



# Resilience & Innovation Through Efficient Appliances







# 2020 was a challenging year.

Nevertheless, the CLASP team put partnership and dialogue at the fore, and demonstrated resilience and innovation through our impactful work.

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For climate change mitigation, the CLASP team furthered the innovative work of heating electrification, [exploring](#) the biggest opportunities for global action to cut carbon emissions and decarbonize the power sector. When the pandemic hit, our resilient team quickly adapted a consumer awareness campaign for the newly launched Kenya energy label to all digital platforms, using paid social media ads to drive consumer awareness. Though our team went largely digital, we continued supporting governments on ambitious policy decisions with the best evidence and data. In 2020, policies passed with CLASP support will avoid 50MT CO<sub>2</sub> cumulatively through 2030.

Solar powered appliances are playing an important role in keeping communities safe and connected through the pandemic, and will be critical to economic recovery for the nearly 800 million people not connected to an electric grid. In early 2020, CLASP launched [VeraSol](#), an evolved quality assurance program, at the Off-Grid Solar Forum. VeraSol ensures that energy-poor consumers get what they pay for when they invest in a solar appliance, and the VeraSol team is already working with partners across the sector to set the standard in quality for a more sophisticated suite of appliances delivering critical services such as water pumping, cooling, cooking, and mechanization, while reducing greenhouse gas emissions associated with traditional forms of energy supply.

Some of the year's highlights are less tangible than others, reflected in the dedication, resilience, and innovative thinking of our team and partners. Thank you for your partnership and support.

**Sincerely,**  
The CLASP team



CLIMATE





# RESILIENCE

## Turning to Appliances to Meet Critical Needs

CLASP continued our work in the world's top-emitting countries to advance data-driven solutions that address the climate crisis while keeping us connected, comfortable, and productive.

In 2020, consumers turned 'from bricks to clicks.' **A rapid transition to online purchasing highlighted gaps in e-commerce appliance labeling.** In India, stay-at-home orders triggered a jump in [online searches for key appliances and electronics](#). In Europe, our [online labeling study](#) found opportunities to improve information displayed by retailers and price comparison websites so that consumers can make informed purchasing decisions.



# Policy Innovation for Climate Impact

CLASP innovated policy solutions, tackling issues at the nexus of multiple sectors.

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■ In India, CLASP supports a steady expansion of efficiency policy to address complex industrial and commercial equipment, which are more complicated to regulate but hold the key to significant emissions reductions. Our support for new policies for light commercial air conditioners and deep freezers will avoid **5.3 MT CO<sub>2</sub> through 2030**.

■ New research on water efficiency showed how improving water fixture efficiency can cut CO<sub>2</sub> emissions from hot water heating, while also alleviating water stress. In India, which faces declining water availability per capita, a draft national policy for faucets and showerheads would avoid **71 MT of CO<sub>2</sub> emissions** and reduce water consumption by 7 trillion liters annually.



# Safe, Accessible, and Impactful Appliances—For All

CLASP supports equitable policies that remove low-quality products and increase the market share of super-efficient and climate-friendly options.

■ The use of electric motors is growing rapidly across Pakistan. The number of motors installed is expected to rise from **14 to 25 million in the coming decade**, with a resulting 60% increase in electricity consumption. CLASP supported the country's first mandatory policy for electric motors that will avoid 24 MT CO<sub>2</sub> and save consumers PKR 950 billion cumulatively by 2030, while protecting local manufacturers.

■ CLASP and IGSD uncovered that **35% of room air conditioners sold across Africa are extremely inefficient**, with the majority unable to be sold in their countries of manufacture. [The report](#) details the extent of the problem across ten countries and provides a series of actions governments can take to encourage a transition toward highly-efficient, sustainable cooling technologies.





A photograph of a man in a light blue shirt and khaki pants standing in a field, holding a yellow and black irrigation hose. Water is flowing from the hose. In the background, there is a solar panel mounted on a structure, a house with a corrugated metal roof, and various green plants. A dark green circular graphic is overlaid on the left side of the image.

**CLEAN ENERGY  
ACCESS**

**A farmer in Kenya irrigates his crops with water provided by a Global LEAP Awards Finalist solar water pump. Credit: Futurepump**



# INNOVATION

## Safeguarding Progress on Affordable and Clean Energy for All

Families served by the off-grid solar sector were severely hit by the COVID-19 pandemic, with 72% stating their financial situation had worsened, and sales declining across most solar appliance categories. In response, CLASP adapted and reallocated program funding to 'keep the lights on' for energy-poor consumers and the companies that serve them. With support from USAID and Energising Development, **CLASP provided nearly \$1.4 million in flexible grants and incentives to refrigerator and solar water pump companies, enabling farmers and small businesses to thrive.**

We also developed [Conversations with CLASP](#), a series of podcasts featuring sector leaders and entrepreneurs to better understand the pandemic's impacts on businesses and consumers alike.



# Promoting Clean Energy Innovations

2020 saw major innovations in technology and business models.

- With funding from UK aid's Modern Energy Cooking Services program, CLASP launched the [Global LEAP Awards](#) competition for electric pressure cookers (EPCs). **EPCs are a game changing technology with potential to provide safe, clean convenient cooking** for people who rely on inefficient and polluting cooking fuels. With support from Energising Development, **CLASP facilitated the sale of 3,000 EPCs in Kenya.**
- The off-grid solar sector saw significant interest in interoperability. Greater interoperability is a proven strategy for market growth, and it will ultimately **increase end-users' purchasing power** and lower costs for system components. In 2020, CLASP actioned recommendations from our [Interoperability Technology Roadmap](#) by supporting companies in the GOGLA Technology Working Group to craft interoperability standards for their products.



Margaret Malelu, a participant in the Global LEAP Awards Electric Pressure Cooker Usability Testing with her son in Nairobi, Kenya.

# Improving Quality of Life

As vulnerable communities face the health and socioeconomic impacts of the COVID-19 pandemic, off-grid appliances are at the frontlines of the household and medical responses.

■ CLASP conducted telephone interviews with 1,600+ fan customers in Bangladesh to reveal the critical role solar fans play in cooling access. 94% of fan purchasers reported an increase in productive work time, and **92% saw an improvement in their family's health**. Shop owners also indicated the fan enabled them to serve more customers and increase revenues.

■ [Watch our video](#) about how a women-led food truck company in Vasai Virar, India **was thriving during the pandemic with the profits from a Global LEAP Award-winning, solar-powered refrigerator** by Devidayal. The refrigerator allows the food truck to sell cold beverages and store food, increasing sales revenue. "If every woman had a solar van as part of their self-help group, **every woman would have a job and income,**" says Vaishali Dhepe, the food truck manager.



A women-led food truck company in Vasai Virar, India that is supporting livelihoods with the profits from their solar-powered refrigerator.



**ORGANIZATION  
HEALTH**





# PRODUCTIVITY

## Adjusting to a New Reality

**Just over a year ago**, CLASP pivoted quickly from 'business as usual' to adjust to the realities of COVID-19 across all institutional functions, making team health, support and cohesion a priority across our global offices very early in the pandemic. In late February, before most US-based institutions, we implemented a travel moratorium for all team members, including calling some back from ongoing business trips. In anticipation of working from home for an extended period, **we provided materials for effective home offices**, e.g. monitors and docking stations, and in early March instituted working from home for everyone. We also developed contingency plans for key staff in case of personal or familial illness.

# Innovating How We Work

Staying connected and safe.

■ To cope with the regular stress of the pandemic, and the blurred lines between our work and home lives, CLASP instituted additional days off for the whole team. Extra mental health days enable us to be off work at the same time and not worry about falling behind.

■ **We now take a data-driven approach to team health**, receiving regular intelligence from a risk and strategic management group for all office locations. Data on COVID rates, likelihood of violence, and other risks inform business planning, travel decisions, and help our team stay aware.



Members of the CLASP team together at the Off-Grid Solar Forum in Nairobi, Kenya. February 2020.



# Advancing Diversity, Equity & Inclusion

We truly believe that our diverse team makes us stronger.

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■ Historically and authentically, CLASP has sought diversity in our recruitment efforts and equity in compensation practices. Widespread protests for racial justice in the US and globally led us, like many others, to self-reflect about how to become more intentional, thorough, and targeted in our diversity, equity, and inclusion (DEI) efforts.

■ **In 2020, we took the following actions:**

- Improved pay transparency even further, revising and sharing our compensation philosophy, total compensation package, and salary bands.
- Completed a dozen interviews with sister organizations about their experiences and lessons learned with DEI to identify the right path forward for CLASP
- Evaluated our systems and identified recruitment as a specific place for us to grow; identified a new recruitment firm that specializes in DEI.
- Collected data about our inherited and acquired diversity
- Developed a team volunteer group to bring the effort forward into 2021



A young boy with a joyful expression is sitting on the floor, reading an open book. He is wearing a light-colored t-shirt with a graphic print of a car. To his left, a small desk lamp with a warm glow illuminates the scene. The background consists of a textured, earthy wall and a wooden post. A large, dark brown circular graphic is positioned on the left side of the page, containing the text 'DONORS & FINANCIALS'.

**DONORS &  
FINANCIALS**

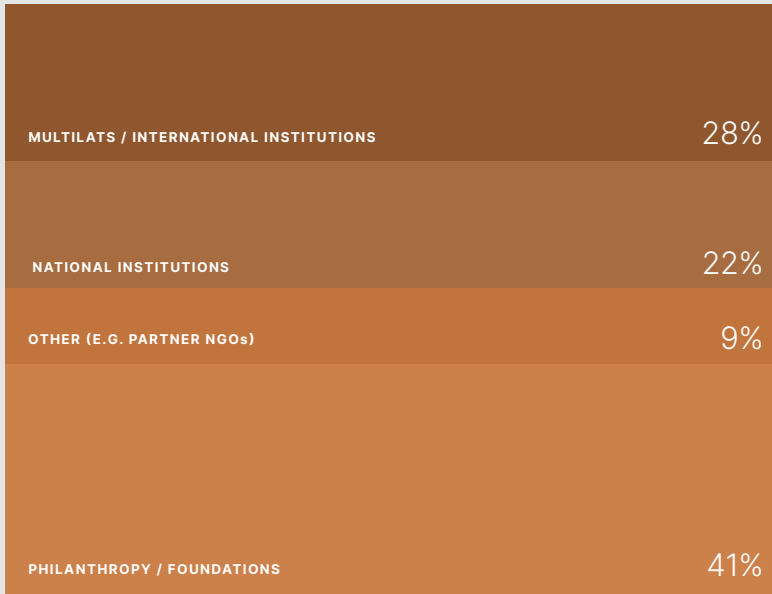
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## 2019 REVENUE

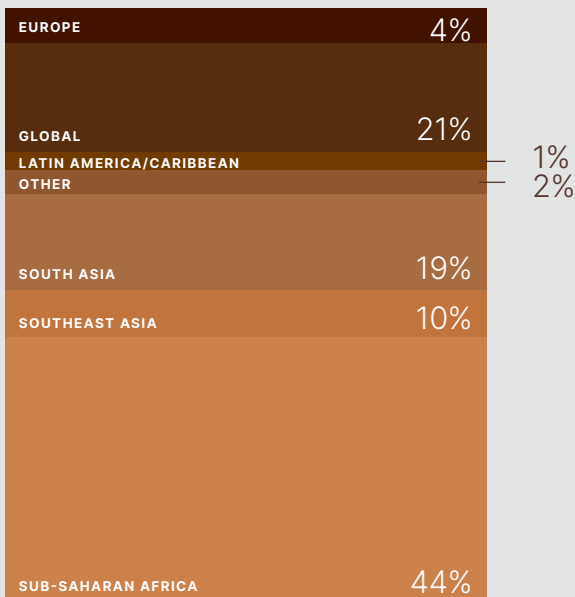
REVENUE BY DONOR TYPE



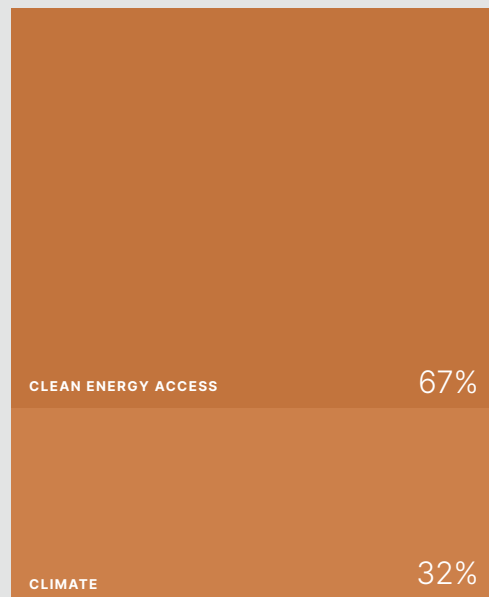
Total: \$14,573,720

## 2020 EXPENSES

EXPENSES BY REGION



EXPENSES BY PROGRAM



Total: \$15,489,635.70



