. We painted a picture of an integrated, clean transport system and the benefits it brings.

# Closing the energy access gap

Affordable, sustainable energy underpins progress in everything from health and education to food security and livelihoods. But more than 1 billion people have no electricity, and 3 billion cook on dangerous, polluting cookstoves.

Energy and health are inextricably linked: health is put at risk by polluting vehicles, indoor air pollution from biomass stoves, hospitals with unreliable electricity, and buildings that are too hot, too cold or damp.

\$1 billion in catalytic finance – grants, concessional finance and government support – is needed every year to unlock the \$52 billion necessary to make electricity and clean cooking available to all.

Only bold and creative solutions can ensure everyone has the energy they need. Our winners prove that change is possible – but the scale of this challenge is huge, and innovators need more support to grow and multiply.

# Energy for development



# Powerful insights driving change

Ashden plays an important role showcasing, inspiring and convening to highlight the dramatic impact of sustainable energy on improving health, and helps finance reach the innovators saving and changing lives.

**We will significantly increase support for global energy enterprises through our hubs** – helping winners grow individually and as a collective community of practitioners.

Drawing on lessons learnt in creating the Ashden Alumni Network in the UK, **we are establishing 'hubs' in Mumbai and Nairobi** – places where the Ashden brand is strong, and there is a density of projects working to address very specific regional needs.

These hubs will play a key role in a new area of work: developing the supply of capital through catalytic finance. Over the next three years **we will inspire the next generation of enterprises to deepen the field and leverage greater finance.**

## Energy for development

### New models for equal access

Chhattisgarh State Renewable Energy Development Agency (CREDA) has developed a unique partnership with the state health agency to implement solar PV, inverter and battery storage systems in almost 1,000 health centres of all sizes in Chhattisgarh, central India.

Powering buildings and equipment, from solar lights for maternity services to stable refrigeration to keep vaccines fresh, this programme is supporting communities in rural and semi-rural areas where national grid extension is physically and politically difficult and expensive. This is a fantastic example of how a partnership between ministries can achieve better health through sustainable energy use.



Approximately 80,000 patients per day benefit in health centres improved by the solar PV electrification programme

Meanwhile, farmers in Pune, western India can store produce at the point of harvest, maximising shelf-life and quality thanks to solar-powered cold rooms from Ecozen. Vegetables, fruits and flowers, which would otherwise need to be sold immediately, can be kept in the cold rooms, which are designed to work even in low sunlight and with thermal energy storage back up at night.

Farmers control the temperature and humidity with a smartphone app and select the best time to sell. This helps to increase farmers' incomes and reduces the amount of fresh produce wasted due to a lack of sustainable power for refrigeration.



CREDA and Ecozen both won an Ashden Award in 2018. Since their win we have given each of them platforms to share their solutions with global audiences. We gave Ecozen the chance to pitch to potential investors in London and took them to New York to showcase their work to a high-level audience, including senior UN leaders, at our 'Seven for 7' event. We facilitated CREDA's participation in the Global Climate Action Summit in San Francisco and, at our event in London with the World Health Organisation.



## Partnering for impact

We know that collaboration is key to unleashing impact. We are looking for partners that share our vision and work with us to drive this sector forward. Partners like Sustainable Energy for All, who we worked with on an event in New York, 'Seven for 7'. This celebration of leadership on Sustainable Development Goal 7, 'access to sustainable and clean energy', attracted an influential audience including the UN Deputy Secretary General Amina J Mohammed. The event provided powerful evidence of what delivering this SDG actually looks like for real people.

Another partner, The World Resources Institute Ross Centre, shares technical expertise that helps us find winners that are at the cutting edge of innovation, meaning we can share widely information about how projects are working on the ground.

These are just two examples of the way we work with others to amplify impact and ensure that our winners' experience can accelerate the sector. To discuss how you can work with us, please do get in touch:

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## Help us do more

For 18 years, Ashden has been at the cutting edge of a global transformation in the energy system. Our vital work helping enterprises grow and promoting the benefits of sustainable energy has been made possible by the support of our funders. These philanthropists, companies and governments share our passion for change and vision for a prosperous, healthy and decarbonised world.

Could you join them? We are determined to do even more to make our cities liveable and bring clean energy to billions of people. And we are looking for funders who share the same commitment to innovation as our inspiring Award winners.

Ashden establishes long lasting relationships with its funders. We will share knowledge with you, connect you with our work on the ground and, if you're a corporate supporter, help your staff take part in what we do.

There are many ways to get involved: from supporting an award, to funding our work with UK cities, to helping us set up our enterprise hubs in India and Africa. To find out how you can be part of the Ashden story, contact:

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