

COOKING
FOR LIFE



WORLD LP GAS ASSOCIATION

WWW.WORLDPGAS.COM

**COOKING FOR LIFE:
How LPG we contribute to the
“100 Million by 2020” Goal**

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1. Who we are
2. Why LP Gas
3. 100 Million by 2020 with
COOKING for LIFE

200

Member organizations

The only association that represents the entire global chain

90+

different countries

56%

increase in members from the developing world since 2005



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WLPGA AND INTERGOVERNMENTAL ORGANIZATIONS

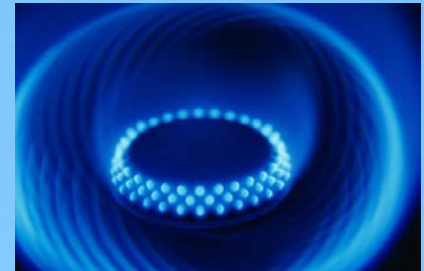


One of **3** things:

- *Propane*
- *Butane*
- *A combination of the two*

6 *LP Gas major characteristics...*

- *High energy value with a hot flame*
- *Low carbon footprint*
- *Clean burning, good engine fuel characteristics*
- *Portability*
- *Versatility*
- *Availability*



Odourless and invisible as a gas, in liquid form it has the appearance of water

- Portable
- Bottles can be can be stored indefinitely
- Easily transported
- Minimal investment in infrastructure
- Used virtually anywhere -- from urban centres to remote regions
- Flexibility in applications
- Shale Gas 'revolution' means product is plentiful



When and where costly, grid-based energy services are unavailable

LP GAS IS USED FOR **COOKING**



“4 million people die prematurely each year from indoor pollution – a greater killer than malaria” : **GBD 2010**

50% Of global LPG consumption is domestic. Mostly for cooking

1.2 billion new users by 2030



100 Million by 2020 with

COOKING
FOR LIFE



CAMPAIGN GOALS

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- Transition **1 BILLION** people to cooking with LP Gas by **2030**
- Prevent **500,000** premature deaths per year, primarily women and children
- Save **2.65 million** hectares of forest, with every 270 million households converted to LP Gas

Focus on the three P's:



Partnerships



Projects



Positioning



Supporting Partners: for individuals or organizations that are interested in the campaign and want to be kept informed of developments

Project Partners: Organizations that are involved in an on-going or soon to be launched LP Gas project that displace traditional fuels. Partners will benefit from:

Funding Partners: Open to individual or small groups of donors, corporations, investors, foundations, etc.

2 types of Projects that will constitute the COOKING for LIFE

Current Projects: on-going initiatives that will benefit from support from the COOKING for LIFE network

Pilot Projects: encourage the launching of new projects under the umbrella of COOKING for LIFE and with support of the initiative.

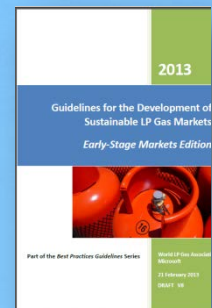
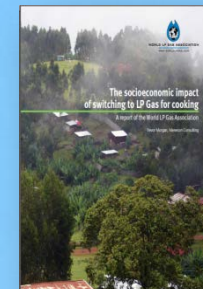
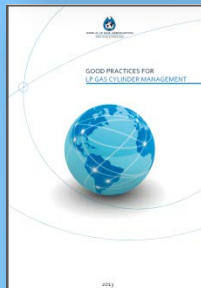
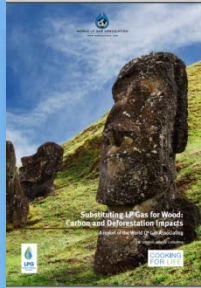


Communications: A global communications strategy will be developed around COOKING for LIFE.



Studies & Case Studies: Independent studies and industry case studies.

Policy Recommendations: COOKING for LIFE will create policy recommendations to be used by governments as guides.



PROJECTS: INDONESIA



From 2007 to 2010 Indonesia implemented a kerosene to LP Gas substitution programme that converted

Converted **250 million**

people by end of 2010

- Government net subsidy savings of 1.5 billion USD
- Provided 38,000 jobs and drove 1.9 billion USD of investment

46.6 Million trees



VISION 2015 OF GOVT. OF INDIA



Increase in Domestic LPG Connections:

Raise population coverage from 50% to

75%.



An increase of **53 million** end users

primarily in rural areas **by 2015**



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Thank you
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