



**Alliance for Rural
Electrification**

ARE

Member Value Proposition

GLOBAL ELECTRIFICATION STATS

A world map is shown in a dark blue color, with city lights glowing in yellow and white. The map is centered on the Atlantic Ocean, showing the Americas on the left and Europe, Africa, and Asia on the right.

685
million

*people without
access to
electricity*

1.5
billion

*people suffering
from unreliable
electricity
services*

WHO WE ARE

The **Alliance for Rural Electrification (ARE)** is the international business association that promotes a sustainable decentralised renewable energy industry for the 21st century.

ARE activates markets for affordable energy services and creates local jobs and inclusive economies in Africa, Asia-Pacific and Latin America.

[See ARE Members](#)



Who **ARE** the Members?

ARE represents the entire DRE value chain from manufacturing, technology provision and investment to project development, installation, operations, maintenance and recycling.

ARE Members *at a glance*

Company Types

Investors
Manufacturers
Technology
Providers
EPC/Installers
Developers
Academia/NGO

Technology Types

Solar PV
Hydro
Wind
Bioenergy
Green Hydrogen
Energy storage
Power components

DRE Solution Sizes

Stand-alone
Systems
Mini-grids
Grid-connected

Regions

Sub-Saharan
Africa
Asia-Pacific
LAC

Focus areas

Electricity access for all
Productive uses of renewable energy
(PURE)
Electrification of social infrastructure
Powering industries (agriculture, e-
mobility, mining, telecom, etc.)

ARE MEMBERS

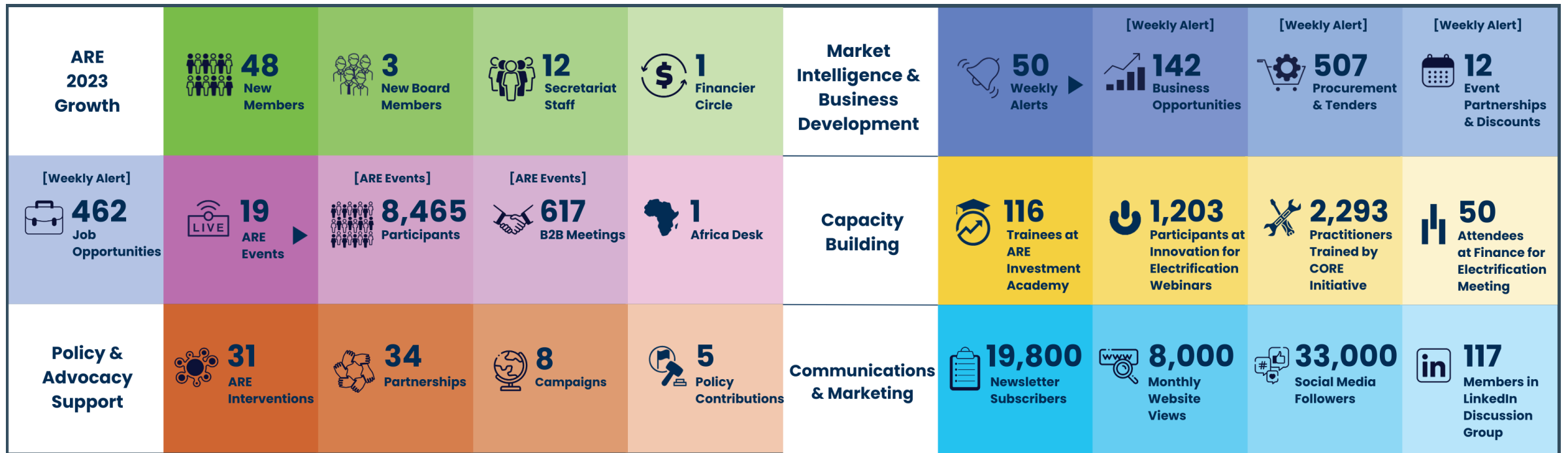


200
Members

55
Countries

3
Continents

A SNAPSHOT OF 2023



ARE SECRETARIAT

Global HQ



David Lecoque
CEO



Jens Jaeger
Director - PBD



Ling Ng
Director - CM



Estrella Fernandez
Manager - FHR



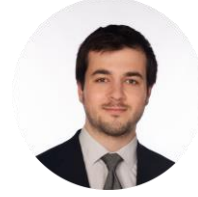
Deepak Mohapatra
Senior Officer - BMD



Julia von Franz
Officer - P&A



Inès van Oldeneel
Officer - BMD



Okan Özkan
Officer - CM



Olha Skrypa
Associate - FHR



Otto Neidhardt
Assistant - P&A



Alicia Funes Moro
Assistant - CM

Topical & Regional Experts



Natasha Allen
Regional Programme
Expert - Southeast Asia



Shaukat Ali
Regional Programme Expert
- South Asia



Catherine Mukobo
Regional Programme Expert
- West & Central Africa



Eugenia Masvikieni
Regional Programme
Expert - East & Southern
Africa



**Gabriele
Pammesberger**
Access to Finance Expert



Roberta Alonzo
CORE Training Expert



Dwipen Boruah
CORE Training Expert



Mary Susan Abbo
CORE Training Expert



Stéphanie Njiomo
PURE Expert



Sandra Boko
PURE Expert



Silver Navarro
CORE Training Expert

ARE MEMBER SERVICES

1. Business & Market Development



2. Capacity Building



3. Policy & Advocacy



4. Communications & Marketing



1. Business & Market Development



Unlock Business Potential with ARE

ARE Members get round the year business development support through ARE weekly alerts, matchmaking opportunities, fora, in-country events, business delegations, webinars and capacity building workshops.

B2B & B2Finance Matchmaking at ARE

ARE provides a unique opportunity enabling effective B2Business & B2Finance matchmaking for Members.

ARE Members can reach out to other Members by using the [ARE Website](#) or [ARE LinkedIn Group](#) or by contacting the ARE Secretariat.

WEEKLY ALERT

ARE Members receive weekly overviews every Friday with market intelligence information and news from ARE HQ including:

- Business opportunities (latest tenders, projects, etc.)
- Events & discounts
- Access to funding
- Jobs
- Latest Sector News
- Publications & more



ARE EVENTS & BUSINESS DELEGATIONS IN 2024

EVENT	DATES	LOCATION	OPPORTUNITIES FOR ARE MEMBERS
Industry Action Dialogue & ARE Electrify the Night	19 Sep 2024	Brussels, Belgium	-
EU PVSEC 2024	23-27 Sep 2024	Vienna, Austria	5% discount on exhibition booths
Enlit Asia	8-10 Oct 2024	Kuala Lumpur, Malaysia	20% discount on ticket
Lesotho-EU Forum	13-14 Nov 2024	Maseru, Lesotho	Free access for ARE Members
Africa Energy Expo	4-6 Nov 2024	Kigali, Rwanda	TBC.
COP 29	11-22 Nov 2024	Baku, Azerbaijan	Chance to be part of ARE COP Delegation
Sustainable Energy for All Global Forum	11-14 March 2025	Bridgetown, Barbados	TBC.

[See ARE Event Calendar for live updates](#)

FLAGSHIP EVENT: EAIIF SERIES



EAIIF is the **top annual investment and industry event** with the objective to scale investments in the renewable electrification sector in emerging markets.



The Forum enables **business and investor partnerships** for renewable electrification, decarbonisation, economic growth and fighting against climate change.



EAIIF 2024 featured more than **2,100 participants** (virtual + in-person) and included a high-level forum, side-events, matchmaking sessions, and an exhibition!



2,100+ registrations



650+ delegates on-site



100+ investors



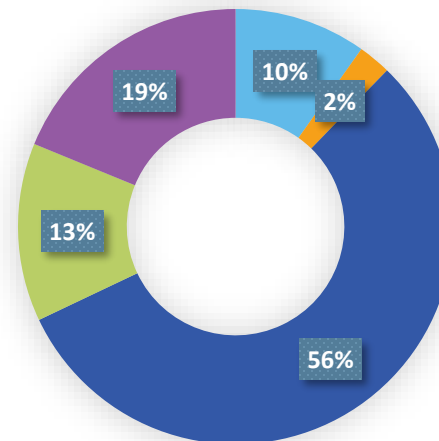
90+ countries represented



300+ GET.invest matchmaking meetings



32 exhibition booths



Organisation Type

- Private Investor/Financier
- Public Investor/Financier
- Industry & Private Sector
- Public Sector/Government
- Other

2. Capacity Building



Access to Finance

ARE regularly organises capacity building activities, such as Investment Academies, and Rural Electrification Masterclass, exclusively for ARE Members.

Technology, Engineering & Innovation

ARE and its partners have established the [CORE](#) and [GEAR](#) initiatives respectively that offer technical training programmes and activities to the practitioners, communities, and governments to support renewable electrification projects.

ARE INVESTMENT ACADEMY

ARE organises Investment Academies to build the capacity of the local early-stage (M)SMEs in developing countries by offering them training programmes on business development and access to finance along with exposure to international investors.



CORE & GEAR INITIATIVES

ARE manages the [CORE Initiative](#) addressing the immense capacity building and technical assistance needs to support the development of DRE systems.

ARE also manages the [GEAR Initiative](#) offering technical assistance to utilities and governments to increase the efficiency, reliability and resilience of electricity grids.



3. Policy & Advocacy



Shape Policy Worldwide

Building on the aggregated opinion of Members, ARE influences international policy & development agendas and works with national and regional associations to enable market development. [See ARE Partners](#)

Advocate for Change

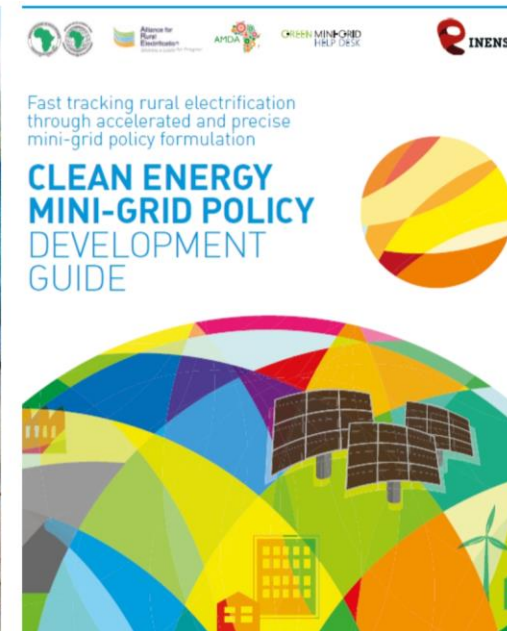
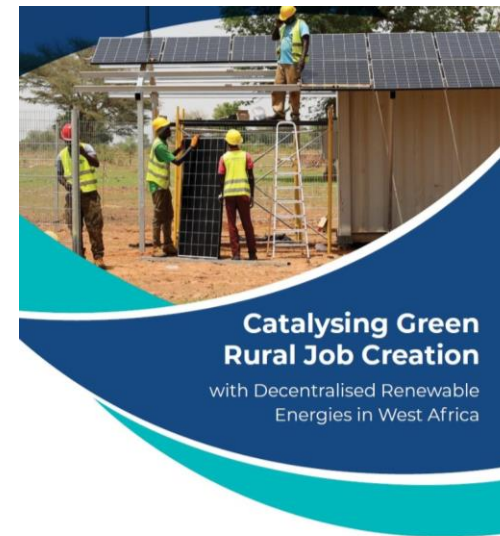
As the leading association for renewable electrification sector, ARE builds bridges between its Members and key public stakeholders like governments, policymakers and international funding partners to drive forward developments on various aspects in the DRE sector.

Knowledge products & public-private dialogues

As a thought leader, ARE publishes position papers, key recommendations and toolkits, publications with case studies and best practices on various topics related to renewable electrification. In addition, ARE also organises public-private dialogues on focus topics.

[See ARE Publications](#)

[See ARE Project Database](#)



TOPICAL CAMPAIGNS

ARE advocates on its Member's behalf for key changes and improvements that are needed in the DRE sector.

Members actively participate in campaigns by contributing case studies, and taking part in public-private dialogues.

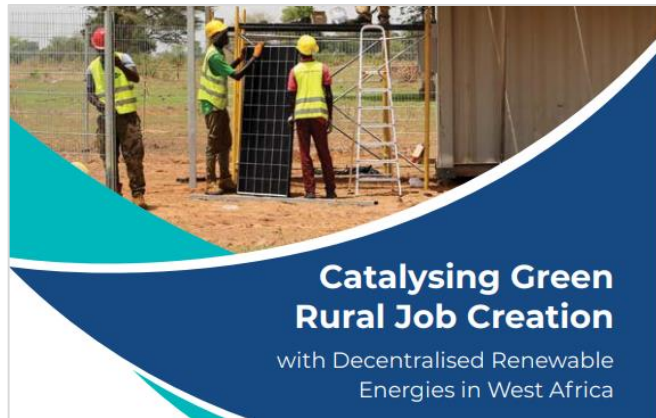
[See Current Campaigns](#)



POLICY & ADVOCACY EXAMPLES

Catalysing Green Rural Job Creation with DRE in West Africa

ARE, in close collaboration with the Konrad-Adenauer-Stiftung, conducted a study on the potential of DRE to catalyse Green Rural Job Creation and lead a campaign on the subject in Ghana, Senegal and the West African region.



EU – ARE Industry Consultation

ARE is part of the Global Gateway Business Advisory Group on Climate & Energy to strengthen public-private cooperation on Global Gateway strategy and implementation. ARE also supports the EU in identifying and formulating future DRE interventions in the energy space in 8 African countries, with a deeper focus on Nigeria and DRC.



200+ companies contacted



8 country consultations



90+ responses

4. Communications & Marketing



Show your Products & Services

ARE Members can use ARE's website, social media channels, bimonthly newsletter, and [Job Platform](#) to showcase their work & updates.

Amplify your Success

Members can benefit from world-class marketing services to showcase projects and achievements by utilising ARE's Communications & Marketing support.

ARE NEWSLETTER

The ARE Newsletter is published bimonthly and reaches a diverse audience of 21,000 subscribers. It is distributed to readers in both the public and private sectors, with a specific focus on individuals based or engaged in developing and emerging markets.

ARE Newsletter Calendar 2024

	February	April	June	September	October	December
Submission deadline	19.02.2024	15.04.2024	17.06.2024	26.08.2024	21.10.2024	02.12.2024
Publication date	28.02.2024	24.04.2024	26.06.2024	04.09.2024	30.10.2024	11.12.2024
Theme	Powering Industries & Productive Uses of Energy with DRE	RE Generation & Green Hydrogen	Smart Financing & ESG	Energy Storage & Recycling Best Practices	Digitalisation & Optimisation	DRE Impact on SDGs

I4E WEBINAR SERIES

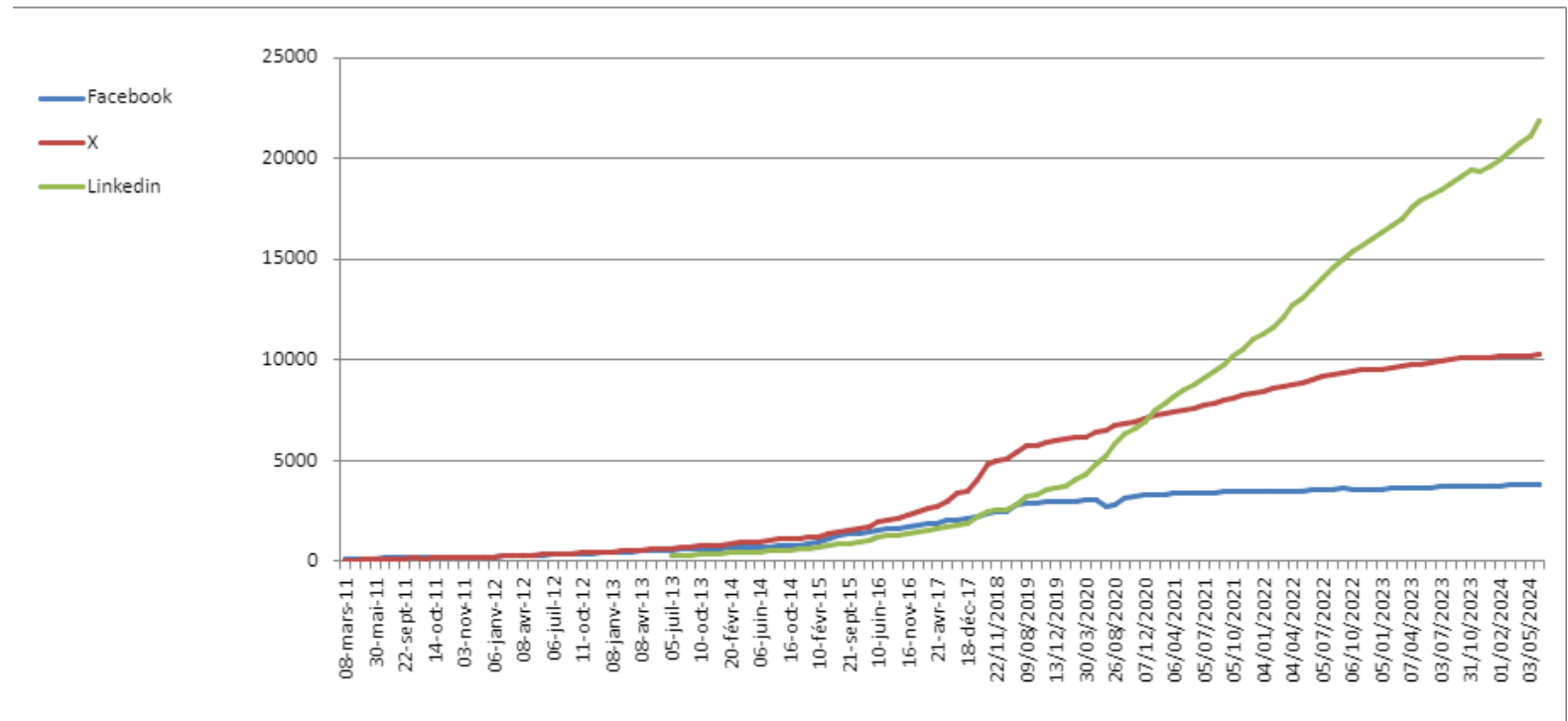
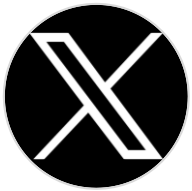
The Innovation for Electrification (I4E) Series provides a chance for ARE Members to showcase their technologies, products and services enhancing their visibility and branding, while turning viewers into potential customers.

Webinar date	Theme
29.02.2024	Powering Industries & Productive Uses of Energy with DRE
25.04.2024	Renewable Energy Generation & Green Hydrogen
05.09.2024	Energy Storage & Recycling Best Practices
31.10.2024	Digitalisation & Optimisation



ARE SOCIAL MEDIA

Members can share their photos and stories with ARE to reach ARE's now 36,000+ followers via ARE's social media channels.



“

We have worked with ARE on the industry consultation for the EU Technical Facility. We also took part in the DRE Recovery Campaign by providing input but also hearing from other companies. So far, it has been very interesting and important for us to be collaborating with ARE and ARE Members.



Diane Domkam
ENGIE Energy Access

“

We found EAlF very interesting for us. Not only we managed to generate new business opportunities and connections, but also, we improved our brand awareness through ARE's communications & marketing support during the event.



Desy Pamela
Schneider Electric

“

ARE has a great network. They introduced us to lots of developers and regulators in multiple markets that we needed to work with in order to get our technology out there. They published our case studies which made a lot of people to reach us and give feedback. Ultimately, this has let us scale up and legitimise our technology.



**Afnan Hannan
Okra**



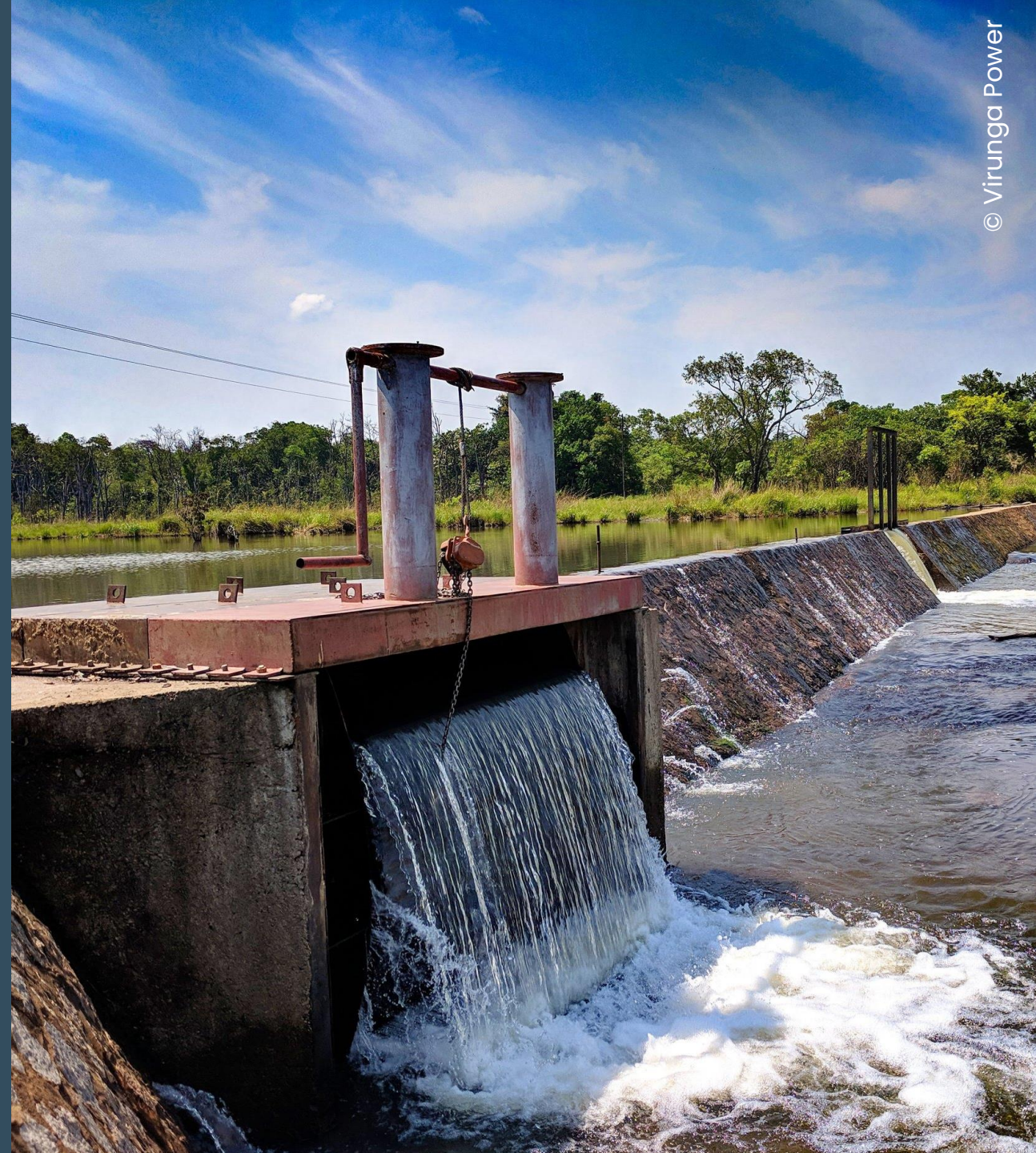
Alliance for Rural
Electrification

Contact us

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Rue d'Arlon 63-67
1040 Brussels
Belgium

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are@ruralelec.org
+32 2 400 10 00



ARE MEMBERSHIP FEES

Type of Membership	Annual Turnover (EUR)	Annual Fee 2024 (EUR)	Annual Fee 2025 (EUR)
Corporate Members (All Businesses)	Leading Member (optional & open to all)	31,095.83	31,994.50
	Premium Member (over 30 million)	23,321.87	23,995.87
	Corporate Member C1 (15 - 30 million)	15,547.91	15,997.24
	Corporate Member C2 (5 - 15 million)	7,255.69	7,465.38
	Corporate Member C3 (1 - 5 million)	3,627.85	3,732.69
	Corporate Member C4 (under 1 million)	1,554.79	1,599.72

Type of Membership	No. of Employees	Annual Fee 2024 (EUR)	Annual Fee 2025 (EUR)
Associate Member (All Non-Profit Organisations)	Leading not-for-profit Member (optional & open to all)	31,095.83	31,994.50
	Associate Member A1 (Over 50 employees)	7,773.96	7,998.63
	Associate Member A2 (5 - 50 employees)	3,627.85	3,732.69
	Associate Member A3 (under 5 Employees)	1,554.79	1,599.72

Terms & Conditions

- ARE Membership runs per calendar year from 1 January to 31 December;
- To handle administration for new Members, ARE charges a EUR 250 administrative fee;
- All prices exclude VAT where applicable;
- Annual membership fee for the following calendar year will be automatically indexed on the basis of the evolution of the health price index applicable in Belgium, unless communicated otherwise (cf. article 5.3 AoA);
- Any Member may withdraw from the Association subject to notifying CEO thereof in writing before the 1st of September. Such withdrawal shall be effective at the beginning of the following legal year (1st of January) (article 11 AoA); and
- Belgian law and ARE's AoA, internal regulations and policies (including privacy policy) apply, with exclusive jurisdiction for the courts of Brussels.

CHOOSE YOUR MEMBERSHIP PACKAGE

Complimentary Services	Regular Package 2024	Special Package 2024 + 2025	VIP Package 2024 + 2025 + 2026
Social media promotion (36,000 followers)	✓	✓	✓
Special mention in ARE Weekly Alert + Newsletter	✓	✓	✓
Newsletter article		✓ ✓ (1 per year)	✓ ✓ ✓ (1 per year)
Speaking Slot at ARE 'Innovation for Electrification' webinar		✓	✓
Complimentary tickets in EAIF 2025		✓	✓ ✓
Invitation to ARE closed-door meetings/workshops			✓
Membership Fee Discount	50% discount if joined before 25 Aug 2024	60% discount on 2024 membership fee if joined before 25 Aug 2024	70% discount on 2024 membership fee if joined before 25 Aug 2024

The total Membership fee needs to be paid in full on receipt of invoice

ADVANTAGES OF LEADING MEMBERSHIP

Leading ARE Membership Services 2024	Value (up to)	ARE Leading Membership	Regular Membership
All services included in ARE Regular Membership (Package 1)	30,150 €	✓	✓
1 x gold sponsorship: ARE Energy Access Investment Forum 2025	20,000 €	✓	X
2 x priority invitations to speak at ARE events	10,000 €	✓	X
1 x lead an ARE Task Force	7,500 €	✓	X
3 x additional free entry tickets for events organised by ARE in 2024	3,000 €	✓	X
1 x highlighted visibility for a full month on ARE website	2,500 €	✓	X
1 x logo as supporter in ARE publication	2,500 €	✓	X
1 x logo as a supporter in ARE's Annual Report	1,250 €	✓	X
2 x articles in ARE newsletter	1,200 €	✓	X
1 x 1 hour meeting with ARE CEO every year	1,000 €	✓	X
1 x video testimonial on ARE media channels	1,000 €	✓	X
1 x speaking slot in I4E series webinar	600 €	✓	X
1 x banner in ARE newsletter	600 €	✓	X
Total value of ARE Membership Services 2024	80,170.00 €		
Total price for ARE Leading Membership in 2024	31,095.83 €		

NEXT STEPS: HOW TO JOIN ARE

- ✓ Download and complete the **ARE Membership Application Contract**, choose your Membership package and send it to d.mohapatra@ruralelec.org along with an extract of your approved annual turnover.
- ✓ **ARE** reviews your application. Upon positive appraisal, **ARE** confirms your Membership and sends you the Membership fee invoice.
- ✓ Once the invoice is settled, your organisation will be onboarded and you will start receiving all the benefits and services.

