ARE Member Services Overview
GLOBAL ELECTRIFICATION STATS

733 million people without access to electricity

1.5 billion people suffering from unreliable electricity services

Percentage of global population with access to electricity

- Status as of baseline year (2000): 78%
- Progress between 2000 and 2010: 83%
- Progress between 2010 and 2020: 91%
- Projected progress up to 2030: 92%
- Remaining gap to 2030 SDG 7 target: 100%
The Alliance for Rural Electrification (ARE) is the global association for the decentralised renewable energy (DRE) industry, catalysing private sector-driven markets for sustainable electricity services, creating jobs and powering equitable green economies.
ARE MEMBERS
REGIONAL FOCUS & EXPERTISE

ARE Members Technologies

- Bioenergy
- Hydro
- Wind
- Power Components
- Energy Storage
- PV

ARE Members Systems

- Standalone
- Mini-grid
OUR TARGETS

By 2030, ARE strives to enable private sector to:

1. Deliver sustainable electricity services to **more than 500 million people** in Sub-Saharan Africa, Asia-Pacific and Latin America & Caribbean

2. Catalyse the creation of **more than 5 million green jobs**

3. Avoid **more than 1 billion tonnes of CO2e emissions**
ARE TEAM

Leadership

David Lecoque
Ling Ng
Jens Jaeger

Team Members

Deepak Mohapatra
Inès van Oldeneel
Julia von Franz
Kathleen Capitine
Leila Sofia Abbá
Caroline Kantono
Okan Özkan
Estrella Fernandez
Gabriele Pammesberger

SECRETARIAT

Rebecca Bregant
Alexis Rehbinder
Camille André-Bataille

BOARD

Christophe Poline
Claudio Pedretti
Dario Traverso
Irene Calvé Saborit
Jan Ijspeert
Nicolas Rohrer
Rebecca Sleegers
1. Market Intelligence & Business Development

2. Policy & Advocacy

3. Communications & Marketing
Position yourself as a leading company and thought leader in renewable electrification and gain access to the ARE network of practitioners, financiers and tech providers.

Gain first hand market knowledge on opportunities, clients, cutting-edge DRE technologies and business models and via ARE publications, events and weekly alerts.

Secure a head start to get in touch with business partners and investors via ARE’s business and innovation events, ARE webinars and direct matchmaking support.

Reap the benefits from world-class marketing multipliers to spread awareness of your projects and accomplishments via ARE’s communications & marketing services.
A LOOK BACK AT ARE’s 2021 STORY

<table>
<thead>
<tr>
<th>ARE 2021 Growth</th>
<th>[WEEKLY ALERT]</th>
<th>[WEEKLY ALERT]</th>
<th>[ARE EVENTS]</th>
<th>[ARE EVENTS]</th>
<th>[ARE EVENTS]</th>
<th>[WEEKLY ALERT]</th>
</tr>
</thead>
<tbody>
<tr>
<td>67 New Members</td>
<td>21 Event Partnerships &amp; Discounts</td>
<td>756 Job Opportunities</td>
<td>14 ARE Events</td>
<td>7,300 Participants</td>
<td>1,700 B2B Meetings</td>
<td>51 Weekly Alerts</td>
</tr>
<tr>
<td>4 New Board Members</td>
<td>449 Procurement &amp; Tenders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>188 Business Opportunities</td>
</tr>
<tr>
<td>11 Secretariat Staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Financier Circle</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Market Intelligence &amp; Business Development</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

1 Energy Compacts

<table>
<thead>
<tr>
<th>Energy Compacts</th>
<th>[WEEKLY ALERT]</th>
<th>[WEEKLY ALERT]</th>
<th>[ARE EVENTS]</th>
<th>[ARE EVENTS]</th>
<th>[ARE EVENTS]</th>
<th>[WEEKLY ALERT]</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 ARE Interventions</td>
<td>22 International &amp; National Partnerships</td>
<td>10 Regional Partnerships</td>
<td>40 Articles in Global Media Outlets</td>
<td>7 Publications</td>
<td>1 DRE Recovery Campaign</td>
<td>1 Clean Energy Mini-grid Policy Guide</td>
</tr>
</tbody>
</table>

2 Member-only Knowledge & Investment Trainings

<table>
<thead>
<tr>
<th>Communications &amp; Marketing</th>
<th>[WEEKLY ALERT]</th>
<th>[WEEKLY ALERT]</th>
<th>[ARE EVENTS]</th>
<th>[ARE EVENTS]</th>
<th>[ARE EVENTS]</th>
<th>[WEEKLY ALERT]</th>
</tr>
</thead>
<tbody>
<tr>
<td>14,000 Newsletter Subscribers</td>
<td>7,000 Monthly Website Users</td>
<td>23,000 Social Media Followers</td>
<td>1 LinkedIn Member Discussion Board</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Policy & Advocacy Support
1. MARKET INTELLIGENCE & BUSINESS DEVELOPMENT SUPPORT AT ARE

Members get round the year networking opportunities at ARE fora, in-country workshops, webinars and via direct contact with other Members & financiers through the ARE LinkedIn group, weekly alerts, as well as internal webinars and meetings.
### Matchmaking & NETWORKING OPPORTUNITIES AT ARE EVENTS

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates</td>
<td>October 2022</td>
<td>Oct - Nov 2022</td>
<td>December 2022</td>
<td>December 2022</td>
</tr>
<tr>
<td>Location</td>
<td>Bujumbura</td>
<td>Abuja, Nigeria</td>
<td>Virtual and Germany</td>
<td>Maputo</td>
</tr>
</tbody>
</table>
| Opportunities for ARE Members | • Join ARE business delegation  
• Network  
• Apply to speak | • Exhibit  
• Network  
• Apply to speak | • Sponsor to exhibit or speak | • Join ARE business delegation  
• Network  
• Apply to speak |
# ARE Partner Events 2022

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Bangkok, Thailand</td>
<td>Kigali, Rwanda</td>
<td>Lusaka, Zambia</td>
<td>Kuala Lumpur, Malaysia</td>
<td>Jakarta, Indonesia</td>
</tr>
<tr>
<td>Opportunities for ARE Members</td>
<td>Discount available</td>
<td>10% discount</td>
<td>10-25% discount</td>
<td>4 delegate passes</td>
<td>4 delegate passes</td>
</tr>
</tbody>
</table>
Renewable Energy Expo, India  
Sep 2022  
New Delhi

Burundi Renewable Energy Day & Business Delegation  
Oct 2022  
Bujumbura

International Energy Transition Week  
Oct – Nov 2022  
Abuja, Nigeria

COP27  
Nov 2022  
Sharm El-Sheikh, Egypt

Off-Grid Expo + Conference  
Dec 2022  
Augsburg, Germany

Mozambique RE Business Forum & Business Delegation  
Dec 2022  
Maputo
ARE

INTERNAL MATCHMAKING

The ARE Off-Grid Matchmaking Platform is a unique opportunity enabling effective B2B & B2Finance matchmaking for ARE Members.

The interactive world map highlights the regions and countries where our Members are based and active in.

ARE Members can reach out to other Members for partnerships and other requests by using the matchmaking platform or ARE LinkedIn Group.

Deepak Mohapatra
Senior Officer, Business & Market Development
d.mohapatra@ruralelec.org
WEEKLY ALERTS

**ARE** Members receive weekly overviews every Friday with DRE market intelligence information and news from ARE HQ.

- Business opportunities (latest tenders, projects, etc)
- Events & discounts
- Access to funding
- DRE jobs
- Latest sector news
- Publications and more
As a thought leader, ARE publishes position papers, key recommendations and toolkits, as well as publications with case studies and best practices on various topics related to renewable electrification.
ACCESS TO MARKETS

ARE mobilises its Members in various off-grid business delegations in conjunction with relevant events.

Access to novel markets, meet local stakeholders, establish new business relations and strategic partnerships.

Example: ARE Off-Grid Business Delegation to Burundi and Mozambique.

Deepak Mohapatra
Senior Officer, Business & Market Development
d.mohapatra@ruralelec.org
2. POLICY & ADVOCACY SUPPORT AT ARE

ARE acts as a bridge between its Members and key stakeholders from both public and private sectors like governments, policymakers and international funding partners.
PARTNERS OF ARE

Building on the aggregated opinion of Members, ARE influences international policy & development agendas and works with national and regional associations to enable market development.

Visit www.ruralelec.org to explore partners of ARE.
INTERNATIONAL PARTNERS

REGIONAL PARTNERS
**ARE CAPACITY BUILDING**

**ARE** regularly organises capacity building activities, such as *Investment Academies*, and *Rural Electrification Masterclass*, exclusively for **ARE** Members.

**ARE** and its partners also initiated the **CORE** Initiative that offers training and technical assistance to practitioners, communities and governments to support renewable electrification projects.
ARE TOPICAL CAMPAIGNS

**ARE** connects its Members and key stakeholders from both public and private sectors and advocates for key changes and improvements that the DRE sector needs.

**ARE** is driven by its Members for its Members and Members participate in campaigns by contributing with case studies and through peer review.
3. MARKETING & COMMUNICATIONS SUPPORT AT ARE

ARE Members can use ARE’s website, social media channels and bimonthly newsletter to showcase their work & updates.
The bimonthly ARE Newsletter is distributed to public and private sector readers with a strong readership focus on or based in developing and emerging markets.

To send an article or banner in an upcoming newsletter:

New members can submit an article for free.
The new webinar series ‘Innovation for Electrification’ is a chance for ARE Members to showcase their technologies, products and services enhancing their visibility and branding, while turning viewers into potential customers.

<table>
<thead>
<tr>
<th>September</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinar date</td>
<td>08.09.2022</td>
</tr>
<tr>
<td>Theme</td>
<td>Premium Power Components</td>
</tr>
</tbody>
</table>

For quote on speaking and sponsorship options:

Deepak Mohapatra
Senior Officer, Business & Market Development

d.mohapatra@ruralelec.org
Click on the icons to follow ARE on social media. Members can share their photos and stories with ARE to reach 28,000+ followers via ARE’s social media channels.
ARE JOB PLATFORM

Members can post vacancies on the ARE Job Platform for free.

ARE offers the possibility for its Members to find the right candidate for open positions.

To post a vacancy:

Okan Özkan
Communications & Marketing Officer
o.ozkan@ruralelec.org
CONCRETE EXAMPLES OF MEMBER BENEFITS

1. Business Support

Mlinda

5 kWp DRE mini-grids
*India, Gumla*

Projects co-funded through grant funding via ARE Call for Proposals with OFID.

2. Networking and Partnerships

ENSOL, TTA, Studer

50kWp DRE mini-grid
*Tanzania, Mpale village, Tanga*

Business partnership between ARE members (project developers, experts, technology providers).
CONCRETE EXAMPLES OF MEMBER BENEFITS

3. Communications & Visibility
EcoPhi Renewables Engineering

“EcoPhi was able to increase its visibility significantly (by more than 40%) by promoting its products and solutions in the various ARE channels.”

4. Exhibition & Event Opportunities
Generaciones Fotovoltaica de la Mancha (GFM)

ARE Member GFM received prime visibility by exhibiting their products and solutions at the ECOWAS Sustainable Energy Forum 2019 which was attended by 300+ participants.
Being a member of ARE gives us year-round access to high-level conferences, well-targeted professional contacts, and visibility for our brand. Their multi-stakeholder approach, their professionalism and their motivation to play a decisive role in universal access to modern energy make them one of the best organisations in the sector to work with. Not to mention that the team is always very nice, facilitative and straightforward.

Emilienne Lepoutre  
Access to Energy  
Strategy & Performance Leader  
Schneider Electric

Joining ARE was one of the first decisions we took after launching Sunkofa Energy. It has allowed us to grow as a start-up company, facilitating the attendance to conferences and introducing us to investors. The ARE team is extremely proactive and always ready to help, it is a pleasure to work with them.

Irene Calvé Saborit  
Co-Founder & CEO  
Sunkofa Energy

Get your impact/contribution in rural electrification internationally recognised by participating in the ARE Awards. ARE recognition will definitely improve our image and contribute to getting more partners to increase our rural electrification footprint.

Prosper Magali  
Director of Projects & Business  
Ensol Limited
We look forward to advancing renewable electrification together!
# ARE Membership Fees

## Ordinary Members (All Businesses)

<table>
<thead>
<tr>
<th>Annual Turnover (EUR)</th>
<th>Annual Fee (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start-up</td>
<td>750</td>
</tr>
<tr>
<td>Individual member</td>
<td>750</td>
</tr>
<tr>
<td>Below 1 million</td>
<td>1,500</td>
</tr>
<tr>
<td>1 million – 5 million</td>
<td>3,500</td>
</tr>
<tr>
<td>5 million – 15 million</td>
<td>7,000</td>
</tr>
<tr>
<td>15 million – 30 million</td>
<td>10,000</td>
</tr>
<tr>
<td>Above 30 million</td>
<td>15,000</td>
</tr>
<tr>
<td>Leading Member (optional)</td>
<td>30,000</td>
</tr>
</tbody>
</table>

## Associate Member (All Non-Profit Organisations)

<table>
<thead>
<tr>
<th>Annual Turnover (EUR)</th>
<th>Annual Fee (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 10 staff</td>
<td>1,500</td>
</tr>
<tr>
<td>11 - 100 staff</td>
<td>3,500</td>
</tr>
<tr>
<td>101 - 500 staff</td>
<td>7,500</td>
</tr>
<tr>
<td>Above 500 staff</td>
<td>15,000</td>
</tr>
<tr>
<td>Leading Member (optional)</td>
<td>30,000</td>
</tr>
</tbody>
</table>

**Additional Info:**

- Membership is **per calendar year** (from 1st January – 31st December) and gets automatically renewed for the following year unless termination notice is received by 30 September of any given year (see ARE Articles of Association, Article 8).

- **Start-up special rate** is reserved for companies not older than 2 years and with an annual turnover of < €1 million. Valid only for the first year of Membership and will automatically be upgraded to Ordinary Member category based on their annual turnover from the second year of Membership onwards.

- **Individual Member**: For individuals not representing an organisation, in exceptional cases.

- Member fee subject to automatic annual indexation of 1.81%.

- All fees exclude **VAT** where applicable.

- To handle administration for new Members, ARE charges **one-time EUR 250 administrative fee**.
# CHOOSE YOUR MEMBERSHIP PACKAGE

<table>
<thead>
<tr>
<th>Complimentary Services</th>
<th>Special Package 2022 + 2023</th>
<th>VIP Package 2022 + 2023 + 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social media promotion</strong></td>
<td><img src="#" alt="Check" /></td>
<td><img src="#" alt="Check" /></td>
</tr>
<tr>
<td>(25,000 followers)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Special mention in ARE Weekly Alert + Newsletter</strong></td>
<td><img src="#" alt="Check" /></td>
<td><img src="#" alt="Check" /></td>
</tr>
<tr>
<td><strong>Free Newsletter article</strong></td>
<td><img src="#" alt="Check" /> <img src="#" alt="Check" /></td>
<td><img src="#" alt="Check" /> <img src="#" alt="Check" /></td>
</tr>
<tr>
<td>(worth up to 599 EUR)</td>
<td>(1 per year)</td>
<td>(1 per year)</td>
</tr>
<tr>
<td><strong>Free ticket: ARE EAIF22 / EAIF 23 event</strong></td>
<td><img src="#" alt="Check" /></td>
<td><img src="#" alt="Check" /> <img src="#" alt="Check" /></td>
</tr>
<tr>
<td>(worth up to 899 EUR)</td>
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<tr>
<td><strong>Free Speaking Slot: “Innovation for Electrification” webinar series</strong></td>
<td><img src="#" alt="Check" /></td>
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<tr>
<td>(worth up to 599 EUR)</td>
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</tbody>
</table>

**Discounts**
- Free membership for 2022
- Free membership for 2022

*The total Membership fee needs to be paid in full on receipt of invoice*
## ADVANTAGES OF LEADING MEMBERSHIP

<table>
<thead>
<tr>
<th>Additional Membership Services</th>
<th>Monetary value (up to)</th>
<th>Leading Member</th>
<th>Ordinary Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Gold sponsorship of ARE event of choice</td>
<td>20,000 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>2 x Priority invitation to speak at ARE event</td>
<td>10,000 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>1 x Sponsorship of ARE webinar</td>
<td>5,000 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>1 x Slider for a full month on ARE website</td>
<td>2,500 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>1 x Logo as supporter in ARE publication</td>
<td>2,500 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>4 x Articles in ARE newsletter</td>
<td>2,400 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>1 x Logo as a supporter in ARE's Annual Report</td>
<td>1,250 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>4 x Tickets for annual ARE EAIF 2022</td>
<td>3,600 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>1 x 1-hour meeting with ARE CEO every year</td>
<td>1,000 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>1 x Video testimonial on ARE media channels</td>
<td>1,000 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>2 x Banner in ARE newsletter</td>
<td>1,000 €</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>1 x Lead an ARE Task Force</td>
<td>n/a</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Exclusive invitations to industry meetings and consultations</td>
<td>n/a</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Unlimited access to ARE experts</td>
<td>n/a</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>10% discount on ARE event sponsor packages</td>
<td>n/a</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td><strong>Total return of investment value</strong></td>
<td><strong>&gt; 50,250 € for leading member</strong></td>
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</tr>
</tbody>
</table>
**NEXT STEPS: HOW TO JOIN ARE**

1. Download and complete the [ARE Membership Application Contract](mailto:d.mohapatra@ruralelec.org), choose your Membership package and send it to [d.mohapatra@ruralelec.org](mailto:d.mohapatra@ruralelec.org)

2. [ARE](mailto:) reviews your application. Upon positive appraisal, [ARE](mailto:) confirms your Membership and sends you the Membership fee invoice.

3. Once the invoice is settled, your organisation will be onboarded and you will start receiving all the benefits and services.