



ANNUAL REPORT

2023





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DEFINING OUR 2024-2028 STRATEGY

In 2023, we announced our new strategy for the period 2024 to 2028. This refocused strategy is based on two themes: **access to clean energy** and **road safety**.

The Puma Energy Foundation will support partner organisations that work in low- and middle-income countries in Africa and Latin America, with a focus on last-mile and off-grid communities.

Our new impact statement:

The Puma Energy Foundation promotes healthier communities by increasing road safety and access to clean energy. We achieve our mission by financing impactful organisations that work effectively in our thematic and geographic focus areas.

To ensure our grants have the most impact possible, we follow a rigorous screening and selection process to identify suitable non-profit organisations and social enterprises to partner with. We closely monitor progress and report each year on our partners' activities.

Read more about our new strategy [here](#).



OPENING STATEMENT



PIERRE LORINET
CHAIR OF THE FOUNDATION BOARD

As we reflect on the progress and achievements made over the past year, we are proud of our partners' successes. We also look to the future and the continuing evolution of Puma Energy Foundation's strategy with renewed motivation and commitment.

At the heart of our new strategy lie two new priority areas. These priority areas reflect critical health issues that are largely neglected by mainstream philanthropy. The first, **road safety** is an urgent global challenge, with over 1.3 million people killed in traffic accidents every year. This makes road traffic injuries the tenth leading cause of death worldwide – and the leading cause of death for children. Over 90% of these fatal road traffic accidents occur in low- and middle-income countries.

We are partnering with organisations tackling this issue through road safety education and safe mobility solutions.

The **clean energy** priority area reflects a similarly acute situation. One in ten people worldwide lack access to electricity to light their homes, keep their food fresh or power their business. 2.6 billion rely on fuels like charcoal and animal waste that cause indoor air pollution. Without universal access to clean energy, it will be impossible to conquer other pressing development challenges such as eradicating poverty, broadening access to education and improving public health.

We support initiatives that provide rural, last-mile households and healthcare facilities with clean, reliable energy sources.

We firmly believe that addressing these two critical yet overlooked issues will make an important difference to health and well-being worldwide. They are also relevant to Puma Energy's work globally.

We hope you enjoy reading about our partners' programmes in 2023 and our refreshed approach to the next five years. We look forward to sharing more about the Foundation's development in future reports.



DARIO SOTO ABRIL
EXECUTIVE DIRECTOR



OUR PARTNERS

In 2023, Puma Energy Foundation supported 10 partners.

BAREFOOT COLLEGE INTERNATIONAL
Guatemala

CONEXIÓN
El Salvador

FUNDACIÓN GONZALO RODRIGUEZ
Colombia and El Salvador

ASOCIACIÓN PRO-NIÑOS QUEMADOS DE NICARAGUA (APROQUEN)
Nicaragua

2023 IN NUMBERS



13,267

PEOPLE BENEFITING FROM OUR PARTNERS' PROGRAMMES



10

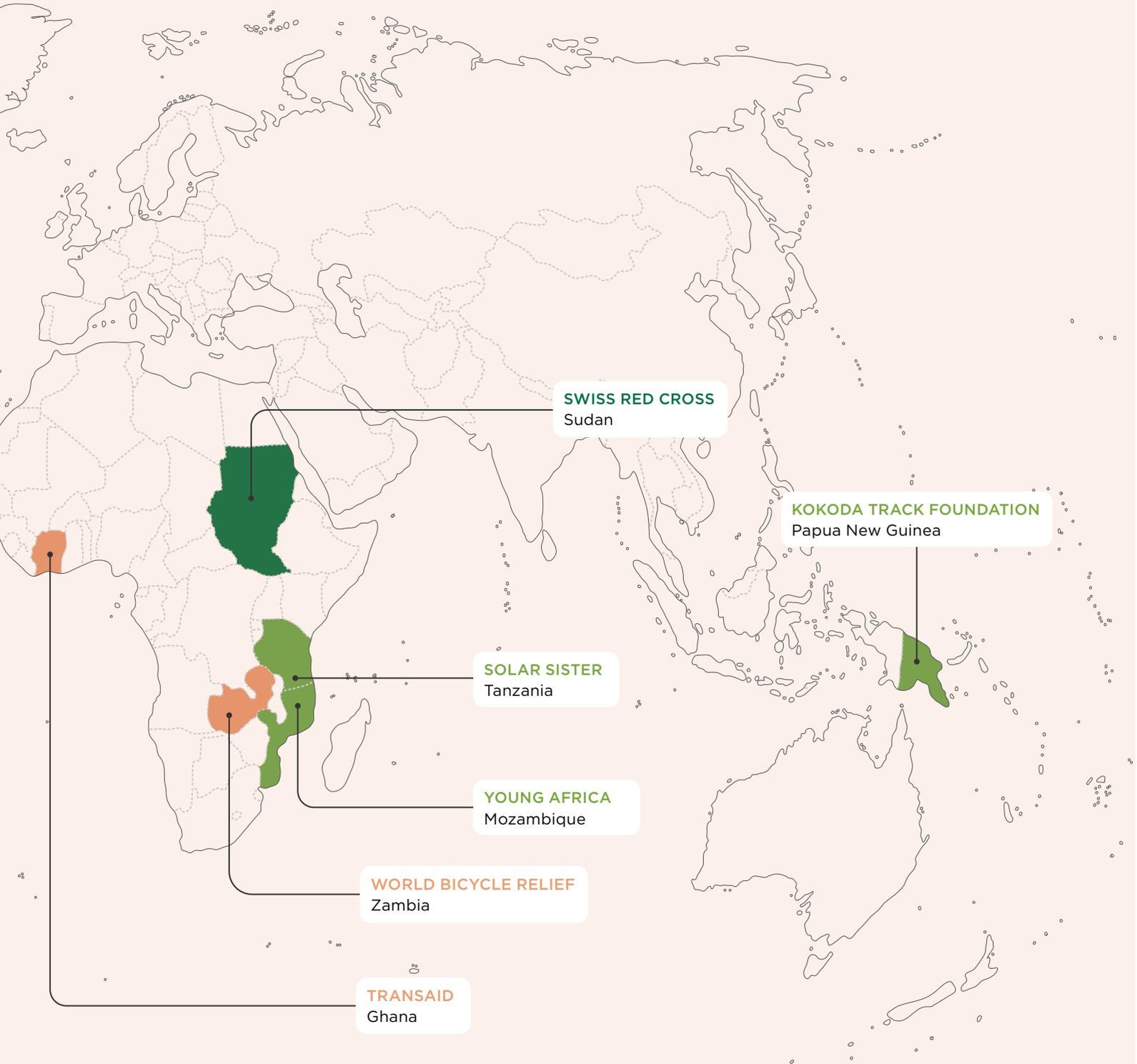
PARTNERS SUPPORTED



USD 1 MILLION

PHILANTHROPIC BUDGET

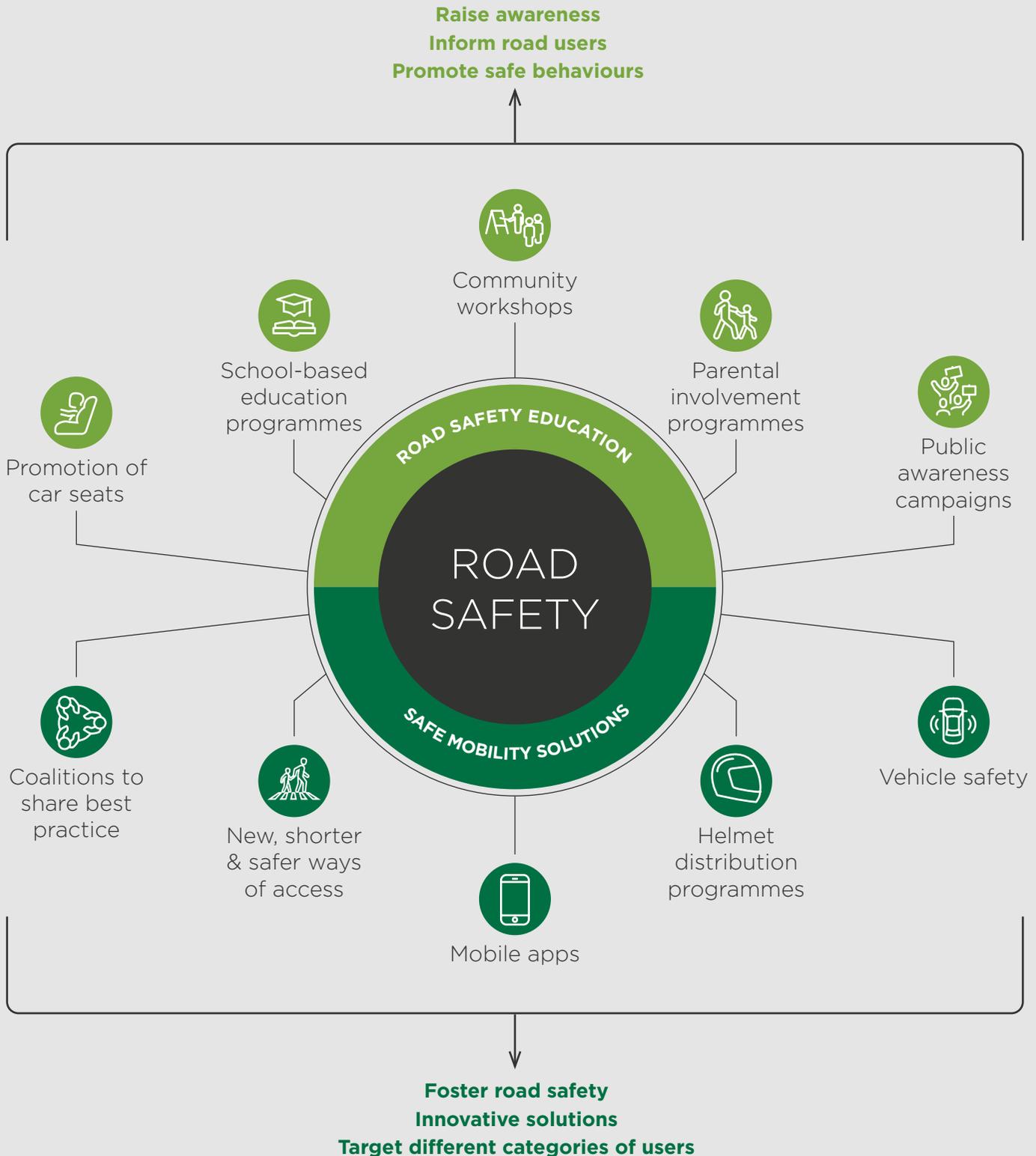
SINCE ITS INCEPTION IN 2013, THE FOUNDATION HAS INVESTED **USD 10.8 MILLION** IN PHILANTHROPIC PARTNERSHIPS.



KEY

- ACCESS TO CLEAN ENERGY
- ROAD SAFETY AND SAFE MOBILITY SOLUTIONS
- OTHER PARTNERS

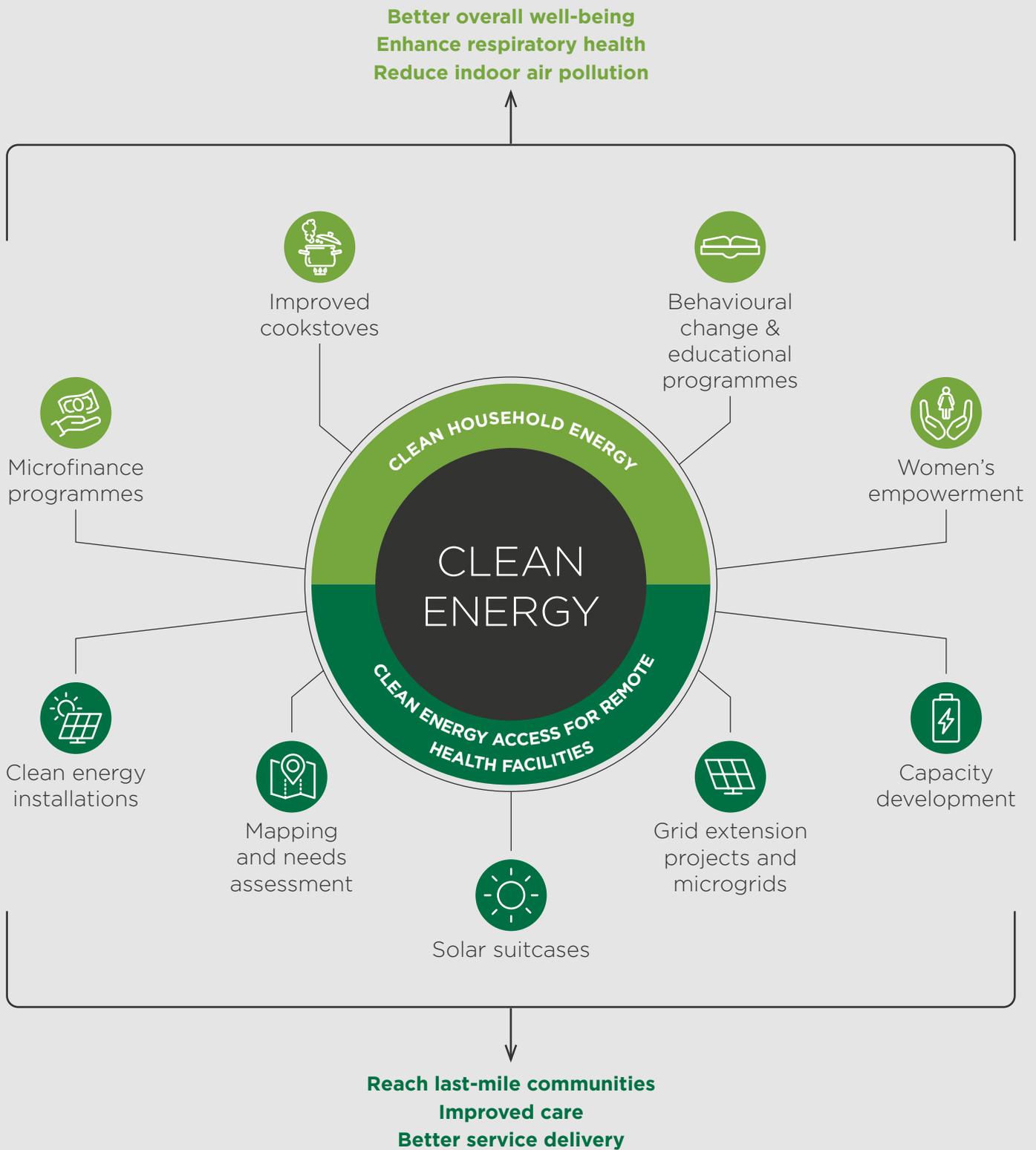
OUR UPDATED FOCUS AREAS







OUR UPDATED FOCUS AREAS



A SPOTLIGHT ON OUR PARTNERS

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Guatemala

LIGHTING UP LIVES WITH SOLAR POWER

More than 80% of Papua New Guinea's population live in rural, remote communities that have no access to electricity. The Light for Learning programme of the Kokoda Track Foundation (KTF) provides sustainable, safe and reliable solar energy systems to isolated communities. Beneficiaries are students associated with KTF's education programmes, as well as their communities, ensuring equitable access to a reliable and safe source of energy.

Light for Learning is a programme committed to fostering deep community engagement. Local support has meant that KTF has been able to reach the most remote of areas; whether by truck, dinghy, helicopter or on foot – different modes of transport have been made available to transport solar energy systems under challenging conditions.

Between 2021-2023, a total of 972 solar lighting household and facility units have been installed within the Oro and Western Provinces. The programme has created positive outcomes on education, health, safety and local economies. Women report feeling safer at night, small business owners improved income, and parents note their children are reading more at night. Teachers are now able to charge devices required to engage a classroom, while students no longer need to spend money on batteries or kerosene to study at home after sunset.

KOKODA TRACK FOUNDATION

LIGHT FOR LEARNING

Papua New Guinea

PARTNERSHIP FIGURES

972

solar lighting units installed

1

Solar Hub fully set up

78%

and 65% of households
in Western and Oro
grew their income

878

solar champions trained



“

Access to light and electricity has impacted my life at home, especially when studying. I feel one of my burdens has been solved.”

ASEBA OXLEY
SOLAR CHAMPION



BAREFOOT COLLEGE INTERNATIONAL

RURAL SOLAR ELECTRIFICATION AND WOMEN'S EMPOWERMENT

Quiché, Guatemala

PARTNERSHIP FIGURES

12

women leaders from six villages completed solar voltaic installation and empowerment training

EMPOWERING RURAL WOMEN

Across the remote Quiché department of Guatemala, more than 35,000 homes do not have access to electricity. It is here where our partner organisation Barefoot College International (BCI) has a newly established vocational training centre providing leadership and solar engineering training to local Ixil Mayan women. During 2023, a cohort of twelve women from six villages successfully completed a 10-week residential training course, gaining skills in building and installing solar photovoltaic systems. Following the course, the participating women will install and maintain solar systems in their home villages, increasing social and economic opportunities in their communities. Overall, the programme graduates will install solar electricity in approximately 600 homes in the Quiché region, providing 3,500 people with clean energy access.

The BCI programme empowers marginalised women who are bound to limited opportunities and access to basic services, and contributes to the positive transformation of their communities. All of the trainee women are from off-grid villages and earn less than USD 400 a year. Due to limited access to education, only two-thirds of the training participants know how to read Spanish, and only one-third can write in it.



Griselda Cifuentes Sica is a 24-year-old single mother from the remote village of El Mirador, Quiché. She completed primary school, but was denied further educational opportunities. Her daily life involves tending to the household, assisting her grandparents, and pursuing traditional weaving which allows her to earn less than USD 30 per month.

With the support of her family, Griselda seized the opportunity to participate in BCI's solar and leadership training, which she graduated from in December 2023. Given her dedication and outstanding performance, Griselda was selected as a future solar trainer.

CLEAN ENERGY FOR LAST-MILE COMMUNITIES

SOLAR SISTER

WOMEN-CENTRED CLEAN ENERGY LAST-MILE DISTRIBUTION NETWORK
Tanzania

On average, women can spend up to 10 hours a week collecting fuel and firewood, which often forces young girls to leave school and prevents their mothers from exploring new income-generating activities. Walking great distances also leaves women and girls susceptible to physical attacks, while cooking with these fuels puts their health at risk. In Tanzania, 38 million people do not have access to electricity, 30 million people live below the extreme poverty line, and women are far less likely to be afforded the same educational and employment opportunities as men.

To address these issues, Solar Sister trains and supports women to deliver clean energy directly to homes in rural communities. Women gain business skills and mentorship in entrepreneurship, as well as access to vetted, durable and good-quality clean energy products, such as solar lanterns and cookstoves. Our partnership in Tanzania focuses on the business booster programme, which provides next-level support to high-potential Solar Sister entrepreneurs, such as advanced business skills training, digital literacy, and access to digital tools such as smartphones to leverage technology for their business operations and increase sales.



PARTNERSHIP FIGURES

71

women entrepreneurs
undertook digital
skills training

221

women entrepreneurs received
advance training curriculum

6,630

clean energy products
sold by entrepreneurs
that have accessed the
business booster programme

26,497

people in last-mile
communities provided
with energy access

7,330

metric tonnes of
CO₂e mitigated



SOLAR ENERGY JOBS FOR YOUTH

Since 2017, over 700,000 people have been displaced due to the ongoing conflict in Mozambique's Cabo Delgado province. Damage to the economy and infrastructure has severely affected vulnerable groups, leaving young people in particular unsure of their futures. Young Africa's Sustainable Youth Empowerment initiative is designed to uplift socio-economically and educationally disadvantaged youth, through promoting employability and entrepreneurship in the emerging solar energy sector.

Young Africa has a target of training 140 disadvantaged youths from Northern Mozambique in solar installation and maintenance. Students keen to set up their own businesses receive start-up kits to prepare them for self-employment. Young Africa also collaborates with other organisations in the region to offer critical mental health support and sexual and reproductive health information and services to its students. The project carries out extensive community awareness campaigns on solar energy options, targeting hard-to-reach, rural areas where only 5% of the population has access to energy.

In 2023, a new team of professional trainers specialising in solar energy joined the initiative and the first group of 47 students completed a comprehensive training programme on solar energy installations. A steering committee, comprised of local stakeholders, was also established to further align the project with community needs and to encourage local ownership.



I have started to believe that with the skills I've gained during the training, it will be possible for me to support myself and my family."

FERNANDO JOSÉ
TRAINEE OF THE
SOLAR PHOTOVOLTAIC
INSTALLATION COURSE

PARTNERSHIP FIGURES

47

students completed a solar engineer training programme

294

community members reached through the awareness campaign

YOUNG AFRICA
SUSTAINABLE YOUTH EMPOWERMENT
Cabo Delgado, Mozambique

SETTING NEW DRIVER TRAINING STANDARDS

TRANSaid

ENHANCING HEAVY GOODS VEHICLE DRIVER TRAINING STANDARDS
Ghana

With the Government of Ghana holding aspirations to establish the country as a major transportation hub and economic gateway to the West Africa sub-region, ensuring the quality of heavy goods vehicle (HGV) driving in the country is a pressing issue for road safety. Our partner Transaid, in collaboration with the Chartered Institute of Logistics & Transport of Ghana, responds to this need by enhancing HGV driver training standards.

Transaid has helped develop a new HGV curriculum and trainer's manual and established a 'Train the Trainer' model which has led to the development of new driver training institutions. In 2023, over 800 drivers completed the HGV training programme. Refresher theory and practical training were also delivered to 11 instructors in 2023, four of whom advanced to the level of Master Trainer.

As local instructors, the Master Trainers will play a key role in the programme's sustainability and ensure that high-quality HGV training can be delivered in the future without external support.

Transaid has also leveraged corporate partnerships to provide tyre safety and maintenance training, and increased awareness of the project has resulted in the organisation becoming a standing invitee to government consultations and meetings regarding road safety in Ghana. The ambition now is for the project to extend its reach to drivers across the entire nation.



The training has helped so much in my job and career, it has improved my work. People ask how I got this knowledge, and how they can also obtain it. People in the transport industry have taken my CV and profile to contact me in the future to provide training. They want me to impart my knowledge to them."

NEIL VORLETO
MASTER TRAINER



PARTNERSHIP FIGURES

865

HGV drivers received training from Transaid-trained trainers

11

driver trainers from seven institutions completed a refresher course

25

public and private sector delegates received HGV tyre safety and maintenance training



PROMOTING CHILD ROAD SAFETY

FUNDACIÓN GONZALO RODRIGUEZ

DEVELOPMENT OF CHILD ROAD SAFETY POLICIES
Colombia and El Salvador

In Colombia and El Salvador, road safety remains an unaddressed and complex issue, with average mortality rates double that of Europe. Our partnership with Fundación Gonzalo Rodriguez (FGR) focuses on children and aims to strengthen road safety frameworks by improving cooperation amongst government officials and other relevant stakeholders, developing tailored road safety strategies, and implementing evidence-based actions that reduce the number of fatalities and serious road-related injuries among young people.

FGR works closely with the leading road safety agencies in Colombia and El Salvador, organising customised capacity-building activities for technical personnel and decision-makers to adopt more robust child road safety policies. In El Salvador, for example, this has resulted in the formulation of the first National Road Safety Plan (currently under review).

PARTNERSHIP FIGURES

31

medical professionals attended introductory training on child road safety for the health sector in Colombia

151

people certified in child road safety in El Salvador

254

government officials completed a motorcycle safety training initiative in El Salvador

IMPROVING THE MOBILITY OF RURAL COMMUNITIES

WORLD BICYCLE RELIEF

MOBILIZED COMMUNITIES

Mumbwa, Zambia

In the Mumbwa district in the Central Province of Zambia, the primary source of income is small-scale farming. Distance and lack of affordable transportation affect farmers' ability to access local markets, and for the communities at large to access basic services such as health and education.

Our partner World Bicycle Relief provides Mumbwa's rural communities with purpose-built Buffalo Bikes, enabling small-scale farmers and agricultural extension workers to increase their productivity and subsequent income. WBR's bikes have been specially designed to serve the needs of people who travel long distances over rugged terrain with heavy cargo. They are strong, simple to maintain and easy to repair.

In 2023, WBR's country team in Zambia wanted to discover new ways of increasing the uptake of its bikes, particularly for those unable to afford the upfront fee or pay the full price in one go. This led to the launch of two pilot initiatives. For every two bicycles purchased, WBR provides three funded bicycles to people most in need. Another pilot project has seen bikes fitted with trackers to better understand usage and distances travelled and to inform future programmes.

WBR is on track to achieve its goal to distribute one million Buffalo Bicycles by 2025, empowering more than five million people through accessible, low-cost mobility. Through bicycles, individuals living in rural areas can improve their education, healthcare and career opportunities, with benefits for the whole community.



Many residents must travel up to 9km to access markets, usually on foot. The lucrative main market centre, with greater volumes of buyers which increases prices, access to services, and market price information, is on average 30km away in Mumbwa town. Transporting farm produce by vehicle is also prohibitively expensive.

PARTNERSHIP FIGURES

708

bicycles distributed in Mumbwa to programme participants

80%

of surveyed participants increased income as a result of the programme

22

Bicycle Supervisory Committees were formed, with 264 members (170 men, 94 women)

26

community bicycle mechanics were trained. These mechanics are responsible for servicing and maintaining programme bicycles

JOB OPPORTUNITIES FOR YOUNG PEOPLE



Young people in El Salvador face high rates of unemployment. This is especially true for underprivileged youth who lack education and previous work experience. Many are unable to find the time to commit to studying and lack the required economic resources. However, the growing IT and services sectors in El Salvador present opportunities for vulnerable youth.

Through its TICONGLE programme, our partner CONEXIÓN offers accelerated boot camps in digital technologies. With a duration between 3 and 6 months and guided by a 'learning by doing' methodology, these intensive training programmes offer coaching on digital marketing, project management, graphic design, computer programming, cloud computing and more. They aim to provide participants with the knowledge needed to begin working in the sector without the need for higher education or prior work experience. Students are also encouraged to develop the soft skills needed to thrive in the workplace.

In 2023, 92 young people completed the internship programme, with 45 successfully going on to start a new job. A series of new partnerships means that the organisation can begin to expand its training offer and increase employment opportunities for these disadvantaged youth.

CONEXIÓN

YOUTH EMPLOYABILITY
AND ENTREPRENEURSHIP
El Salvador



Without this programme, I would not have been able to advance. I want other young people to see that there are opportunities and not to give up."

VALERIA MADAI
TRAINING PARTICIPANT

PARTNERSHIP FIGURES

92

graduates – of which 70% completed an internship to cement their skills

2

bootcamps on programming, cloud computing and systems support completed

1

bootcamp on graphic design and digital marketing

CHILD BURN PREVENTION AND RESPONSE



By providing practical knowledge, children's ability to avoid dangerous situations is strengthened, reducing the rates of burns for the most vulnerable."

FABIO MORAN

BURN PREVENTION PROGRAMME FACILITATOR

In Nicaragua, accidental burns are the second most common cause of death for children. Many victims are children under the age of five and their families often cannot afford the medical treatment required to treat their injuries. APROQUEN has stepped in to tackle the problem by providing free, state-of-the-art, comprehensive care related to burn injuries.

In 2023, APROQUEN completed the second phase of its Comprehensive Burn Prevention Program, the first of its kind launched in Latin America, focused on raising awareness and empowering children, parents, teachers, and community leaders on burn prevention measures. Both phases have involved a team of burn prevention specialists travelling to schools in the municipalities with the highest incidence of paediatric burns to lead educational workshops.

Workshops delivered to children and adults teach preventive measures and first-aid treatments, and increase their understanding of the risk factors. The overall aim is that children develop new behavioural patterns that will decrease their chances of suffering from burn-related traumas in the future. Workshops delivered to parents, teachers and community leaders not only offer vital education but equip them with the knowledge needed to become trainers themselves. The initiative has so far resulted in a 30% reduction in the number of children being admitted to hospital treatment for burn injuries.

Looking ahead to 2024, APROQUEN continues to evolve its thinking on how to reach vulnerable communities and raise awareness. For example, it uses social media to continue to highlight how everyone can improve their knowledge and behaviour towards burn prevention measures. APROQUEN has also started to train other organisations in the wider region on burn prevention.

[ASOCIACIÓN PRO NIÑOS QUEMADOS DE NICARAGUA \(APROQUEN\)](#)

PAEDIATRIC BURN PRECAUTION, PREVENTION & RESPONSE

Nicaragua



PARTNERSHIP FIGURES

30%

reduction in the number of children hospitalised for burn injuries treated by APROQUEN

3,864

parents, teachers and community leaders received burn prevention education and training

8,939

children educated in burn prevention

LIFE-SAVING HUMANITARIAN RESPONSE

SWISS RED CROSS

SUDAN CRISIS - EMERGENCY RESPONSE
Sudan (and Neighbouring Countries)

In April 2023, the outbreak of violence in Sudan worsened an already precarious situation in the country. Hundreds of people lost their lives, thousands needed urgent medical help and the conflict damaged vital public infrastructure.

The Swiss Red Cross, together with the International Federation of Red Cross and Red Crescent Societies, the International Committee of the Red Cross, and other participating national societies, has been actively supporting the Sudanese Red Crescent Society throughout the ongoing conflict in Sudan. The coordinated action has provided people affected by the crisis access to life-saving humanitarian services.

The response has included delivering emergency first aid, establishing humanitarian service points, carrying out search and rescue operations, providing integrated assistance and tailoring basic needs support. Other core components of this coordinated response have involved child protection, prevention from sexual and gender-based violence, and community accountability. These services also extend to refugees and returnees in the neighbouring countries of Ethiopia, Egypt and South Sudan.

By November, a total of 387,227 affected people had received vital care and attention thanks to the efforts of the Swiss Red Cross and its partners.



Puma Energy Foundation's funding contributed to the coordinated Red Cross and Red Crescent emergency response which, by the end of October 2023, had

Provided food assistance to

150,300
affected people

Reached

124,002
people with water,
sanitation, and
hygiene assistance

Provided health and
nutrition services to

71,315
people

Reached

41,610
people with
shelter assistance

Served

147,000
people on the move
through 20 humanitarian
service points



OUR PARTNERS' WEBSITES

CONEXIÓN, conexion.sv
Asociación Pro-Niños Quemados de Nicaragua (APROQUEN), aproquen.org
Barefoot College International, barefootcollege.org
Fundación Gonzalo Rodríguez, gonzalorodriguez.org
Kokoda Track Foundation, ktf.ngo
Solar Sister, solarsister.org
Swiss Red Cross, redcross.ch
Transaid, transaid.org
World Bicycle Relief, worldbicyclerelief.org
Young Africa, youngafrica.org



PHOTO CREDITS

Barefoot College International (cover, inside cover, 12, 14-15, 17, 26-27)
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Dynamoland (7)
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KTF (16)
Young Africa (19)
Fundación Gonzalo Rodríguez (21)
World Bicycle Relief (22)
CONEXIÓN (23)
APROQUEN (24)
Egyptian Red Crescent humanitarian service points on the border with Sudan/Swiss Red Cross (25)

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