



# Green Horizons... **GREENING YOUR COUNTRY**

## **RWANDA OVERVIEW**

### **At a glance**

Rwanda It is the most densely populated mainland African country and is making significant strides in sustainable energy projects and attracting investments.

### **Key Reach Metrics**

Strategically introducing the partner to potential partners, promote policy and educate citizens



**TARGETED**  
outreach



**MULTIPLE**  
integrations



**UNIQUE**  
market segments

### **THE CHALLENGE**



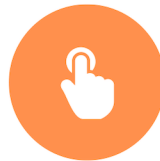
As one of Africa's most densely populated countries, bringing clean energy to each citizen is both a real opportunity and significant challenge. Rwanda's Revised Green Growth and Climate Resilience Strategy has a goal to achieve full low emissions development that is both climate resilient and economically innovative by 2050.

### **OUR SOLUTION**



We connect the Rwandan government to our visionary global campaign dedicated to accelerating the adoption of clean energy solutions. We will further empower its citizens, inspire action, and drive positive change toward a greener country.

Rwanda will receive a scaled up version of our entire package of programs, digital solutions and community engagement.



**Marketing & PR**



**Advocacy**



**Community**

### **BENEFITS**



#### **Awareness & Engagement**

1

The collaboration between TEP & Rwanda will generate immediate and positive awareness of the countries sustainable investments both in-country across multiple continents and industries and organizations and investors.

#### **Investment & Development**

2

By increasing awareness in country and internationally, Rwanda will significantly enhance investment and investors from within the country and international investors. Having more interest will give Rwanda more control of who it partners with and maintain economic sovereignty.

#### **Opportunity**

3

Rwanda's commitment to sustainable energy and climate resilience positions it as a promising destination for investors and a model for other nations.



THE ALTERNATIVE  
**ENERGY PORTAL**



412-376-1390



theenergyportal.com



partners@



# Green Horizons... **GREENING YOUR COUNTRY**

## Solutions Overview


The TEP solutions are designed to assist Rwanda in its goals to provide universal access to clean energy and achieve low emissions development.

## Key Reach Metrics

Our overall marketing reach and engagement covers a broad demographic, however our campaigns will achieve the following:

 **1M+**  
impressions/mo

 **200+**  
media outlets reached

 **5+**  
member personas targeted

## MARKETING & PR

The Eco Boost+ program is a done for you exposure and promotion campaign for your new or existing green and alternative energy partners. An Energy Advocate will work on your behalf to promote your company to a wide variety of media outlets, social media platforms, communities, municipalities, educational institutions & more.

- Marketing Assessment
- Digital Solutions Integration
- Integrated PR
- Influencer Matching
- CRM Integration
- VC Matching
- Crowdfunding Matching
- Social Media Strategies
- Targeted Ads
- TEP Pro Membership
- Marketing Assessment
- Digital Solutions Integration
- Integrated PR
- Influencer Matching
- CRM Integration
- VC Matching
- Crowdfunding Matching
- Social Media Strategies
- Targeted Ads
- TEP Pro Membership

## INTERNATIONAL ADVOCACY

Working with top energy consultants, policy makers and industry insiders, TEP will advocate for your green energy initiatives and those of your corporate partners. We cover a variety of areas including: Technology Assessment and Innovation, Market Analysis, Collaboration with International Partners, Public Awareness and Education, Data Collection and Analysis & more.

## COMMUNITY

### Micro Community Development

Green Horizons collaborators will have the added and long term benefit of establishing their very own Energy Portal Micro Community. Benefits will include:


- Instant Communication
- Beta Testing
- Surveys & Assessments
- Policy Announcements
- Product Launches
- Incentive Promotion
- Event Promotion
- Access All Community Tools

Visit The Community page inside the portal for a full list of features & benefits.

## INVESTMENT

**\$80,000/mo**



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