



LPG
EXCEPTIONAL
ENERGY

Cooking for Life

An Initiative of the WLPGA

World LP Gas Association
Michael Kelly

Colombo, 17th November 2014



WORLD LP GAS ASSOCIATION
WWW.WORLDPGAS.COM



220

Member companies

The only association that represents the entire global chain

125

different countries

60%

Increase in members from the developing world over last decade

LEVERAGING INTERNATIONAL ORGANISATIONS



2

Facts about LPG and the Industry

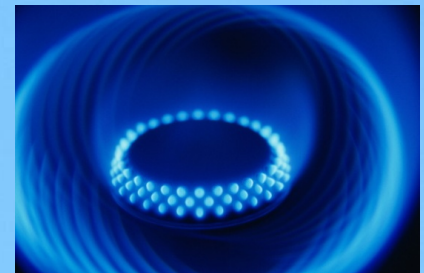


One of **3** things:

- Propane
- Butane
- A combination of the two

6 LP Gas has 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

Consumption

264 million tonnes/yr in 2012

In context:

Annual consumption (on energy content basis) equivalent to:

- 7% of annual oil consumption or:
 - 40% of annual hydroelectric consumption or,
- >100% of global LNG consumption



>2,000,000 employees

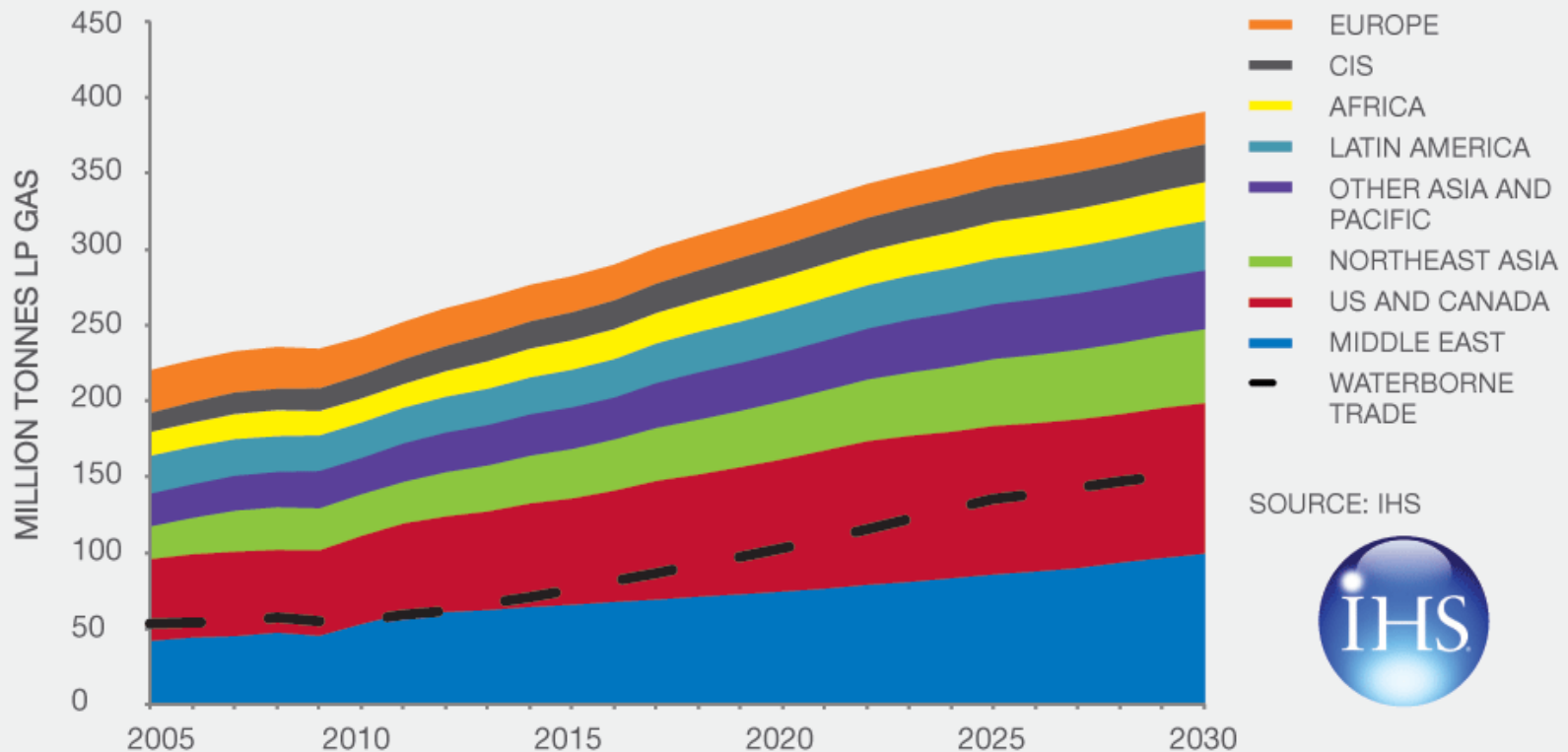
3 billion consumers

Global value of the business > \$300 billion/yr

IS THERE ENOUGH LPG? – SUPPLY TO 2030



- Global supply of LPG is expected to continue to increase steadily through 2030
- Even at a relatively low per person usage of 30 kg per year it would add 30 million tonnes of new demand annually



WHY LPG?

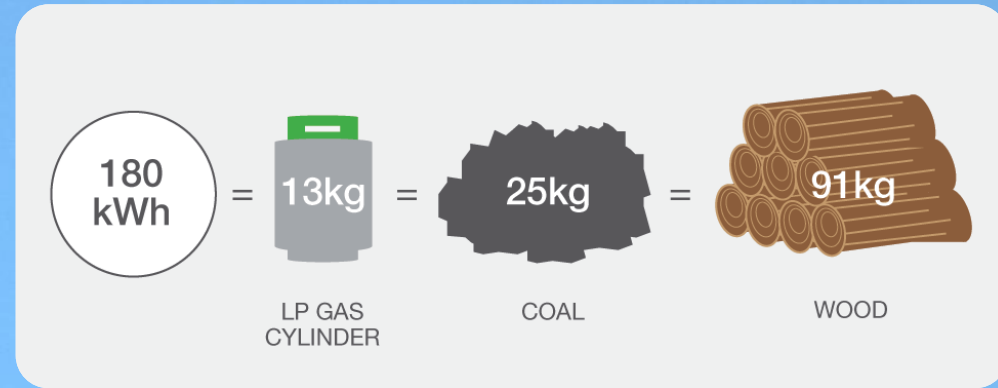
- Portable
- Bottles can be can be stored indefinitely
- Easily transported
- Minimal investment in infrastructure
- Used virtually anywhere -- from urban centres to remote regions
- Flexibility in applications



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

WHY LPG

- It burns cleanly
- No smoke or residual particulate matter
- Relatively low pollutant emissions
- Low GHG emissions
- Helps fight deforestation by substituting “traditional fuels”
- Frees women and girls from drudgery of searching for firewood



3

COOKING FOR LIFE



WORLD LP GAS ASSOCIATION

WWW.WORLDPGAS.COM





Nearly **3** billion people or 40% of the planet lack access to clean cooking solutions.

4.3 million people die prematurely every year because of exposure to household air pollution.

One hour in a kitchen with an open biomass fire is the equivalent of breathing in the smoke of 400 cigarettes.



CAMPAIGN GOALS

COOKING
FOR LIFE

- 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, or **51%** of annual global net deforestation, with every 268 million households converted to LP Gas

COOKING FOR LIFE

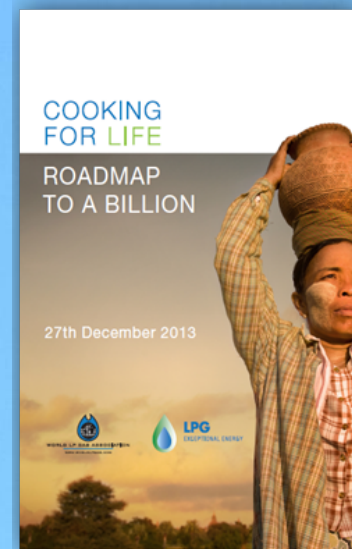
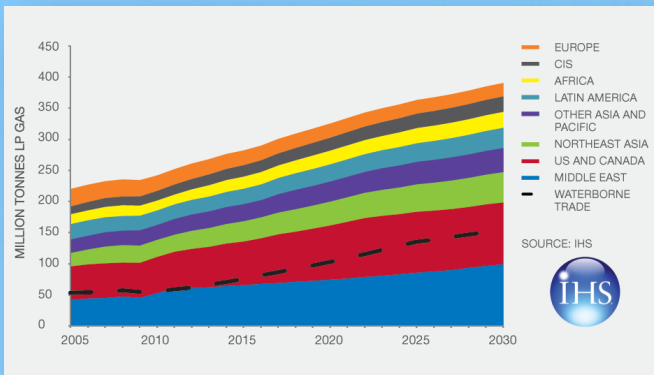
COOKING
FOR LIFE

A. IDENTIFY THE OPPORTUNITIES

B. DEVELOP THE PARTNERSHIPS

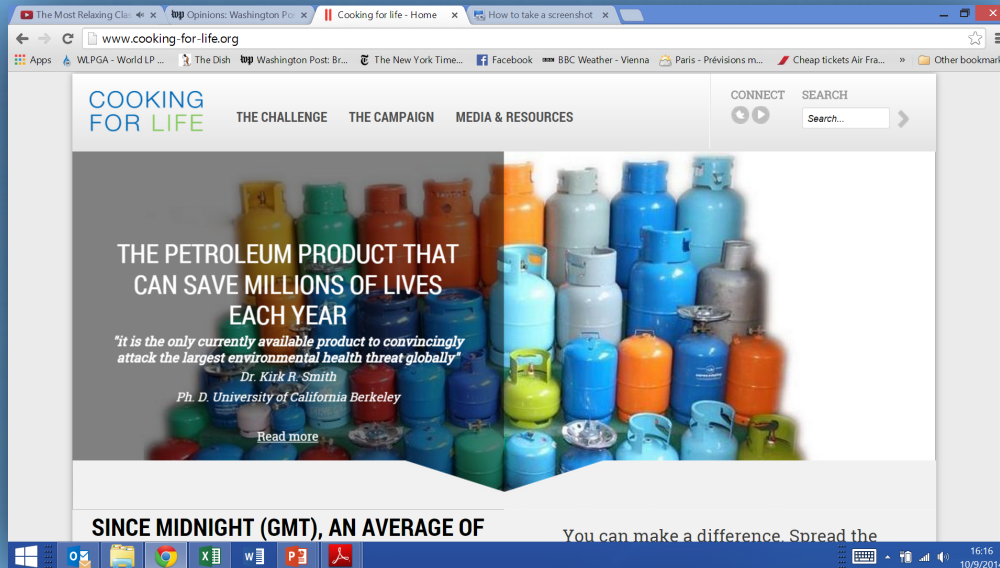
C. BUILD THE EVIDENCE CASE

D. CHAMPION THE ISSUE



COOKING FOR LIFE 2014

COOKING
FOR LIFE



Website Upgraded

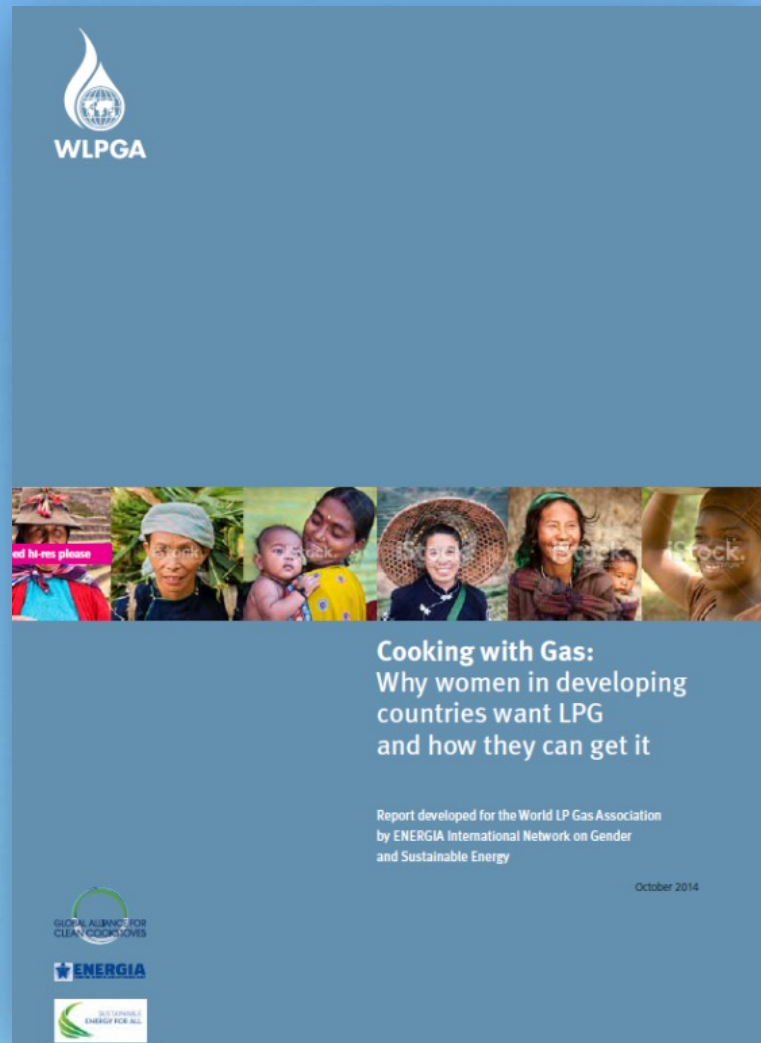
Study on LPG and Electricity Demand-Side Management Completed

LPG and Electricity Demand-Side Management

A study on behalf of the World LPG Association



Why women in the developing world want LPG and what they can do to get it.



Written by Energia

Supported by Global
Alliance
World Bank
CDC
SEWA

LPG has a positive impact on the quality of life of women immediately when it is introduced into a community

Using LPG to diversify women's livelihoods and enterprises

- Technologies that increase earnings are best way to increase women's status and decision-making
- LPG is a welcome alternative to biomass in women's traditional food processing businesses
- Perception in the industry is that 95% of LPG consumers but only 5% of the industry are women— Women in Propane Council in US seeks to change this!
- **Woman-to-woman marketing & training has proven effective for improved biomass stoves, solar lighting, etc. – why not LPG?**

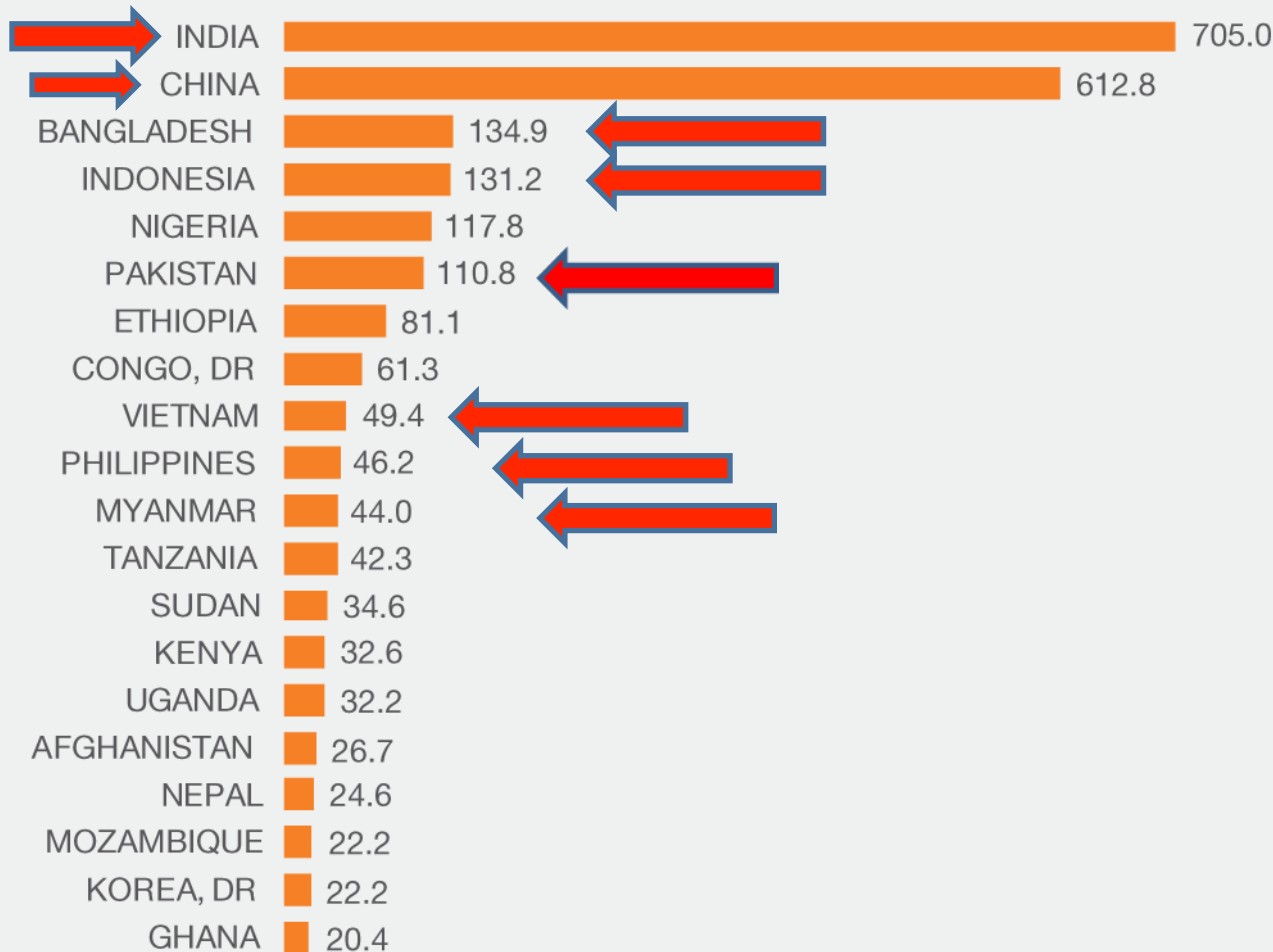


Linking modern cooking fuels with women's empowerment



- Women's organizations are increasingly shaping policies and programs in women's interests in their countries, including household energy policy
- Women can weigh in on global debates on role of LPG in the global energy mix and climate change, if they have the knowledge and data
- Financial inclusion is key to expanding poor women's access to modern cooking fuels

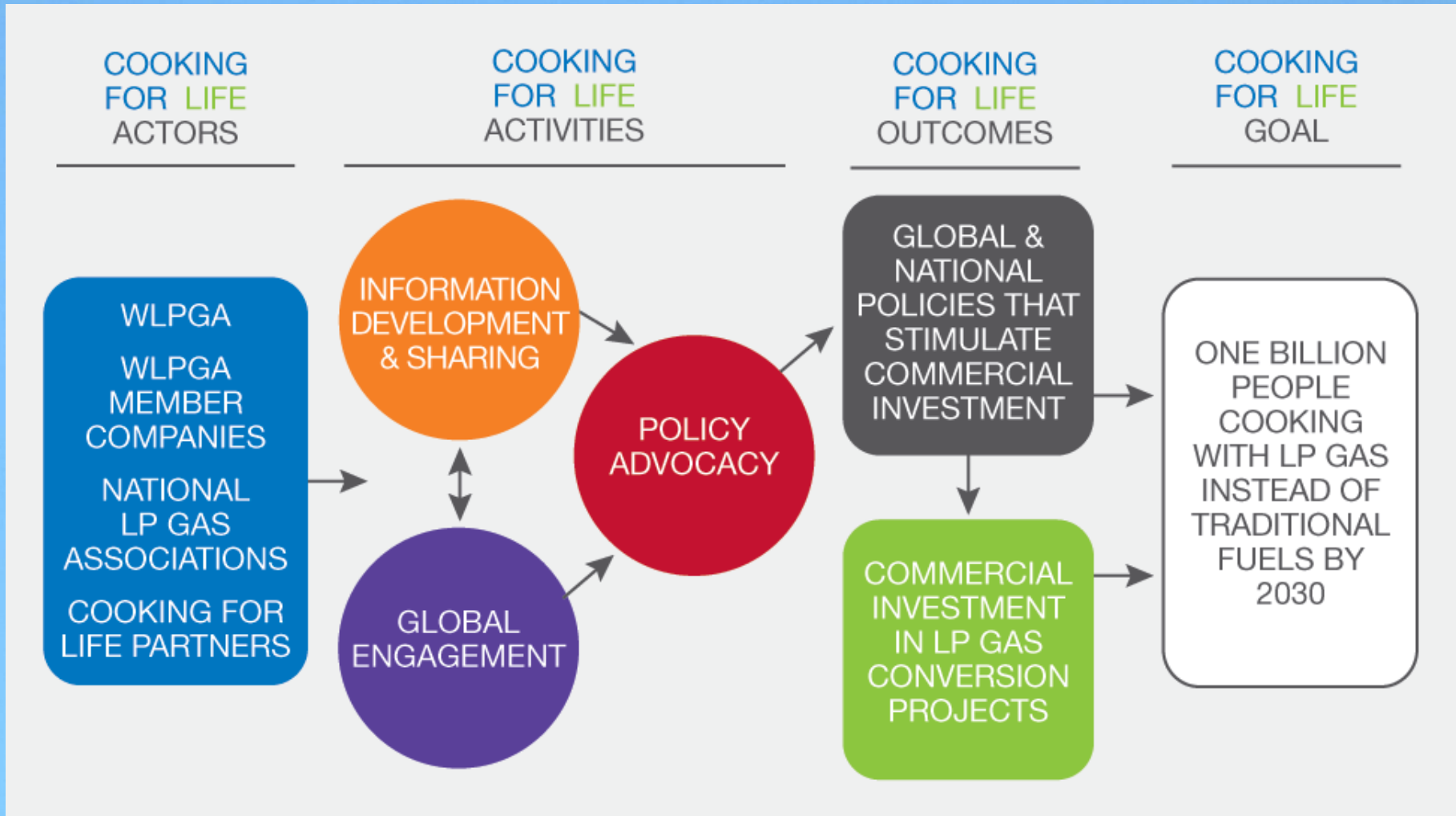
TARGET COUNTRIES



20 countries represent 2.3 billion people who lack access to modern fuels

Cooking for Life will be active in countries that have populations in need, supporting governments and WLPGA members

THE PLAN: PATH TO A BILLION



PROJECTS , PILOTS, TEMPLATES



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

Converted **54 million**

families converted by end of 2010

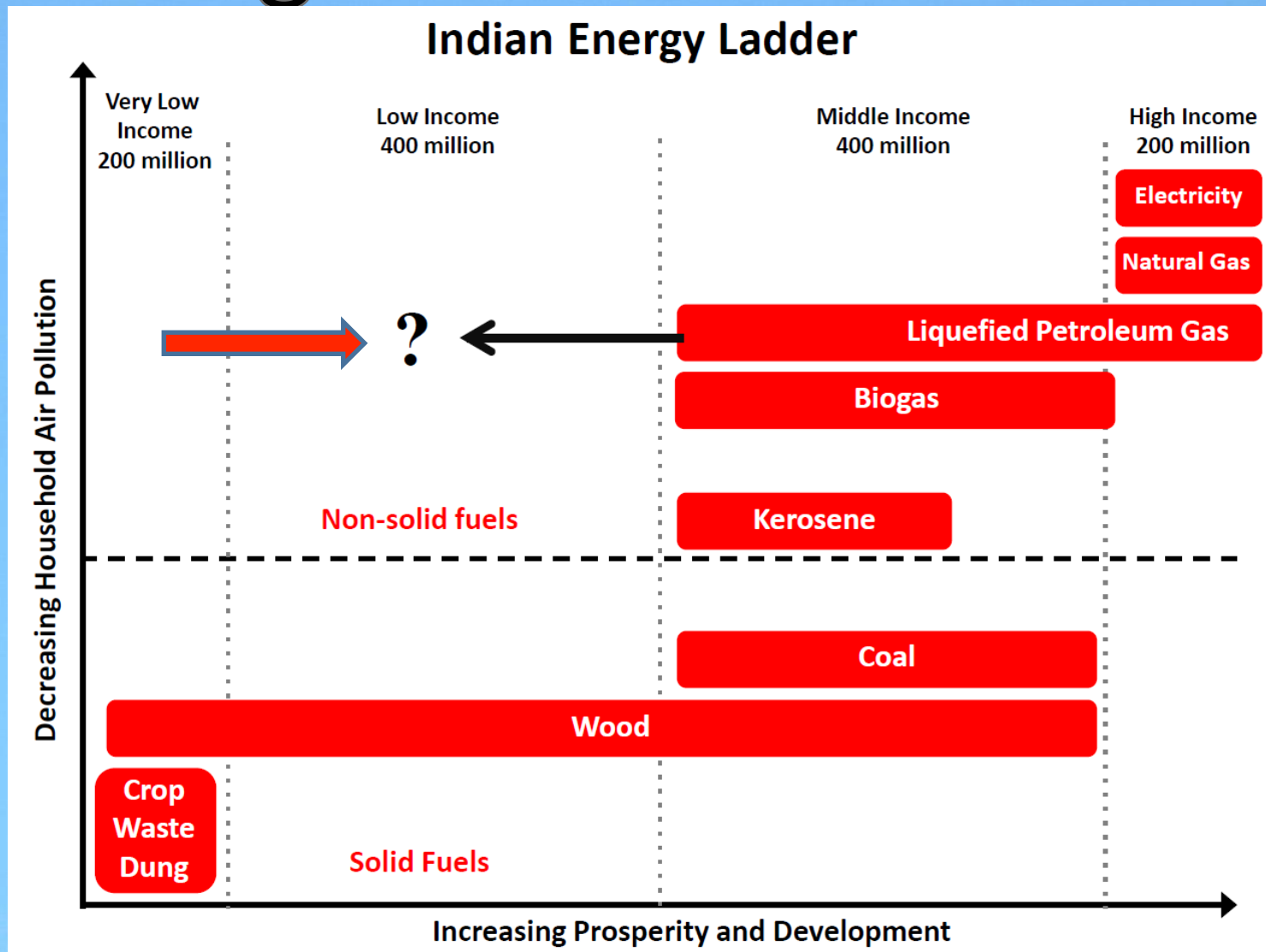
- Government net subsidy savings of 1.5 billion USD
- Provided 38,000 jobs and drove 1.9 billion USD of investment

46.6 Million trees





Cooking for Life India



PILOTS AND PROJECTS:

- A micro-enterprise programme in Guatemala that teaches entrepreneurship and financial literacy
- A recruitment model that continuously identifies, engages and trains women entrepreneurs
- Sell LPG in smaller tanks to make it more affordable and accessible to families with low cash on hand
- Haiti is the only country in the Americas with less than 5% penetration of gas cook stove
- Charcoal accounts for up to 25% of average Haitian revenue
- Uses encryption SMS technology to fund the switch to LPG through a market based approach targeting mainly the Diaspora purchasing power and ties to home country.



ANIMATED VIDEO

COOKING
FOR LIFE





LPG
EXCEPTIONAL
ENERGY

Thank you
mkelly@worldlpgas.com



WORLD LP GAS ASSOCIATION

WWW.WORLDPGAS.COM

