



**Alliance for Rural  
Electrification**

**ARE**

# **Member Value Proposition**



# GLOBAL ELECTRIFICATION STATS

**675**  
**million**

*people without  
access to  
electricity*

**1.5**  
**billion**

*people suffering  
from unreliable  
electricity  
services*

# WHO WE ARE

The **Alliance for Rural Electrification (ARE)** is the international business association that promotes a sustainable decentralised renewable energy industry for the 21st century.

ARE activates markets for affordable energy services and creates local jobs and inclusive economies in Africa, Asia-Pacific and Latin America.

[See ARE Members](#)



# WHO ARE THE MEMBERS?

ARE represents the entire DRE value chain from manufacturing, technology provision and investment to project development, installation, operations, maintenance and recycling.

## **ARE Members** *at a glance*

### **Company Types**



- Investors
- Manufacturers
- Technology Providers
- EPC/Installers
- Developers
- Academia/NGO

### **Technology Types**



- Solar PV
- Hydro
- Wind
- Bioenergy
- Green Hydrogen
- Energy storage
- Power components

### **DRE Solution Sizes**



- Stand-alone Systems
- Mini-grids
- Grid-connected

### **Regions**



- Sub-Saharan Africa
- Asia-Pacific
- LAC



# ARE MEMBERS



200+  
Members

55+  
Countries

3  
Continents

# A SNAPSHOT OF 2023

ARE 2023 Growth	 <b>48</b> New Members	 <b>3</b> New Board Members	 <b>12</b> Secretariat Staff	 <b>1</b> Financier Circle	Market Intelligence & Business Development	 <b>50</b> Weekly Alerts	 <b>142</b> Business Opportunities	 <b>507</b> Procurement & Tenders	 <b>12</b> Event Partnerships & Discounts
 <b>462</b> Job Opportunities	 <b>19</b> ARE Events	 <b>8,465</b> Participants	 <b>617</b> B2B Meetings	 <b>1</b> Africa Desk	Capacity Building	 <b>116</b> Trainees at ARE Investment Academy	 <b>1,203</b> Participants at Innovation for Electrification Webinars	 <b>2,293</b> Practitioners Trained by CORE Initiative	 <b>50</b> Attendees at Finance for Electrification Meeting
Policy & Advocacy Support	 <b>31</b> ARE Interventions	 <b>34</b> Partnerships	 <b>8</b> Campaigns	 <b>5</b> Policy Contributions	Communications & Marketing	 <b>19,800</b> Newsletter Subscribers	 <b>8,000</b> Monthly Website Views	 <b>33,000</b> Social Media Followers	 <b>117</b> Members in LinkedIn Discussion Group

# ARE SECRETARIAT

## Global HQ



**David Lecoque**  
CEO



**Jens Jaeger**  
Director – PBD



**Ling Ng**  
Director – CM



**Estrella Fernandez**  
Manager – FHR



**Deepak Mohapatra**  
Senior Officer – BMD



**Julia von Franz**  
Officer – P&A



**Inès van Oldeneel**  
Officer – BMD



**Okan Özkan**  
Officer – CM



**Leila Sofía Abbá**  
Associate – P&A



**Olha Skrypa**  
Associate – FHR



**Nelson Nzongo**  
Assistant – BMD

## TOPICAL & REGIONAL EXPERTS



**Gabriele Pammesberger**  
Access to Finance Expert



**Stéphanie Njiomo**  
PURE Expert



**Sandra Boko**  
PURE Expert



**Silver Navarro**  
CORE Training Expert



**Roberta Alonzo**  
CORE Training Expert



**Dwipen Boruah**  
CORE Training Expert



**Mary Susan Abbo**  
CORE Training Expert

# ARE MEMBER SERVICES

## 1. Business & Market Development



## 2. Capacity Building



## 3. Policy & Advocacy



## 4. Communications & Marketing





# 1. Business & Market Development



## Unlock Business Potential with ARE

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**ARE Members** get round the year business development support through ARE weekly alerts, matchmaking opportunities, fora, in-country events, business delegations, webinars and capacity building workshops.

## B2B & B2Finance Matchmaking at ARE

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ARE provides a unique opportunity enabling effective B2B & B2Finance matchmaking for Members.

**ARE Members** can reach out to other Members by using the [ARE Website](#) or [ARE LinkedIn Group](#) or by contacting the ARE Secretariat.

# WEEKLY ALERT

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

- Business opportunities (latest tenders, projects, etc.)
- Events & discounts
- Access to funding
- Jobs
- Latest Sector News
- Publications & more



## ARE EVENTS & BUSINESS DELEGATIONS IN 2024

EVENT	DATES	LOCATION	OPPORTUNITIES FOR ARE MEMBERS
Solarplaza: Future of Energy	29 Feb – 1 Mar 2024	Amsterdam, Netherlands	TBC.
Africa Energy Indaba	5–7 Mar 2024	Cape Town, South Africa	5% discount on the conference and exhibition
 <b>ARE Energy Access Investment Forum 2024</b>	<b>21–23 May 2024</b>	<b>Lagos, Nigeria</b>	<b>1 free ticket + 10% discount on exhibition stands &amp; sponsor packs</b>
Africa Energy Forum 2024	25–28 Jun 2024	Barcelona, Spain	TBC.
Asia Clean Energy Forum 2024	3–7 Jun 2024	Manila, Philippines	TBC.
Lesotho–EU Forum	Nov 2024	Maseru, Lesotho	TBC.
EU PVSEC 2024	23–27 Sep 2024	Vienna, Austria	5% discount on exhibition booths
COP 29	11–22 Nov 2024	Baku, Azerbaijan	Chance to be part of ARE COP Delegation

# FLAGSHIP EVENT: EEIF SERIES



EAIF is the **top annual investment and industry event** with the objective to scale investments in the renewable electrification sector in emerging markets.



The Forum enables **business and investor partnerships** for renewable electrification, decarbonisation, economic growth and fighting against climate change.



EAIF 2023 featured more than **1,500 participants** (virtual + in-person) and included a high-level forum, side-events and an exhibition!



1,500+ registrations

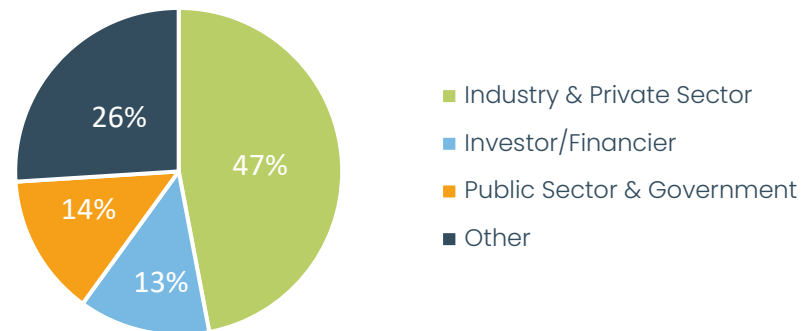


80+ countries represented



600+ GET.invest matchmaking meetings

Type of organisations





## 2. Capacity Building



### Access to Finance

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

### Technology & Innovation

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ARE and its partners have established the [CORE](#) and [GEAR](#) initiatives respectively that offer technical training programmes and activities to the practitioners, communities, and governments to support renewable electrification projects.



# ARE INVESTMENT ACADEMY

ARE organises Investment Academies to build the capacity of the local early-stage (M)SMEs in developing countries by offering them training programmes on business development and access to finance along with exposure to international investors.





# CORE & GEAR INITIATIVES

ARE manages the [CORE Initiative](#) addressing the immense capacity building and technical assistance needs to support the development of DRE systems.

ARE also manages the [GEAR Initiative](#) offering technical assistance to utilities and governments to increase the efficiency, reliability and resilience of electricity grids.



## 3. Policy & Advocacy



### Shape Policy Worldwide

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Building on the aggregated opinion of Members, ARE influences international policy & development agendas and works with national and regional associations to enable market development. [See ARE Partners](#)

### Advocate for Change

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As the leading association for renewable electrification sector, ARE builds bridges between its Members and key public stakeholders like governments, policymakers and international funding partners to drive forward developments on various aspects in the DRE sector.

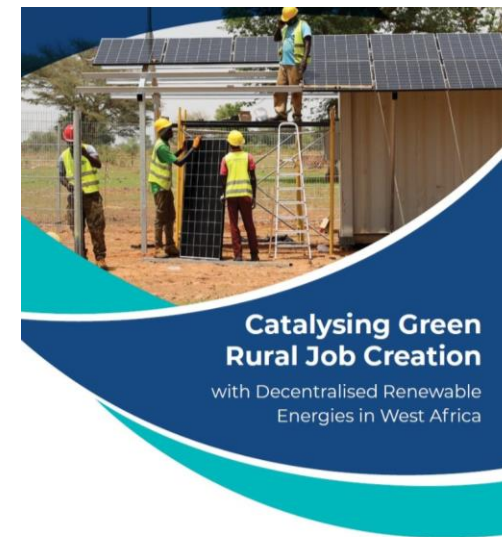


# Knowledge products & public-private dialogues

As a thought leader, ARE publishes position papers, key recommendations and toolkits, publications with case studies and best practices on various topics related to renewable electrification. In addition, ARE also organises public-private dialogues on focus topics.

[See ARE Publications](#)

[See ARE Project Database](#)

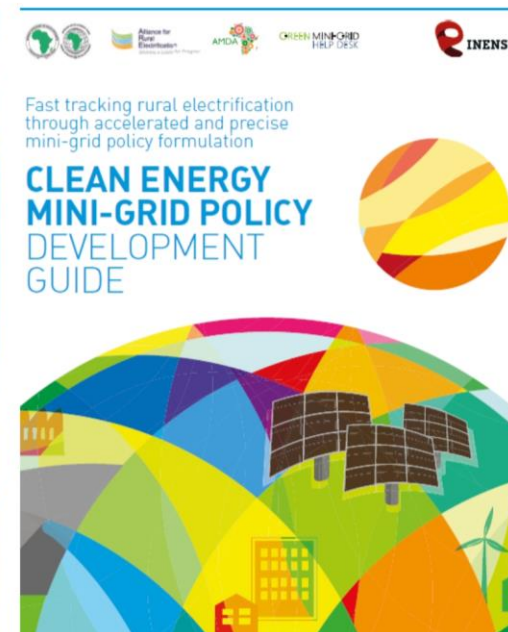


KONRAD  
ADENAUER  
STIFTUNG

Alliance for  
Rural  
Electrification  
*Shining a Light for Progress*



UNIDO  
ITPO  
Alliance for  
Rural  
Electrification  
*Shining a Light for Progress*





# TOPICAL CAMPAIGNS

ARE advocates on its Member's behalf for key changes and improvements that are needed in the DRE sector.

Members actively participate in campaigns by contributing case studies, and taking part in public-private dialogues.

[See Current Campaigns](#)

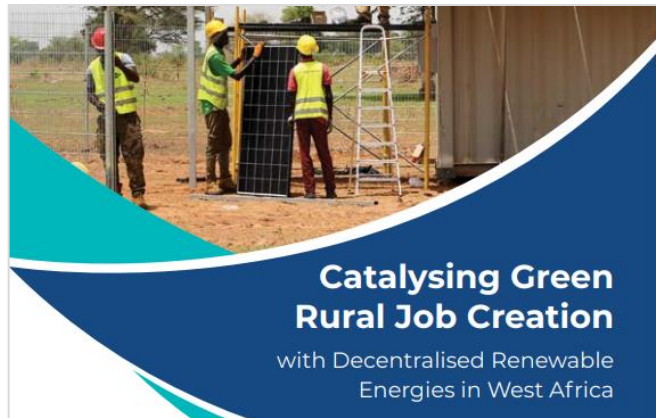




# POLICY & ADVOCACY EXAMPLES

## Catalysing Green Rural Job Creation with DRE in West Africa

ARE, in close collaboration with the Konrad-Adenauer-Stiftung, conducted a study on the potential of DRE to catalyse Green Rural Job Creation and lead a campaign on the subject in Ghana, Senegal and the West African region.



## EU – ARE Industry Consultation

ARE is part of the Global Gateway Business Advisory Group on Climate & Energy to strengthen public-private cooperation on Global Gateway strategy and implementation. ARE also supports the EU in identifying and formulating future DRE interventions in the energy space in 8 African countries, with a deeper focus on Nigeria and DRC.



**200+** companies contacted



**8** country consultations



**90+** responses

# 4. Communications & Marketing



## Show your Products & Services

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ARE Members can use ARE's website, social media channels, bimonthly newsletter, and [Job Platform](#) to showcase their work & updates.

## Amplify your Success

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Members can benefit from world-class marketing services to showcase projects and achievements by utilising ARE's Communications & Marketing support.

# ARE NEWSLETTER

The ARE Newsletter is published bimonthly and reaches a diverse audience of 20,000 subscribers. It is distributed to readers in both the public and private sectors, with a specific focus on individuals based or engaged in developing and emerging markets.

## ARE Newsletter Calendar 2024

	February	April	June	September	October	December
<b>Submission deadline</b>	19.02.2024	15.04.2024	17.06.2024	26.08.2024	21.10.2024	02.12.2024
<b>Publication date</b>	28.02.2024	24.04.2024	26.06.2024	04.09.2024	30.10.2024	11.12.2024
<b>Theme</b>	Powering Industries & Productive Uses of Energy with DRE	RE Generation & Green Hydrogen	Smart Financing & ESG	Energy Storage & Recycling Best Practices	Digitalisation & Optimisation	DRE Impact on SDGs

# I4E WEBINAR SERIES

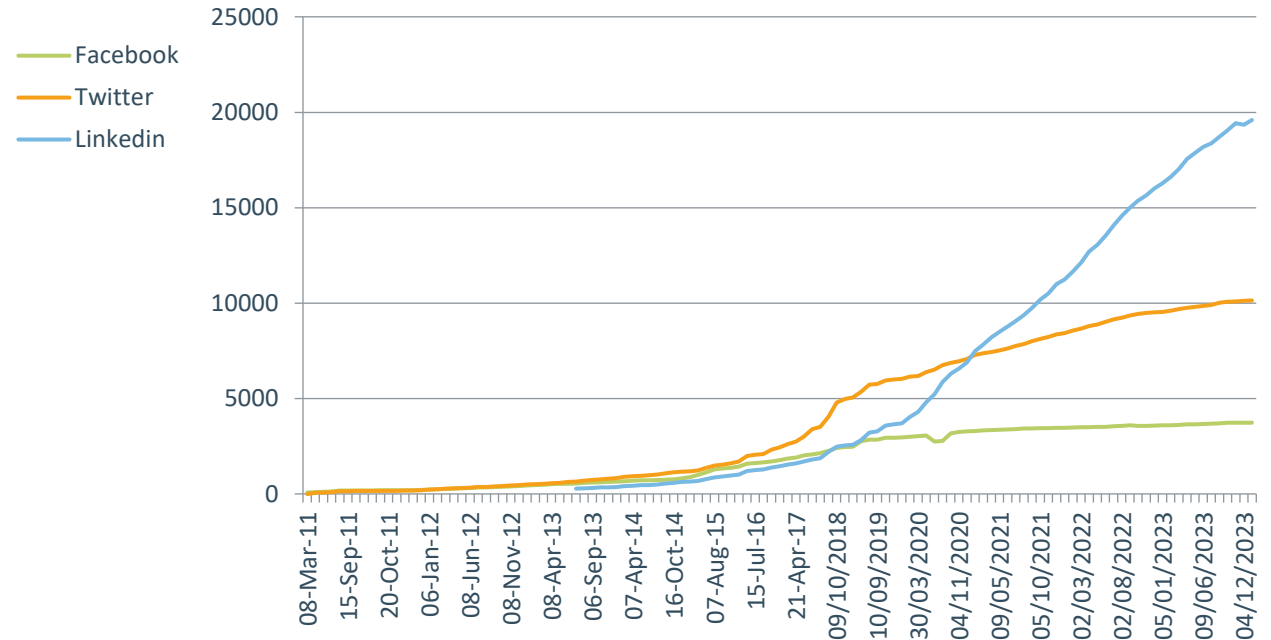
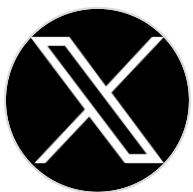
The Innovation for Electrification (I4E) Series provides a chance for ARE Members to showcase their technologies, products and services enhancing their visibility and branding, while turning viewers into potential customers.

Webinar date	Theme
29.02.2024	Powering Industries & Productive Uses of Energy with DRE
25.04.2024	Renewable Energy Generation & Green Hydrogen
05.09.2024	Energy Storage & Recycling Best Practices
31.10.2024	Digitalisation & Optimisation



# ARE SOCIAL MEDIA

Members can share their photos and stories with ARE to reach ARE's now 33,000+ followers via ARE's social media channels.





“

We have worked with ARE on the industry consultation for the EU Technical Facility. We also took part in the DRE Recovery Campaign by providing input but also hearing from other companies. So far, it has been very interesting and important for us to be collaborating with ARE and ARE Members.

**Diane Domkam**  
**ENGIE Energy Access**



“

We found EAlF very interesting for us. Not only we managed to generate new business opportunities and connections, but also, we improved our brand awareness through ARE's communications & marketing support during the event.

**Desy Pamela**  
**Schneider Electric**



“

ARE has a great network. They introduced us to lots of developers and regulators in multiple markets that we needed to work with in order to get our technology out there. They published our case studies which made a lot of people to reach us and give feedback. Ultimately, this has let us scale up and legitimise our technology.

**Afnan Hannan  
Okra**







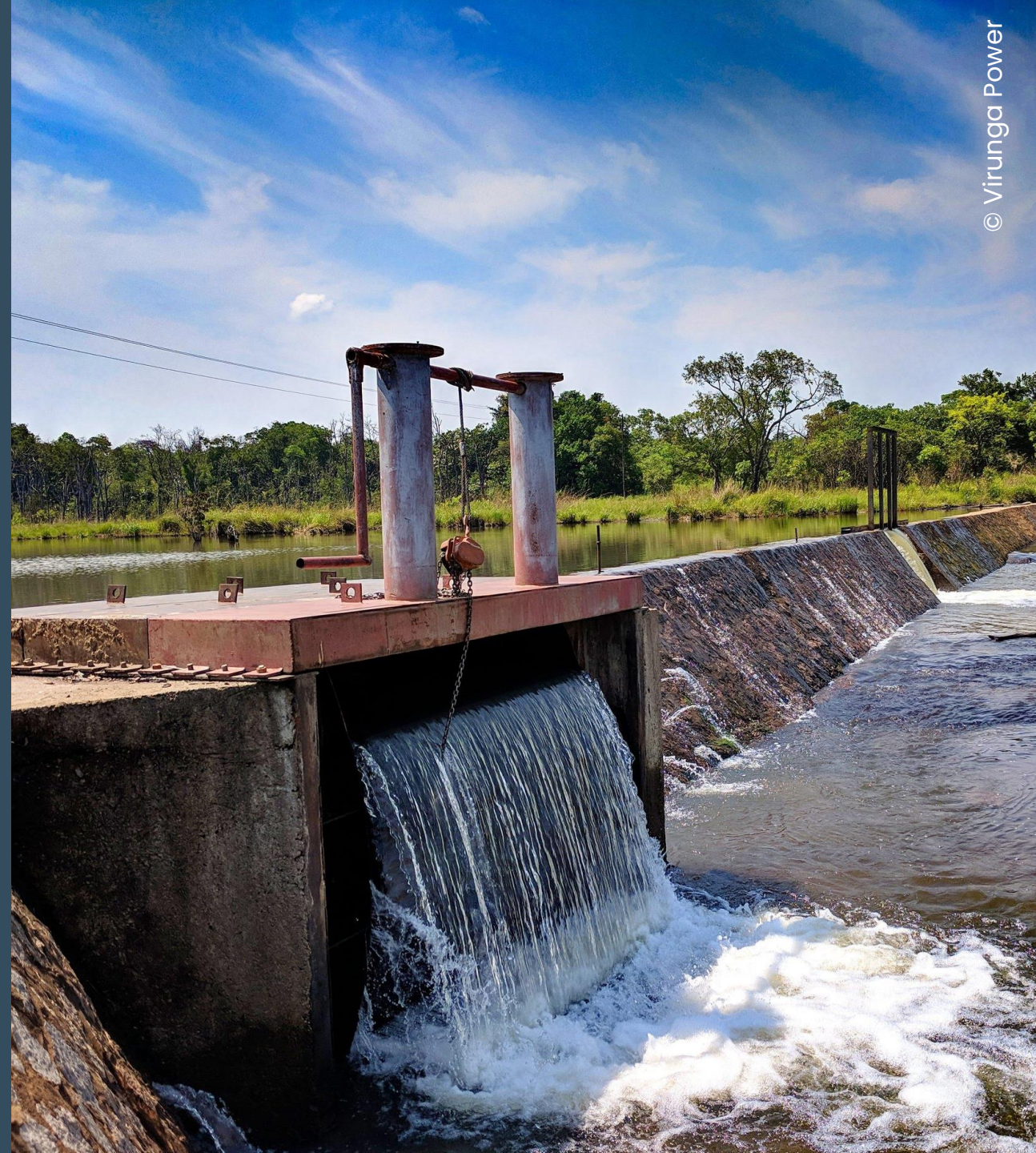
**Alliance for Rural  
Electrification**

## Contact us

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1040 Brussels  
Belgium

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[are@ruralelec.org](mailto:are@ruralelec.org)  
+32 2 400 10 00



# ARE MEMBERSHIP FEES

Type of Membership	Annual Turnover (EUR)	Annual Fee (EUR)
<b>Corporate Members</b> (All Businesses)	<b>Leading Member (optional &amp; open to all)</b>	31,095.83
	Premium Member (over 30 million)	23,321.87
	Corporate Member C1 (15 – 30 million)	15,547.91
	Corporate Member C2 (5 – 15 million)	7,255.69
	Corporate Member C3 (1 – 5 million)	3,627.85
	Corporate Member C4 (under 1 million)	1,554.79

Type of Membership	No. of Employees	Annual Fee (EUR)
<b>Associate Member</b> (All Non-Profit Organisations)	<b>Leading not-for-profit Member (optional &amp; open to all)</b>	31,095.83
	Associate Member A1 (Over 50 employees)	7,773.96
	Associate Member A2 (5 – 50 employees)	3,627.85
	Associate Member A3 (under 5 Employees)	1,554.79

## Additional Info:

- Membership is **per calendar year** (from 1<sup>st</sup> January – 31<sup>st</sup> December) and gets **automatically renewed** for the following year unless termination notice is received by 1 September of any given year (see [ARE Articles of Association, Article 11](#)).
- 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 Corporate Member category based on their annual turnover from the second year of Membership onwards.
- 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

Complimentary Services	Regular Package 2024	Special Package 2024 + 2025	VIP Package 2024 + 2025 + 2026
<b>Social media promotion</b> (33,000 followers)	✓	✓	✓
<b>Special mention in</b> ARE Weekly Alert + Newsletter	✓	✓	✓
<b>Newsletter article</b>	✓	✓ ✓ (1 per year)	✓ ✓ ✓ (1 per year)
<b>Speaking Slot at ARE 'Innovation for Electrification' webinar</b>		✓	✓
<b>EAIF 2024</b>		<ul style="list-style-type: none"> <li>• 1x free ticket worth up to 599 €</li> <li>• 50% discount on 9sqm expo booth at EAIF 2024 worth 2.5k €</li> </ul>	<ul style="list-style-type: none"> <li>• 2x free tickets worth up to 599 €</li> <li>• Free 9sqm expo booth at EAIF 2024 worth 2.5k €</li> </ul>
<b>Membership Fee Discount</b>	10% discount if joined before 31 Jan 2024	10% discount on 2024 membership fee if joined before 31 Jan 2024	20% discount on 2024 membership fee if joined before 31 Jan 2024
<b>The total Membership fee needs to be paid in full on receipt of invoice</b>			

# ADVANTAGES OF LEADING MEMBERSHIP

Leading ARE Membership Services 2024	Value (up to)	ARE Leading Membership	Regular Membership
All services included in ARE Regular Membership (Package 1)	30,150 €	✓	✓
1 x gold sponsorship: ARE Energy Access Investment Forum 2024	20,000 €	✓	X
2 x priority invitations to speak at ARE events	10,000 €	✓	X
1 x lead an ARE Task Force	7,500 €	✓	X
3 x additional free entry tickets for events organised by ARE in 2024	3,000 €	✓	X
1 x highlighted visibility for a full month on ARE website	2,500 €	✓	X
1 x logo as supporter in ARE publication	2,500 €	✓	X
1 x logo as a supporter in ARE's Annual Report	1,250 €	✓	X
2 x articles in ARE newsletter	1,200 €	✓	X
1 x 1 hour meeting with ARE CEO every year	1,000 €	✓	X
1 x video testimonial on ARE media channels	1,000 €	✓	X
1 x speaking slot in I4E series webinar	600 €	✓	X
1 x banner in ARE newsletter	600 €	✓	X
Total value of ARE Membership Services 2024	<b>80,170.00 €</b>		
Total price for ARE Leading Membership in 2024	<b>31,095.83 €</b>		

# NEXT STEPS: HOW TO JOIN ARE

- ✓ Download and complete the **ARE Membership Application Contract**, choose your Membership package and send it to [d.mohapatra@ruralelec.org](mailto:d.mohapatra@ruralelec.org) along with an extract of your approved annual turnover.
- ✓ **ARE** reviews your application. Upon positive appraisal, **ARE** confirms your Membership and sends you the Membership fee invoice.
- ✓ Once the invoice is settled, your organisation will be onboarded and you will start receiving all the benefits and services.

