

Nov 2021 – Jun 2022

# DRE Recovery Campaign

Shifting Towards a Sustainable Electricity Sector to Power Greener & Equitable Economies

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COVID-19 has magnified social inequalities and compromised the path towards affordable, reliable and sustainable universal energy access. At the intersection of energy access, climate change and socio-economic development, decentralised renewable energy (DRE) is as an essential piece for rural communities to recover faster and better.

In this year of hope and major political focus on green recovery, the time is now for international funding partners, politicians, government officials, investors and other relevant stakeholders around the world to integrate DRE as a core element of their green recovery plans, allocating the full range of financial solutions at hand and helping build an enabling environment to facilitate the massive deployment of DRE solutions on the ground.

In view of the above and as a follow up to the successful [COVID-19 Campaign](#) in 2020, [ARE](#) and [GET.invest](#) have joined forces to support international funding partners, politicians, government officials, investors and other relevant stakeholders around the world shape their COVID-19 green recovery initiatives.

## TARGET AUDIENCE

International funding partners, politicians, government officials and other relevant stakeholders around the world

## EXPECTED OUTCOMES

**60,000** media impressions

**500** participants in related industry events

**15 sector partners** involved

**10 signatories** from leading government and international finance representatives

**8 knowledge** products

## Objectives



Creating additional evidence and raising awareness on the critical importance of DRE in supporting economic recovery, development and job creation



Creating additional evidence and raising awareness on the critical importance of DRE in enabling climate change mitigation, adaptation, and resilience



Supporting and advising politicians and government officials in strengthening or adapting their national action plans to support economic recovery, as well as climate change mitigation, adaptation and resilience strategies via 'DRE market growth'



Supporting and advising investors and financiers to invest in DRE, in line with the above objectives

## Activities

- 1 Portfolio of case studies** from ARE Members with relevant data and best practices from the ground.
- 2 Photo Contest** with speaking slot for two winners and mass promotion for the top 10 participants.
- 3 Promo article** including success stories from ARE members, to be published in target international and national news outlets.
- 4 Podcasts** featuring interviews with leading government and international finance representatives, diving into the practicalities of the green recovery.
- 5 Call to Action** with key policy and finance recommendations to speed up economic development and climate change mitigation, adaptation and resilience with DRE.
- 6 Promo video** with inspiring examples of DRE projects supporting communities recover faster and better from the pandemic.
- 7 A series of meetings** under the ARE Financier Circle with ARE financier Members to discuss green recovery initiatives and available funding windows.
- 8 Major industry events**, such as the UN High-Level Dialogue on Energy, COP26 and the ARE Energy Access Investment Forum 2022 (EAIF).



**GET INVOLVED**

To join the campaign, please contact:

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