



APPLIANCES ARE VITAL

A campaign on how affordable, high performing appliances contribute to COVID-19 response and recovery

The Opportunity

Imagine facing the COVID-19 pandemic without a television for information, refrigeration to preserve perishable food and lighting to work past sunset. For many of the 475 million households worldwide with no grid access, or with only unreliable access to electricity, these conditions are a reality. Further, more than 1 billion people worldwide do not have access to health facilities with the reliable power supply needed for devices like ventilators and vaccine refrigerators.

As vulnerable off- and weak-grid communities face the health and socioeconomic impacts of the COVID-19 pandemic, off-grid appliances are at the frontlines of household and medical responses to the crisis.



Solar water pumps enable health clinics and households to gain access to water for increased sanitation efforts.



Solar TVs, radios and computers facilitate critical information exchange and public awareness raising.



Off-grid refrigerators increase food security and enable income generation for actors along the agriculture supply chain.



In health facilities, refrigeration can extend and maintain stockpiles of medication and life-saving vaccines.

In a world reacting and responding to COVID-19, affordable, durable and appropriately designed technologies bolster community health, keep people connected and enable economic activity.

About the Campaign

From November to April, the Appliances Are Vital campaign will shine a light on the many ways in which appliances are contributing to the global COVID-19 response and accelerating economic recovery. Through the campaign, Efficiency for Access and our partners will also amplify the most up-to-date news, data and research related to the off- and weak-grid appliance sector and the COVID-19 pandemic.

Each month, Appliances Are Vital will spotlight a different theme – agriculture, education, healthcare, gender & disability inclusion and recovery & resiliency – to dive into specific appliances and their impacts in the time of COVID-19 and beyond.

Our Hashtag

Affordable, high-performing off- and weak-grid appliances provide a vital lifeline to these communities by increasing access to quality healthcare, information and income-generating opportunities. All campaign-related materials and collateral will use the hashtag, #AppliancesAreVital.

Join Us

Appliances Are Vital will build new partnerships and opportunities across the energy access, agriculture and health landscape. Throughout the campaign, Efficiency for Access will partner with organisations to disseminate information; host events, such as a live Q&A and Twitter chat; and develop new content, including podcasts, blog posts, and editorials.

Campaign Events

Twitter Chat: In December, Efficiency for Access will host a Twitter chat on healthcare electrification and off-grid medical devices. This event will give three - five organisations the opportunity to showcase their own programmes or research.

Live Q&A: In March, Efficiency for Access will host a live Q&A with three - four sector experts on how the deployment of off-grid appliances fit into the existing COVID-19 relief effort and bolster long-term community resiliency. Cooling (off-grid cold chain, refrigeration), agriculture (milling equipment, solar water pumps), and communications technologies (mobile devices, computers) will be explored.

Resources

Monthly Toolkits: Each month, Efficiency for Access will share a social media toolkit on a new theme, as per the timeline on the right.

Appliances & COVID-19 Factsheet: In November, Efficiency for Access will publish a factsheet that draws attention to the various ways appliances can contribute to pandemic relief and recovery.

Company Impact Podcast Series: Efficiency for Access is conducting a podcast series with key energy access stakeholders in South Asia and sub-Saharan Africa to discuss the pandemic impacts on the sector.

Blog Posts & Editorials: Throughout the campaign, Efficiency for Access will publish podcasts, blog posts and op-eds, including a three-part series focused on the key compounding crises exacerbated by the pandemic—hunger, health access and gender. We invite our partners to contribute or co-author articles for publication.

White Paper: In April, Efficiency for Access will publish a white paper synthesising data and findings from the 2021 LEIA technology summaries. Our goals are to 1) describe the technologies' evolution reflecting the most up to date information, and 2) explore challenges and opportunities to scale during and after the pandemic.

Timeline

NOV '20	Nov. 16	Campaign launch
	Nov. 16	Monthly toolkit 🌱
	Mid Nov.	Publish editorial #1 🌱
	Nov. 30	Publish factsheet 🛡️
	Early Dec.	Monthly toolkit 🖥️
DEC	Dec. 15	Twitter chat 📈
	Mid Dec.	Publish blog post 🖥️
	Early Jan.	Monthly toolkit 📈
JAN '21	Mid Jan.	Publish editorial #2 📈
	Early Feb.	Monthly toolkit 🧑
FEB	Mid Feb.	Publish editorial #3 🧑
	Early Mar.	Monthly toolkit 🛡️
MAR	Mar. 24	Live Q&A 🛡️
	Early Apr.	Monthly toolkit 🛡️
APR	Apr. 7	Publish white paper 🛡️
	Apr. 30	Campaign ends
	Agriculture	🌱
	Education	💻
	Healthcare	📈
	Gender & Disability	🧑
	Recovery & Resiliency	🛡️

Get Involved

To get involved with the Appliances Are Vital campaign, please contact [Joanie Coker](#) and [Lauren Boucher](#).

