



Publication Announcement¹

Open for Business: Entrepreneurs, Clean Energy and Sustainable Development

Give a person a fish and feed them for a day, but teach them to fish, according to an old proverb, and you feed them for a lifetime. If, however, you give one of them the skills to teach a whole village to fish AND loan them enough capital to start an enterprise selling tackle and bait, you are well and truly on the road to sustainable development.

The metaphor may be somewhat stretched, but the 21st century twist to the proverbial wisdom is quickly gaining momentum under the name of *enterprise-centred development*. It's a model pioneered by the US-based non-profit clean energy investor E+Co, and applied to a partnership between E+Co, the United Nations Foundation (UNF), the United Nations Environment Programme (UNEP) and a number of dynamic local NGOs. Their \$8.6 million partnership is called the **Rural Energy Enterprise Development** initiative, or **REED**.

The enclosed publication, *Open for Business: Entrepreneurs, Clean Energy and Sustainable Development*, details how the enterprise development model is being applied to provide clean energy via energy efficiency and renewable energy as a basis for long-term sustainable development, particularly through REED initiatives in Brazil, China and five African countries. The 32-page publication includes descriptions and examples of how small amounts of seed capital and business training to help prospective entrepreneurs is creating and sustaining new clean energy businesses.

REED takes a wide swerve from traditional approaches to development, which has still left 1.6 billion people without access to modern energy services, such as electricity. **REED** is an innovative response to this challenge and a shift in development assistance away from technology, demonstrations and gifts to that of *empowerment, markets and investments*.

One of the strengths of REED is a partnership approach that includes a range of development and conservation organisations such as ENDA (Senegal), Instituto Eco-Engenho (Brazil) and The Nature Conservancy (China). The publication explains how these organisations work with E+Co locally to deliver the business development services and seed capital new entrepreneurs need to start their new enterprises and to succeed. In Africa, these include businesses offering efficient cookstoves, windpump repair services, solar crop drying and sawmill waste charcoal briquetting.

¹ This announcement, along with other REED media materials, available on-line at www.uneptie.org/energy/REED-Media-Kit

The UNF and UNEP have invested considerable resources in this effort because new and innovative approaches such as energy enterprise development are needed to *simultaneously* address the multitude of development and environment challenges facing many of the world's poorest countries. The direct economic, social and environmental benefits resulting from these new approaches will also benefit richer countries. Development based on renewable energy, for example, reduces the risk of adverse global climate change.

Open for Business: Entrepreneurs, Clean Energy and Sustainable Development can be downloaded directly from www.unepdtie.org/energy/publ or ordered from EarthPrint (orders@earthprint.com www.earthprint.com Fax: +44 1438 748 844). Stock Code 3205, ISBN: 92-807-2163-1.

For more information, contact:

Robert Bisset
UNEP Press Officer/Spokesperson for Europe
United Nations Environment Programme
Ph: + 33 1 4437 7613
Mob: +33 6 2272 5842
Email: robert.bisset@unep.fr

Eric Usher
Energy Programme Officer
Division of Technology, Industry and Economics
United Nations Environment Programme
Ph: +33 1 4437 7614
Email: eric.usher@unep.fr