



# ANNUAL REPORT 2012



energypedia  
Nonprofit



## CONTENTS

- 06 About energypedia
- 08 Organisation & Governance
- 10 Energypedia in 2012
- 11 Key Figures
- 12 Activities
- 16 Financial Report

## IMPRINT

**Published by:**  
Energypedia UG (Haftungsbeschränkt)  
Ludwig-Erhard-Str. 30-34  
65760 Eschborn, Germany  
info@energypedia.info

**Internet**  
www.energypedia.info

**Managing Director**  
Kilian Reiche

**Place and date of publication**  
Eschborn, March 2013

**Photos :**  
© EnDev Nepal (p.2)  
© Robert Heine (p.5)  
© EnDev Bolivia (p.6)  
© Roy Martin Emmerich (p.8)  
© Robert Heine (p.10)  
© Herilalaina Louis Roland Rakotomanga (p.12)

## ENERGYPEDIA - CONNECTING KNOWLEDGE





## ABOUT ENERGYPEDIA

Energypedia is a wiki-based platform for collaborative knowledge exchange on renewable energy and energy access issues in the context of development cooperation.

Securing access to modern and sustainable energy services for developing countries is a significant challenge for development. Access to sustainable energy services can power opportunities for environmental, social and economic development. Yet today one in five people worldwide lack access to electricity, while every third person cooks on unhealthy fireplaces.

Firsthand knowledge on modern and sustainable energy solutions often only exists locally or in fragments and is thus difficult for individuals to access. There is a great need to facilitate and expand the diffusion of these technologies in developing countries through practical knowledge exchange and collaboration.

Recognizing that development in the 21st century requires that all actors have access to information, energypedia is working to leverage Web 2.0 technologies in order to remove knowledge barriers and expand the diffusion of information addressing the crucial question of how universal and sustainable energy access for all can be achieved. Through the platform we strive to create the right environment and provide the right tools for stakeholders engaged in the energy sector to collaborate, create and share knowledge and practical experience.

On energypedia.info any registered user can easily create, modify and share content. In this way energypedia promotes the necessary international knowledge exchange between all stakeholders in the challenge to achieve sustainable energy services for all people.

### VISION

A world of borderless and unrestricted knowledge exchange on renewable energy; in which everyone has access to sustainable energy services.

### MISSION

To contribute to addressing the question of how universal and sustainable energy access for all can be achieved through:

- Leveraging Web 2.0 technologies to remove knowledge barriers and expand the diffusion of information on energy issues in developing countries,
- Fostering global collaborative knowledge exchange on renewable energy and energy access issues, and
- Creating the right environment and providing useful tools for stakeholders engaged in the energy sector to collaborate, create and share knowledge and practical experience.





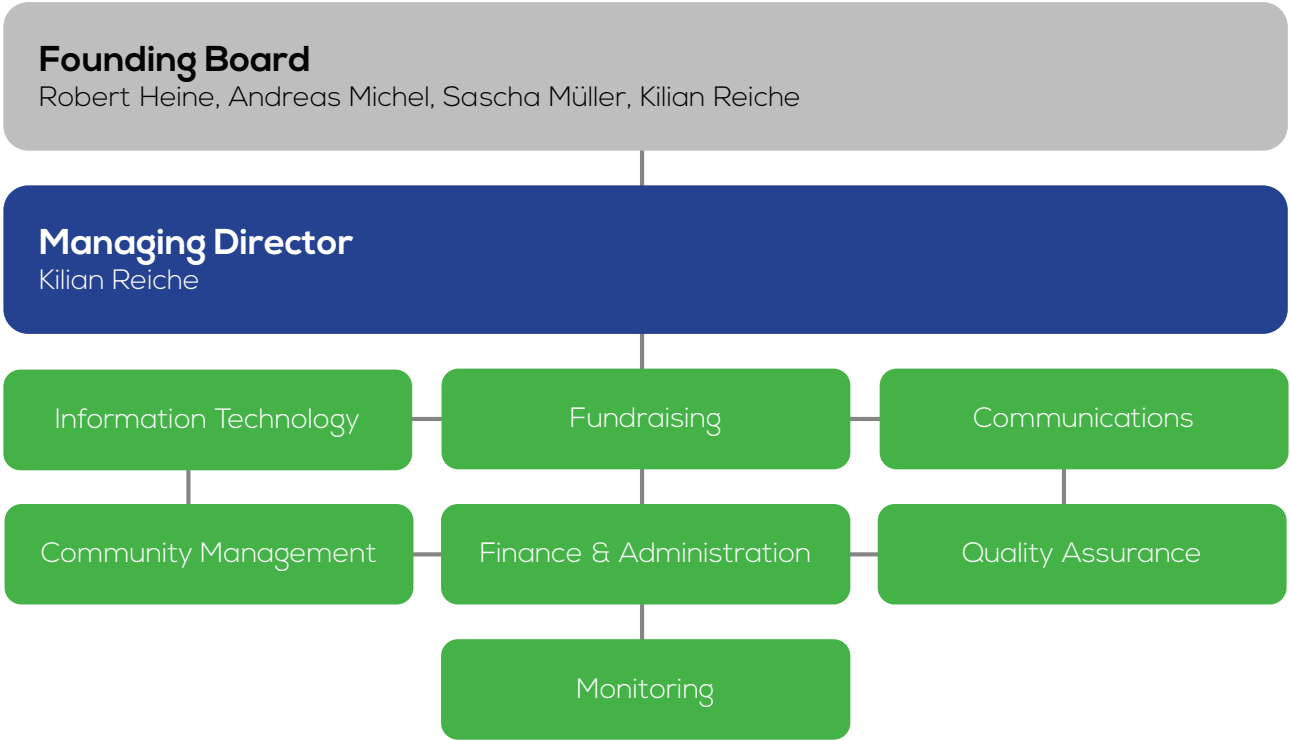
# ORGANISATION AND GOVERNANCE

Energypedia was developed by Robert Heine for the Energising Development Programme (EnDev). Energypedia Nonprofit UG (Haftungsbeschränkt), the organisation that now operates the platform energypedia.info was founded by four shareholders: Andreas Michel, Sascha Müller, Kilian Reiche and Robert Heine.

## LEGAL FORM

Energypedia is an organisation based in Eschborn, Germany. Its official legal form is a “Unternehmergeellschaft (Haftungsbeschränkt)” which is comparable to the British Limited Company (Ltd.). Due to energypedia’s activities in promoting development cooperation through knowledge and technology transfer, it has been recognized by German tax authorities as a nonprofit organization.

## ORGANISATIONAL STRUCTURE 2012



BE A LIGHT  
BE CONNECTED  
**BE PART OF ENERGYPEDIA**



# ENERGYEDIA IN 2012

2012 has been a year of change, growth and learning. Energyedia Nonprofit UG (Haftungsbeschränkt) was established in July 2012 and this newly formed body took over operations of the platform energyedia.info in March 2012. A month later we moved into our new office's in Eschborn, Germany. Throughout 2012 we had 3 employees.

In the past year energyedia has been engaged in facilitating and expanding the diffusion of renewable energy technology information through:

- Informing the public on the importance of reliable and sustainable energy services for all people
- Actively supporting energyedia users to share their practical knowledge on the platform
- Maintaining and expanding the information pool
- Promoting the direct exchange of experience especially among people in the Global South
- Providing tools on energyedia.info for stakeholders engaged in the energy sector to effectively collaborate, create and share their knowledge and practical experiences.

For the first year, by every measure, energyedia's activities are developing. Readership continues to increase as we now serve more than 12 thousand readers every month and registered users numbers have increased from 1821 to 2216 registrations. The total number of articles and the quality of those articles, continues to increase as we began the year with 722 articles and ended with 771 articles. Furthermore, energyedia's content is also beginning to find new venues through various partnerships we have engaged in. As a result energyedia is now linked to by other sites for many different purposes.

2012 has also been a year of realizing what our challenges in the next years of operation will be. As a platform that relies on the participation of the public, it is necessary that we cultivate an audience that is engaged and actively contributing to the platform through articles, discussions and editing. In 2012 not many new editors contributed content, which means that much content is still being internally generated. It is essential also for us in future to engage particularly with people in the Global South as most of our community is mostly from Europe and North America. We will continue to adapt our technology in order to provide a stable platform with better tools to serve the needs of the thousands of people who access of platform.

Thank you to all our supporters, donors and friends. We could not develop and maintain energyedia without your generous contributions.

## KEY FIGURES



16,286 PAGES\*

771 ARTICLES\*\*

2,927 MEDIA FILES

455,125 PAGE EDITS



2,216 REGISTERED USERS

12,000 READERS A MONTH

135,775 VISITS

15,502,999 PAGE VIEWS



EMPLOYEES

## PORTALS



SOLAR



HYDRO



WIND



BIOENERGY



IMPROVED COOKING



COUNTRIES



IMPACTS



PRODUCTIVE USE



GRID

## 2013 TARGETS

- Expand fundraising activities.
- Increase the reach of energyedia around the globe to more than 200 thousand people using the platform and more than 200 countries accessing energyedia.
- Increase the number of energyedia articles available to 1000.
- Improve the quality of information by increasing reviews and the number of people actively editing articles.
- Connect with more knowledge platforms.
- Strengthen existing partnerships with cooperations and universities.
- Encourage energyedia users to become active contributors by increasing the number of total editors per month.
- Build up and support a diverse energyedia community by increasing the numbers of Global South users and active contributors.





# ACTIVITIES

## FUNDRAISING

A basic fundraising structure was setup to coordinate the fundraising activities necessary to achieve our mission. The strategic fundraising concept was developed through the analysis of the social and economic environment as well as the available fundraising instruments. Energypedia implemented its first fundraising activities in 2012 which include the development of fundraising fact sheets and a donations page on [www.energypedia.info](http://www.energypedia.info) that allows the public to donate online. During 2012, we also applied for several awards in the fields of international development and renewable energy.

## COMMUNITY MANAGEMENT

In 2012 we undertook community management activities to extend the reach of energypedia and to increase user participation on energypedia through fostering partnerships. The energypedia community administrators work directly with users, editors and contributors globally, resolving issues and acting as the interface for the public to ask questions or pose comments with the community administrators. In 2012 we worked at finding ways to attract and retain energypedia editors, better support users, becoming a living platform for renewable energy and energy efficiency information and facilitate community discussions. Activities undertaken also include user management and free wiki-user training .

## COMMUNICATIONS

New information materials were developed to openly and effectively share information about our mission, activities and issues affecting developing countries regarding renewable energy and energy efficiency. Four fact sheets, flyers and posters were created in this regard. The monthly newsletter ‘Energypedia Renewable Energy News’ was developed allowing us to spread our vision and mission as well as general renewables news with a global audience.

## QUALITY MANAGEMENT

Quality improvement and maintenance is an importance aspect of energypedia.info. The energypedia administrators takes on a number of tasks daily in order to keep the content on [www.energypedia.info](http://www.energypedia.info) relevant, cohesive and timely. In 2012 basic guidelines on how users can write good articles were developed. Content was reviewed, updated and obsolete articles were deleted. Maintenance boxes and reports were also developed which automatically track the amount of maintenance work needing to be done on the platform. These reports provide useful guidance as to which articles may benefit from attention in particular areas. New categories were also introduced to group together pages on similar subjects and also help users to find, and navigate around, a subject area, to see pages sorted by title, and to thus find article relationships.

## TECHNOLOGY

Measures taken to improve and maintain the technical infrastructure of energypedia include maintenance of the servers which experience global traffic in excess of 10,000 unique visitors per month, software and platform development, analytics, design, and technical operations.

## MONITORING

A more effective process for monitoring energypedia activities was elaborated with the purpose of constantly improving the reach, and quality of energypedia projects and information. A baseline for monitoring was established and key performance indicators such as page views, number of edits, articles and users are analysed monthly.

## COOPERATIONS MANAGEMENT

In 2012 energypedia worked together with the following organisations:

### Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH - Energising Development Programme (EnDev)

- Energypedia still works in close cooperation with EnDev where the idea of the wiki was initially conceived. Mutually we promote each others goals via our different channels. Furthermore, EnDev is regularly contributing content to [www.energypedia.info](http://www.energypedia.info).

### Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH - Poverty-oriented Basic Energy Services (HERA).

- HERA contributes information on basic energy supply which include the “Cooking Energy Compendium” on energypedia. The HERA team regularly update and expand this information.

### Practical Action

- In partnership with Practical Actions the “Total EnergyWiki” hosted on [energypedia.info](http://www.energypedia.info) was developed to help organizations create a baseline and monitor projects by measuring the impact it the project has had on the energy access situation in households.

### Technische Universität Berlin (TU Berlin)

- Energypedia works in close cooperation with the Microenergy-Systems Research Group at TU Berlin to promote the issue of renewable energy and energy efficiency in developing countries through various activities.

### Universidade Pedagogica, Maputo, Mozambique

- In partnership with the Universidade Pedagogica the “Energy Publication Database Mozambique” was created on energypedia. The database hosts more than 900 documents on energy issues in Mozambique.



# FINANCIAL REPORT

Energypedia is a fully independent non-governmental organization supported by financial contributions from private individuals, companies, implementing organizations and foundations. In the first year of operations we hired new staff members, increased the capacity of our server network to deliver energypedia.info to the world and intensified our efforts to expand the reach of our projects by partnering with universities and organisations in the renewable energy and development fields.

In 2012 energypedia received a total of 144.701,69 Euros from a grant, private and institutional donations as well as from energypedia consult UG (Haftungsbeschränkt). We incurred expenses of 138.320,96 Euros.

## SOURCES OF FINANCE

Energypedia's finances are built on three pillars as follows:



1. GRANTS  
During our start-up phase, we received a grant of 123.804,90 Euros from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. This grant was fundamental in enabling energypedia to set up www. energypedia.info and begin operating as an independent nonprofit organization.

86%



2. DONATIONS  
Energypedia received donations from the supporting public and companies. We aim to keep the platform independent and unbiased. For this reason we only accept unconditional donations and do not allow any sponsoring. Currently donations represent a very small fraction of energypedia's funding, but this is expected to change in the future.

7%



3. ENERGYPEDIA CONSULT  
Energypedia UG (Haftungsbeschränkt) is the sole owner of the commercial subsidiary company energypedia consult UG (Haftungsbeschränkt). Energypedia Consult is specialized in IT-solutions in the field of development cooperation. Profits from Energypedia Consult contribute towards the financing of the platform.

7%

# FINANCIAL REPORT

## ACTIVITIES AND BALANCE SHEET FOR 2012: AUDITED INFORMATION

Statement of Activities <small>ALL AMOUNTS IN EURO</small>	
Revenue	
Grants	123.804,90
Other contributions	9.362,31
Total revenue	133.167,21
Other Earnings	
Interest and related earnings	30,00
In-kind earnings	36,55
Donations	10.078,99
Reimbursements	1.388,49
Other earnings	0,45
Total other earnings	11.534,48
Personnel expenses	
Salaries and wages	84.709,00
Social contributions	17.359,43
Total personnel expenses	102.068,43
Depreciation	2.161,40
Interest and related expenses	8,87
Operating expenses	
Occupancy costs	4.235,04
Insurance & other contributions	983,65
Travel costs	526,06
Other operating expenses	25.165,27
Total operating expenses	30.930,02
Annual net income	9.532,97

Balance Sheet <small>ALL AMOUNTS IN EURO</small>	
Assets	
Fixed assets	
Furniture and fittings	503,00
Share holdings (energypedia Consult)	2.000,00
Total fixed assets	2.503,00
Current assets	
Liquid assets	26.174,12
Total current assets	26.174,12
Accrued expenses	590,19
Total assets	29.267,31
Liabilities, owners equity and reserves	
Owners equity	
Capital stock	7.000,00
Retained profit	2.126,91
Balance sheet profit	6.380,73
Total owners equity	15.507,64
Reserves	10.349,00
Liabilities	3.410,67
Total liabilities, owners equity and reserves	29.267,31



## CONTACT US

Ludwig-Erhard-Str. 30-34  
65760 Eschborn  
Germany

Phone: +49 (0) 6196 / 2029722  
Email: [info@energypedia.info](mailto:info@energypedia.info)  
[www.energypedia.info](http://www.energypedia.info)



energypedia  
Nonprofit