

Light for Life: Solar Energy in Nepal Campaign Tool Kit



Support Light for Life: Solar Energy in Nepal on GroupRev Crowdfunding:

Whether you are an individual or part of an online media outlet, this document has tips and tools to help you promote the *Light for Life: Solar Energy in Nepal* campaign, and help provide solar energy solutions in Nepal.

We'd love to keep you posted about campaign events and photography exhibitions, so please connect with us on facebook: <https://www.facebook.com/kristinlauphotography>, <https://www.facebook.com/SunFarmerTeam> and <https://www.facebook.com/photographerswithoutborderscanada>.

BECOME AN AMBASSADOR SUPPORT OUR GROUPEV CAMPAIGN

The campaign involves a crowdfunding initiative on GroupRev. If you haven't seen it yet, the campaign page includes a short 4-minute video featuring documentary photographer Kristin Lau and non-profit organizations Photographers Without Borders and SunFarmer. It's a great way for people to understand why *Light for Life: Solar Energy in Nepal* is an important story that needs to be shared: <http://org.grouprev.com/sunfarmer>

Please feel free to share our story online and find the social media tools best suited for you!

SUPPORT AND SHARE VIA SOCIAL MEDIA

FACEBOOK

To save some time and make it easy here is a sample Facebook below which can be posted to your facebook page. You can click and drag and drop any of the images found under the 'Campaign Tool Kit' button onto your desktop to share with your post or use as your Facebook cover image.

Facebook Post Sample:

"I'm really excited to see this project take off in Nepal. Just backed 'Light for Life' in support of solar energy solutions in Nepal. Watch the short campaign video, support and share this story! @KristinLauPhotography @SunFarmerTeam @PhotographersWithoutBorders www.nepalsolarlightforlife.com

TWITTER

You can click and drag and drop any of the images found under the 'Campaign Tool Kit' button on to your desktop to share with your post.

Here are some sample tweets to cut & paste:

Please support the [#LightForLife](#) campaign for [#solarenergy](#) in [#Nepal](#) @SunFarmerTeam @kristinannelau @PhotographersWB [nepalsolarlightforlife.com](#)

Photo-doc [#LightForLife](#) in support of [#solarenergy](#) in [#Nepal](#) with [#SunFarmerTeam](#) @kristinannelau @PhotographersWB [nepalsolarlightforlife.com](#)

Just backed [#LightForLife](#). Will receive custom signed 8x12in fine art print from Nepal @SunFarmerTeam @kristinannelau [nepalsolarlightforlife.com](#)

Just backed [#LightForLife](#) & scored a private photo tour [#Shutterwalks](#) @kristinannelau @PhotographersWB @SunFarmerTeam [nepalsolarlightforlife.com](#)

Photo-doc [#LightForLife](#) in support of [#solarenergy](#) in Nepal with [#SunFarmerTeam](#) @kristinannelau @PhotographersWB [nepalsolarlightforlife.com](#)

Popular Hashtags

[#solar](#) [#solarpower](#) [#solarenergy](#) [#solarpanel](#) [#conservation](#) [#environment](#) [#climatechange](#) [#Nepal](#) [#NepalQuakeRelief](#) [#ClimateHealth](#) [#climateaction](#) [#energy-poverty](#) [#energyefficiency](#) [#reliableenergy](#) [#reliableelectricity](#) [#socialinnovation](#) [#photojournalism](#) [#photography](#) [#documentary](#) [#storytelling](#)

NEWSLETTERS / BLOG POSTS

Are you a member of a conservation / environmental organization or know someone who is? Here's a sample story to inspire your readers and members:

[Light for Life: Solar Energy in Nepal](#)



Imagine a life without electricity.

With no lights, electric stove, or water pump, women and children from rural communities must travel miles to fetch clean, safe drinking water and firewood. At home, an open fire is all

that is available for cooking, increasing the risk of lung and heart disease. In hospitals, babies are born in the dark and many do not survive. Giving birth at a clinic that lacks air conditioning and modern medical equipment and vaccines, which require refrigeration, leave children vulnerable to diseases. After school in the evenings, children must study by the light of a kerosene lamp. Earning a living in these conditions is tough. No electricity means no work.

Such is the plight of 2.5 billion people around the world.

In Nepal, two-thirds of the population lack access to reliable electricity. For those lucky enough to have a grid connection, the average power outage is 9 hours each day; during the dry season this can reach over 20 hours. In addition, many traditional energy sources are highly destructive to the environment. Lack of access to electricity prevents access to high quality healthcare, education, water and other services that are fundamental to alleviation of poverty and an improved quality of life.

Light for Life: Solar Energy in Nepal is a mixed media documentary project that harnesses the power of visual communication through storytelling, photography and videography to raise awareness around energy poverty in Nepal. As the country continues to rebuild solar energy, now more than ever, has become a feasible and powerful solution.

American documentary photographer, Kristin Lau, has been selected by Photographers Without Borders to document groundbreaking solar energy solutions in Nepal. Photographers Without Borders (PWB) is a non-profit collective of journalists, photographers, filmmakers and passionate storytellers dedicated to documenting and producing stories and content that inspires understanding of the world.

Through a partnership with Photographers Without Borders and SunFarmer, a non-profit organization focused on delivering solar power to developing countries, Kristin will be returning to Nepal to document and build awareness on the impact of the work of SunFarmer on local Nepalese communities and the difficulties of life without electricity due to energy poverty. SunFarmer delivers robust solar energy systems to communities removed from a major grid source. More than two billion people live without access to a steady source of electricity, a problem that can be remedied by harnessing sunlight, the one resource many of these regions have in abundance.

We all have a fundamental right to reliable energy access. Addressing and raising awareness to alleviate energy poverty is Kristin's main priority and this project's mission. Kristin's goal with her photography is to build awareness around humanitarian and environmental issues globally. She focuses on documenting the candid and capturing moments that inspire a call-to-action.

Check out the video and campaign webpage: www.nepalsolarlightforlife.com

We encourage you to support and promote this project in any way that you can and help raise awareness for solar energy solutions in Nepal.

EMAIL CAMPAIGN
Personal and Direct Email

Here's a short sample email that we are happy to share. If you have a moment and know one or two people or belong to an organization or business that you believe can help us reach our goal and share this story please help us by sending them a short email.

Dear x:

I wanted to let you know about 'Light for Life: Solar Energy in Nepal' a mixed media documentary project that harnesses the power of visual communication through storytelling, photography and videography to raise awareness for the alleviation of energy poverty in Nepal. As the country continues to rebuild, solar energy has become a feasible and powerful solution for communities removed from a major grid source.

In Nepal, two-thirds of the population lack access to reliable electricity. Lack of access to electricity prevents access to high quality healthcare, education, water and other services that are fundamental to the alleviation of poverty and an improved quality of life.

American documentary photographer, Kristin Lau, has been selected by non-profit organization Photographers Without Borders to partner with SunFarmer, a grassroots non-profit that delivers robust solar energy systems to developing countries. More than two billion people live without access to a steady source of electricity, a problem that can be remedied by harnessing sunlight, the one resource many of these regions have in abundance. Through this partnership, Kristin will be returning to Nepal in the fall with SunFarmer to document and build awareness on the impact of the good work of SunFarmer's solar energy solutions in Nepal and the difficulties of life without electricity due to energy poverty.

A crowdfunding campaign has been launched. I think this is an important cause to support that is not just about Nepal, but about the world we live in, which is why I have supported their crowdfunding GroupRev campaign with a \$..... contribution. I invite you to do the same. Together we can make a difference and help raise awareness for solar energy solutions. A portion of the proceeds will be directed to SunFarmer's Nepal Relief and Reconstruction Fund.

Each contributor can choose from a wide range of photography-related perks and experiences.

Check out the video and campaign webpage for support: www.nepalsolarlightforlife.com

*Best Regards,
x*

NOTEWORTHY LINKS & NEWS TO SHARE

SunFarmer
<http://www.sunfarmer.org>

Photographers Without Borders
<http://www.photographerswithoutborders.org>

Kristin Lau Photography
www.kristinlau.com

PWB Blog – Kristin Lau Building Awareness around the Difficulties of Life without Electricity
<http://www.photographerswithoutborders.org/blog/2015/2/26/kristin-lau-building-awareness->

[around-the-difficulties-of-life-without-electricity](#)

SunFarmer Solar Projects

<http://www.sunfarmer.org/solar-projects>

CBC News: Solar Energy's Canadian Bright Lights: 3 Entrepreneurs Helping the Developing World

<http://www.cbc.ca/news/technology/solar-energy-s-canadian-bright-lights-3-entrepreneurs-helping-the-developing-world-1.3067116>

Sunfarmer is Raising Money to Rebuild Nepal

<http://technical.ly/brooklyn/2015/06/08/sunfarmer-relief-work-nepal>

National Geographic: The Great Energy Challenge - SunFarmer Energy X

<http://environment.nationalgeographic.com/environment/energy/great-energy-challenge/grantees/sunfarmer>

The Globe & Mail: Toronto Startup Brings Electricity and Solar Water Purification to Nepal

<http://www.theglobeandmail.com/report-on-business/small-business/sb-growth/sustainability/toronto-startup-brings-electricity-and-solar-water-purification-to-nepal/article24748173>

Sufarmer Video

<https://vimeo.com/114881264>

SunEdison

<http://www.sunedison.ca>

Nepal Facts & Figures

<http://data.worldbank.org/country/nepal>

MORE ABOUT THE PARTNERSHIPS

Photographers Without Borders

Photographers Without Borders (PWB) is a Toronto-based registered, non-profit organization. PWB connects professional photographers with global grassroots organizations to produce visual stories and content that inspires understanding of the world with an aim to address issues of social and environmental justice through the art of photography.

www.photographerswithoutborders.org

SunFarmer

SunFarmer is a non-profit that provides solar energy systems for health clinics, schools and water projects in developing countries through the installation of affordable and reliable solar energy systems.

Solar industry veterans Jason Gray and Andy Moon started SunFarmer after seeing that rapidly falling solar energy prices were creating an opportunity for solar to be the most affordable source in developing countries. Drawing from their experience building solar projects in North America, they set out to build a scalable model for delivering solar energy at hospitals and schools around the world. SunFarmer is supported by a generous grant from the SunEdison Foundation. www.sunfarmer.org

Jason Gray (Co-Founder) has over 10 years of energy development experience. Most recently, he was GM and VP with SunEdison, where he launched SunEdison Canada and grew the business to revenue of \$325 million.

Andy Moon (Co-Founder) has closed over \$150 million in solar energy financings with private equity, bond, and corporate investors. He previously worked with non-profits, banks, and governments as a consultant at McKinsey & Co.

Avishek Malla (Director of Engineering & Operations) has been directly involved in many of Nepal's largest and most innovative PV systems, 1st rooftop grid-tied system and rural electrification project.

Vishu Govindankutty (Consulting Engineer) has over 25 years of experience in solar, automation, and electrical engineering. He currently serves as Director of Engineering at SunEdison Solar.

Documentary Photographer Kristin Lau

Kristin Lau is a Toronto-based documentary photographer from Queens, New York. She's focused on social documentary, portraiture, and environmental/underwater subjects. Kristin seeks out stories that will raise awareness about the environment to evoke positive change for the natural world and its inhabitants.

With roots in Hong Kong and living close to 10-years abroad, Kristin has gained an appreciation and respect for diverse cultures and developed a strong passion for outdoor pursuits, nature and the underwater world. I'm also a PADI Open Water Scuba diving Instructor, AIDA freediver, Emergency First Response Instructor, Competent Crew in sailing, martial artist, and mountaineer.

A former marketing and business development executive, Kristin is a graduate of the photojournalism post-graduate program at the SPEOS Photographic Institute in Paris, France. She also holds a Bachelor of Arts degree in English and Communications with a management adjunct in Business Finance from Binghamton University in New York.

Kristin's work has recently been featured in ASIAN Geographic Magazine, CHLOE Magazine, Scotiabank CONTACT Photography Festival 2015 and SNAP! 2015 Silent Auction for the Toronto Aids Committee. www.kristinlau.com

Thanks again for your kind and generous support!



GroupRev Crowdfunding Campaign: <http://org.grouprev.com/sunfarmer>

Light for Life: Solar Energy in Nepal webpage: <http://www.nepalsolarlightforlife.com/>