

Clean, reliable
energy for all.





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Our 2019 in review.

2019 was a year full of challenges, changes, opportunities, and innovation. In this report you'll see some of the stories, developments, and a brief recap on some of our Impact initiatives. We hope you enjoy the read!

Together, we increased the number of lives impacted up to 3.7 million (up ~700,000 from 2018), averted 1,489,000+ US tons of CO₂ to date, and entered new regions such as Colombia, Venezuela, South Africa, and Namibia - to name a few. Our work helped increase vaccination rates in a Nigerian refugee camp, provided much needed light to clinics in North Korea, aided families as they journeyed over dark mountains from Venezuela to Colombia, and helped those affected by hurricanes in Indonesia and the Bahamas, as well as 70,000+ lights deployed to people affected by the fires and power outages in California.

A large focus for us in 2019 was participation. Getting more people involved in helping to create a brighter future by empowering millions of lives around the world, and at the same time addressing the current climate crisis. Whether mobilizing individuals to donate or encouraging businesses to join our mission, participation was key in shaping our impact in 2019.

In this theme of participation, we secured new corporate partnerships with the likes of Citizen Watch, CleanChoice Energy and other deregulated energy companies; formed new NGO and nonprofit partnerships including World Vision and Church of Latter Day Saints; and also secured a number of CSR program adopters like our co-brand partners, Compass, who now donates 10% of every co-brand order into our Give Luci® program. 2019 also saw a new approach to our Give Luci program encouraging individual participation. Numerous dedicated Give Luci options were implemented throughout the year, giving people the chance to give light directly to partnership organizations for limited periods, like the LA Downtown Women's Center for example. As part of our website revamp, our impact messaging became much more concise and visible, while making contributions to the Give program became easier than ever - [go check it out!](#)

Internally, we made progress furthering our impact through new product creation, expanding our global patents including in Africa (ARIPO), creating efficiencies within the team to better respond to natural disasters, and working with various education partners to ensure that the future leaders are fully equipped to deal with the climate crisis they will inherit. Our newest impact product, Luci® Core, was created after a visit to Puerto Rico highlighted the need for a more versatile light which can better illuminate larger dwellings. With an adjustable silicone arm, this light is a drastic improvement on other standard task lights and fills a gap in our previous impact offerings.

Thank you for all of your support throughout the years!

- The MPOWERD team

"Ultimately, the power of what we do relies upon participation. When governments and infrastructure fail, or mother nature wreaks havoc, through our technology and mission, MPOWERD can serve as a vehicle for change"

Seungah Jeong, CEO, MPOWERD



“By learning skills—
skills that serve
others, life has a
stronger purpose”

Carmene, Haiti



Our impact numbers.

Year over year, as our company grows, so too does our impact. Through our partnerships, Give Luci program, and every Luci purchase, our ability to impact lives and the environment increases. Whether it's on a societal level, or an environmental one, energy inequality around the world has huge effects on our global communities and atmosphere. In the larger picture, our numbers are humble, but we aim to make the biggest impact we can in the hope of inspiring others to take action too.

“Our consumers are our engine for good. Through their purchase, they enable us to deploy lights to those who need them most”

John Salzinger, Founder, MPOWERD

	2016	2017	2018	2019
US tons of CO2 averted	447,224	1,025,236	1,208,737	1,488,437
Lives impacted	1,093,575	2,506,955	2,955,660	3,639,595
NGO partners	226	345	502	650

UN SDGs.

We are committed to working towards the UN Sustainable Development Goals. Our products have both a direct and indirect impact to 9 of the goals.



Sustainability recap.

Aside from the inherent sustainable nature of our products, we are continuously looking for innovative ways to be more responsible and reduce our impact on the environment, while providing the best possible product for consumers. 2019 saw some substantial changes that had a positive impact not only on the environment, but also on the integrity and quality of our products.

In 2019, we implemented a brand new packaging design and structure which reduced considerable waste, cost, and made the packaging completely recyclable. By removing non-essential features and printing finishes, along with optimizing the construction, we created a more efficient and environmentally friendly packaging structure.

From a product development standpoint, we made headway on developing a new recycling program, and also numerous improvements to our products. By teaming up with a large scale recycling partner, we are now able to fully recycle our products with greater ease and efficiency. This is still in an early phase, but we will continue to improve upon this initiative. We also did extensive research and analysis into our solar panels to look for improvements into this technology. In 2020, we will focus on optimizing our solar panels to prolong the product life cycle and, in turn, reduce emissions.

Certified



Corporation

“Good business” is good business



MPOWERD has been a certified B Corp since 2014 and has been constantly improving on our overall score. To recap, a B corp is a for-profit company that uses the power of business to build a more inclusive and sustainable economy. In short, using business as a force for global good!

Last year saw our rating increase to 104 in all areas including our governance practices, treatment of workers, impact on the community, impact on the environment, and our serving of customers. And we're in great company too; Patagonia, Ben & Jerry's, Allbirds, Cotopaxi, Bombas, Athleta, Kickstarter, and Klean Kanteen, just to name a few, are all certified B Corps!

Stories from the field.

Through our partnerships, we're able to make a huge difference to millions of lives, all while creating a more sustainable planet. Last year saw us form new partnerships, as well as foster current ones. We have hundreds of inspiring stories and achievements stemming from our partners, and last year was no exception. While we can't highlight all of them, here are a few highlights from 2019...





More than just light.

24 October, 2019 | Nigeria | Sometimes a little light can provide more than just illumination. It can provide safety, further education, allow businesses to remain open long into the night; the obvious benefits of light are there for all to be seen. Sometimes, however, a light can be used for something a little different and unexpected, as International Medical Corps proved this past year.

International Medical Corps is a global first responder who delivers emergency medical and related services to those affected by

conflict, disaster and disease, no matter where they are, no matter what the conditions. Providing humanitarian assistance to the millions of people displaced by the conflict in the North East of Nigeria was just one of their programs during 2019. Entering its tenth year, the conflict, ultimately a consequence of an insurgency, has disrupted the most fundamental sources of survival for the populations where even the most basic needs are lacking. With an estimated 7.1 million people still in need of lifesaving interventions to survive, this is one of the largest humanitarian crises in the world. In addition, Nigeria remains the only country in Africa which has not yet been declared Polio-free by the World Health Organization. For this reason, International Medical Corps implements a comprehensive program in support of Polio prevention and eradication.

Through a number of factors ranging from the disruption of health services to cultural beliefs related to immunization, an overall immunization rate of less than 30% nationwide has resulted in life threatening outbreaks of vaccine-preventable diseases. Because of this, International Medical Corps' additional project addresses this problem through vaccines, community education, and disease surveillance - to name a few. This is also where our lights came in. Our lights were utilized to not only improve the safety for women and girls in their programs, but also act as a critical incentive to increase the number of parents and caregivers immunizing their children against Polio, helping increase immunizations by 15%.

Our Luci lights provided an essential item for women, children, and adolescent girls in the IDP camps. The camps aren't electrified and have limited access to flashlights and kerosene lanterns. The solar lights provided more than light to the beneficiaries; they also provided protection for women and girls accessing latrines and showers during the night hours. Protection from physical injury – related to unsafe areas or animals within the camp, including snakes – but also protection from individuals who might wish to do them harm in the darker areas of the camp. In addition, breastfeeding women were able to utilize the lights at night when nursing their babies, and by using the lights inside the shelters the risk of fire caused by other sources of light, such as candles and kerosene lanterns, was greatly reduced.

Through the donation of our lights, International Medical Corps was able to reach the most vulnerable group of people in Northern Nigeria, which is one of the most challenging environments in the country, especially within IDP camps. The lights not only supported International Medical Corps' overall strategy to improve the health conditions of the IDPs, the incentive of the lights came at a time when the country is in the last months of Polio eradication and the encouragement of immunization is at its most difficult.





In the community.

31 January, 2019 | Brooklyn, NY | Though we've spanned the globe with our solar lights, there's one place where we realized we'd never gone... the classroom!

When we launched our first STEM kit back in 2017, we always envisioned it as a great way for kids to explore the power and potential of clean energy at home. However, over time our team began hearing from teachers who were using our STEM kits in their classrooms to talk about solar energy.

As a Brooklyn-based company, we started to think about how our own employees could engage with local students and educate our future leaders about clean energy. Around this same time, Cynthia McKnight, President of the PTA at Dock Street School, contacted us about this very thing. The STEAM-focused middle school has robust initiatives in place to engage with their local community - and they also happened to be just down the block from us! After hearing about what we do, they invited us to come in to teach the students a little about renewable energy. We loved the idea and were excited to get started!

We put together a pilot lesson plan with the idea that - if all went well - the company would launch a local education initiative for NYC schools. A few weeks later, we were in the

classroom trying our hand at teaching. After a few ice-breakers, we paired up the students and handed out our STEM kits. They had no problem figuring out the mechanics of it all and were giddy when their hard work paid off in the form of glowing lights popping up around the classroom.

"The team put together an activity that totally engaged the kids on so many levels," Technology teacher Sebastian Braithwaite said after the visit. "They were able to explore science and engineering concepts, along with the design process in a really meaningful social context that spanned events in our neighborhood and around the world... Our kids left the activity feeling like their ideas were important and connected to a bigger picture."

The verdict: Teachers loved the program just as much as the kids! It gave them the perfect opportunity to talk about solar energy in a way that engaged students engineering and critical thinking skills. Encouraged by the positive feedback we received, we officially launched our local education initiative, ENLIGHTEN. This initiative will take us across the city to classrooms of varying grades and sizes. Guided by our adaptive pilot lesson plan, we partnered with MSU Denver to develop a base curriculum that could be applied to K-12 classrooms. We're excited to take our education channel to the next level.

Though Build Luci was the first of our educationally-focused products, it's certainly not the last. We can safely say that the future is looking very bright!



Our Impact Ambassadors

Our Ambassador program has people from all walks of life doing great things! Here we've highlighted two who did some amazing impact work in 2019.



kylie.fly



Nichole Baker
Pathologist & Trail Chaser

3 April, 2019 | Uganda | Armed with Luci lights, her bicycle, and an abundance of pathology supplies, Nichole traveled to Uganda on her fourth impact trip. During her 2019 trip to Uganda, Nichole worked with pathology residents connected with her non-profit Path of Logic, and also wanted to give back to the community in another way.

After working in the lab for over a week, Nichole picked up her bike, Luci lights, and supplies, and set off for a ride through rural Uganda. All along the way, she distributed our solar lights to those without access to electricity. Last year her focus was on P7 pupils. "They are in an important year of school which they must take an exam to qualify for secondary school. Many of these kiddos are living without electricity and were so excited to be able to study and read at night."



Federico Cabrera
Photographer & Humanitarian

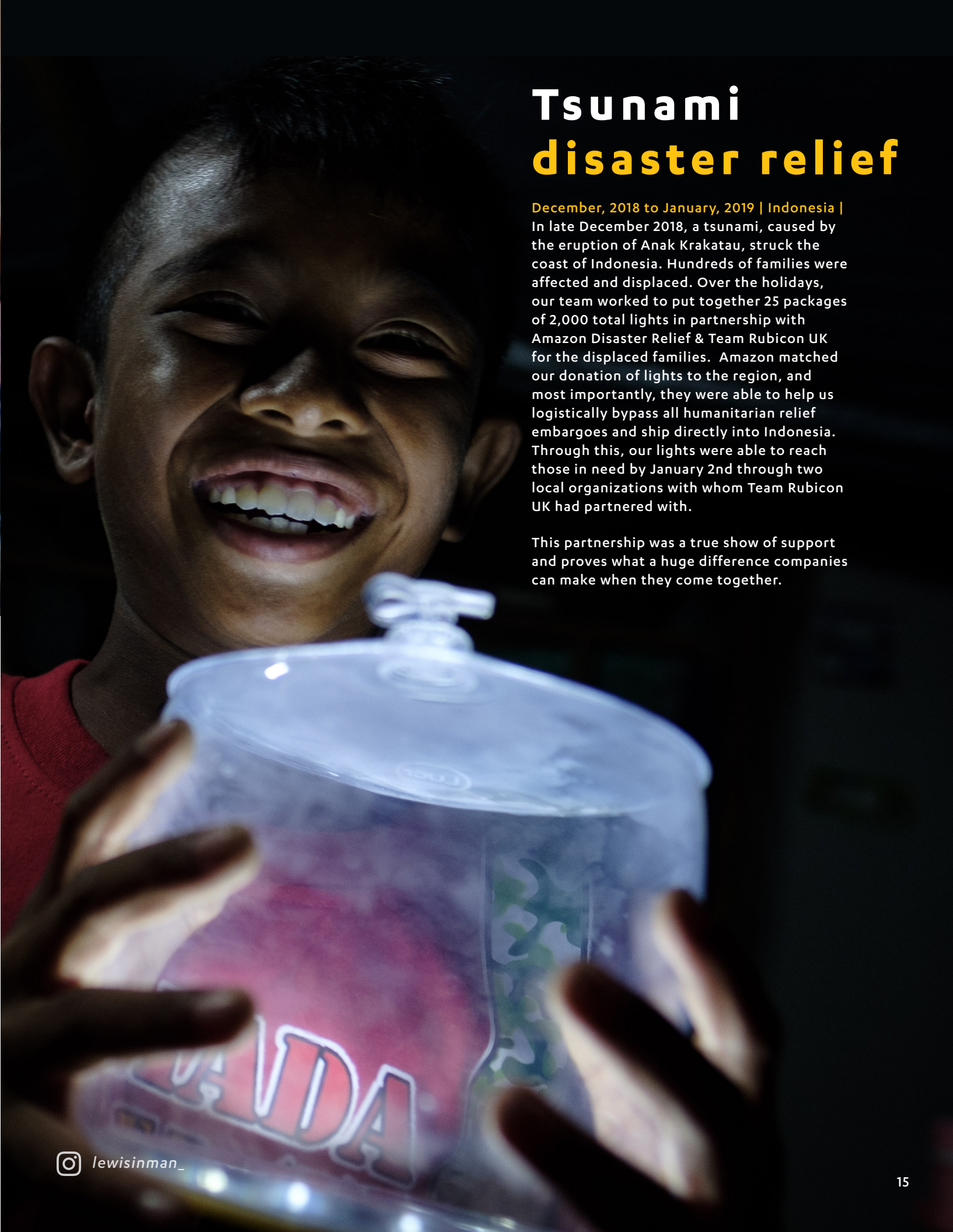
27 February, 2019 | Argentina to Peru | Last year, Federico cycled from Argentina to Peru (yes, really!) distributing Luci Lights, water filters and taking family portraits in rural areas of South America. He first started making these impact journeys a few years ago after a trip through his native Argentina when he experienced something that struck him: first, he noticed hundreds of tourists taking photos of the local people. Then, in an ironic twist, he learned that most locals didn't own a single photo of themselves or their loved ones. That's when he came up with the idea for "Their Only Portrait", a one-man mission to provide families with items most of us take for granted: a physical record of family history, clean water, and access to light.

lewisinman_

Tsunami disaster relief

December, 2018 to January, 2019 | Indonesia | In late December 2018, a tsunami, caused by the eruption of Anak Krakatau, struck the coast of Indonesia. Hundreds of families were affected and displaced. Over the holidays, our team worked to put together 25 packages of 2,000 total lights in partnership with Amazon Disaster Relief & Team Rubicon UK for the displaced families. Amazon matched our donation of lights to the region, and most importantly, they were able to help us logistically bypass all humanitarian relief embargoes and ship directly into Indonesia. Through this, our lights were able to reach those in need by January 2nd through two local organizations with whom Team Rubicon UK had partnered with.

This partnership was a true show of support and proves what a huge difference companies can make when they come together.





Photos: Save the Children

“Together, we’ve achieved incredible outcomes for children”

Carolyn Miles, CEO, Save the Children

Partnership with a 100-year old!

12 June, 2019 | Here at MPOWERD, we are incredibly grateful to our partners who have helped us positively impact over 3.7 million lives around the world to date. Our nonprofit partners have made it possible for children to study at night, for entrepreneurs to keep their businesses open longer, and for communities to be resilient after disaster strikes.

In 2019, we launched a year-long initiative with Save the Children during their centennial year with the commitment that we would increase our contribution of lights to **10,000** — double the amount of lights compared to all previous years combined!

From Afghanistan to Vietnam, and Mozambique to Romania, our lights were used by people all around the world. These lights went to children and teachers in Malawi, children in Afghanistan who don’t have reliable access to electricity, children in communities across the US affected by natural disasters, and many more beneficiaries of Save the Children’s far-reaching programs. The ultimate goal of this initiative was to increase study hours for children, boosting literacy rates as a result. Additionally, the lights provided an extra layer of safety and security in the face of natural disasters.

We are extremely proud of our partnership and humbled to be included in Save the Children’s centennial celebrations. Together, we made a difference to thousands of lives, and this is something that we wouldn’t be able to do without the help of our partners and supporters throughout the years.

What’s next?

2020 will no doubt bring forth new challenges and obstacles, but with the support of our partners and people like you, MPOWERD will continue to grow and increase our global impact. From reducing the CO₂ emissions, to supporting communities around the world, we aim to make 2020 a pivotal year in our impact work with the hope of inspiring others to take action too.

MPOWERD®