

ASHDEN'S IMPACT IN 2022



Ashden's approach is all about impact.

Our model is simple: discover, amplify, scale, connect. We start by discovering brilliant, inclusive climate solutions – this year's ranged from solar powered WiFi in refugee camps to sustainable film sets. Then we share the stories of our winners with influential audiences, help them (and others like them) grow, and bring innovators and other changemakers together to accelerate progress.

In 2022, we were guided by our strategic focus on jobs, skills and livelihoods. There's huge potential for climate action to create economic opportunities, particularly in disadvantaged communities. But investment and policy action is needed to create these opportunities, and to ensure they are open to all.

In the Global South, we worked to boost access to clean, affordable energy – by backing fantastic innovators, but also by calling for action through our new Power Up coalition campaign. We also supported innovation in regenerative agriculture and natural climate solutions.

In the UK, we've helped schools and local authorities lower emissions and engage communities in climate action. And with fuel poverty at the top of the news agenda, it's no surprise that we've been supporting efforts to create warm, energy efficient homes.

Our year of impact was made possible by the passion, bravery and ingenuity of our frontline climate champions. If you can help us support them, please get in touch.

GILES BRISTOW
INTERIM CEO

THE 2022 ASHDEN AWARDS

900
APPLICATIONS

FROM
42
COUNTRIES

8
BRILLIANT
WINNERS

DISCOVER

The Ashden Awards: a unique search for climate champions

The 2022 Ashden Awards brought grants, publicity and new connections to a fresh crop of trailblazing climate innovators. A rigorous assessment process and panels of expert judges – ranging from academics and business people to journalists and refugees – helped us find our climate champions. Winners were chosen for their work building a fairer society, as well as lowering emissions.



THE ASHDEN AWARD
FOR ENERGISING
AGRICULTURE

Sokofresh
KENYA



THE ASHDEN AWARD
FOR GREENING
ALL WORK

**Vectar
Sets**
UK



THE ASHDEN AWARD
FOR ENERGISING
REFUGEE

**Kakuma
Ventures**
KENYA



THE ASHDEN
AWARD FOR ENERGY
INNOVATION

**Renewable
Parts**
UK



THE ASHDEN AWARD
FOR ENERGY ACCESS
SKILLS (CO-WINNER)

**Zonful
Energy**
ZIMBABWE



THE ASHDEN AWARD
FOR ENERGY ACCESS
SKILLS (CO-WINNER)

**Energy
Generation**
TOGO



THE ASHDEN AWARD
FOR LOW CARBON
SKILLS

B4Box
UK



THE ASHDEN AWARD
FOR NATURAL
CLIMATE SOLUTIONS

**Alam Sehat
Lestari**
INDONESIA

AMPLIFY

Inspiring, change-focused storytelling to funders, policymakers and other key audiences

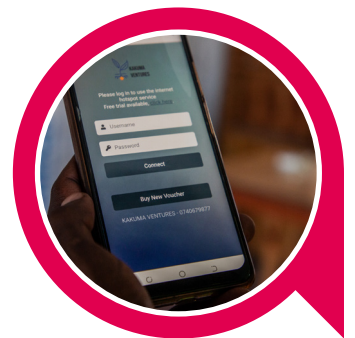


The 2022 award winners were centre-stage at ceremonies and events in London, Nairobi and at the COP27 climate summit in Sharm El-Sheikh

“I have been inspired by every Ashden awardee, what they are doing and how they are doing it.”

WANJIRA MATHAI, CLIMATE ACTIVIST
AND KEYNOTE SPEAKER AT OUR NAIROBI CELEBRATION

Ashden secured **363** pieces of media coverage for our winners and ourselves in 2022, reaching platforms from the Guardian and BBC in the UK to Kenya’s The Standard.



Our social media reach increased to **5.5 million** - a rise of 3.9 million in three years. Social media engagements rose from 64,000 to 560,000.

With support from LinkedIn, our digital campaign gave UK small businesses inspiration and resources to go green.

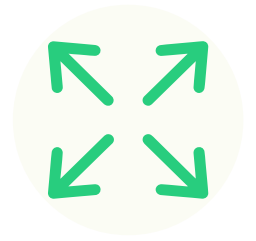
Its messages reached up to **1.2 million** people.



We amplified pioneering solutions with a detailed policy briefing on creating warmer homes. And we published 50 case studies of council climate innovation, co-developed with Friends of the Earth.

SCALE

Helping climate innovation soar



This year, we gave more than £245,000 in prize money and support to help our award winners scale. Our Fair Cooling Fund brought investment and publicity to a key climate challenge. Meanwhile, our campaigns scale up solutions by shifting policies and creating conditions for national and global change.

Scaling sustainable cooling

Our Fair Cooling Fund brought support, networking and grants to seven innovators cooling homes and farm produce. A linked communications campaign put the spotlight on cooling issues, earning coverage on major platforms including The Economist and The Guardian.



Our initial grants totalling £600,000 were used to leverage more than £5.2 million during the funding period.

 **3,470** 

3,470 people gained access to sustainable cooling during the project period.



“Our brand has become much stronger than before the Ashden Award success.”

NOAH SSEMPIJJA, FOUNDER, YICE
UGANDA (2021 WINNER)

 **420,000**

420,000 people are projected to gain access in the future.



BY DECEMBER 2022:

OVER 1,800 SCHOOLS, COLLEGES AND NURSERIES HAD SIGNED UP TO LET'S GO ZERO

REPRESENTING 141,000 STAFF

AND 885,000 STUDENTS

Ashden leads the Let's Go Zero coalition – the national campaign uniting and supporting UK schools as they work to become zero carbon by 2030. We inspire schools, share knowledge, connect them with support from their peers and others, and engage with government to secure the help schools need.

In April, the Department for Education launched its Sustainability and Climate Change Strategy – including four key Let's Go Zero policy asks. We are now working directly with the department to make sure that all schools have a nominated sustainability lead and climate action plan.

We partnered with the Greater London Authority and Bloomberg on the Climate Kick Start project, awarding five secondary schools £10,000 each to deliver climate projects. And our partnership with IKEA supported more great initiatives – from a uniform swap shop in Glasgow to vegetable growing in Cardiff.



Working in coalition, Ashden launched the Power Up campaign – a call for wealthy nations to greatly increase climate adaptation funding, with major investment in access to green, affordable energy for those facing climate catastrophe.

Power Up, supported by The Open Society Foundations, unites and amplifies African voices: with the continent facing the world's greatest energy access challenges, the campaign is a platform and resource for African leaders and changemakers, from policymakers and business owners to civil society.

IN 2022, THE POWER UP CAMPAIGN:



Was backed by more than 50 organisations

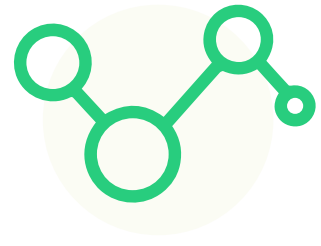
Put African enterprises on stage at COP and New York Climate Week



Earned coverage in major African media



CONNECT



Linking innovators, funders, policymakers and others to build a zero carbon future

In 2022 we supported UK councils to lower their emissions while also creating warmer homes, good jobs, better health and other benefits for residents.

Our resources and networks helped authorities share inspiration and best practice, and overcome common challenges. We connected them with our winners and other solution providers, and delivered insights to key audiences. We focused on some of the biggest climate challenges facing councils – including upgrading housing, greening procurement, and engaging communities in climate action.



We held 42 events for 580 council officers.



Our local authority toolkit was downloaded more than 800 times and has helped build over 100 local climate action plans.



All but one of England's combined authorities joined an Ashden event in 2022.



Taking part in Ashden's networks equipped council officers in Lambeth to launch pop-up sustainability events, helping residents swap unwanted clothes, grow food and do more. Sessions also led the London Borough of Brent to plan a dozen pop-up repair and reuse cafes in 2023.

We helped 2021 Ashden Award winner The Welcoming, an Edinburgh-based refugee charity, win funding from energy firm Octopus to support its energy advice line. Project Manager Chiara Puppi said: "Being an Ashden winner has raised the profile of our environmental work and opened us up to a different level of networking. Before, our network was only Scotland-wide; now, we're connected to the whole of the UK."



LOOKING TO THE FUTURE

Putting our values into action,
and scaling up our impact

Diversity, equity and inclusion

Around the world, the most marginalised people and communities are at greatest risk from climate change. We will never solve this challenge without tackling inequality – that’s why at Ashden we work for a fairer zero carbon world, not just cuts in carbon emissions.

That commitment to diversity, equity and inclusion must be reflected in our own organisation. So in 2022 we worked with recruiters to offer a fair playing field when hiring, and improved diversity on our judging panels. And we made inclusion a key criteria for our awards and projects. “There’s much more to do – we’re committed to going further and sharing our progress in the years ahead.”

ANITA HENDERSON
OPERATIONS & PEOPLE MANAGER AND LEAD FOR
DIVERSITY, EQUITY AND INCLUSION

Funding our future

The need for inspiring, inclusive and scalable solutions to our planetary crisis is greater than ever. This is what Ashden provides, and our impact and partnerships are growing dramatically.

In the last year media coverage of Ashden winners and programmes has more than doubled, hundreds more schools have joined our Lets Go Zero campaign, and the network of UK local authorities and community groups we support has continued to grow. The Power Up Coalition, only launched last September, has already recruited more than 60 clean energy innovators in Africa and beyond. And with recent success stories like the Fair Cooling Fund, we have helped climate pioneers use Ashden’s initial grant investments to leverage investments five times greater from other funders.

Our capacity to meet this growing demand was made possible through the generosity and commitment of our many donors. I’d like to thank them all, and acknowledge we wouldn’t exist without them. If you are interested in working with us, let’s talk about how you could join our community of supporters committed to accelerating transformative climate solutions and building a more just world.

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