EarthSpark International formed the Enèji Pwòp brand in 2010, establishing a sales channel for clean energy products such as solar lighting and efficient cookstoves to reach the “last mile” in Haiti, where less than 20% of the population has access to electricity.

What is Enèji Pwòp?

Enèji Pwòp (“Clean Energy” in Haitian Creole) is a brand of clean energy products sold throughout Haiti. Its product line specializes in providing small-scale solar lighting and efficient cooking technologies to those in under-served areas. All of Enèji Pwòp’s solar products are high-quality, field-tested and approved by third party standards organizations. Enèji Pwòp also provides warranties and after-sales service for all products.

Clean Energy Entrepreneurship

Since opening the first clean energy store in Haiti in July 2010, Enèji Pwòp has expanded its sales channels from one store to a network of 102 retailers across the country. EarthSpark helps Haitian entrepreneurs start clean energy businesses of their own, or helps them integrate Enèji Pwòp products into their current businesses. In addition to providing high quality products and after sales support, EarthSpark also provides every retailer with training on energy literacy, marketing and basic business skills. In 2012 EarthSpark entered into a partnership with crowd-funded microfinance website Kiva to help Enèji Pwòp retailers gain access to credit. To date, Kiva lenders have funded 45 Enèji Pwòp retailers with 83 loans.

Performance and Impact

Sales to date have grossed over $150,000 since 2010, growing from $6,943 in 2010 to over $97,000 in 2013. Enèji Pwòp retailers have sold over 10,200 products, benefiting approximately 50,000 Haitian people. 4,871 products were sold in 2013, illustrating Enèji Pwòp’s dramatic sustained growth. Enèji Pwòp solar lighting products directly replace kerosene, candles and charcoal, resulting in household savings of over $5 per month while also eliminating the harmful fumes and fire hazards caused by open flame lighting.