



**PEOPLESHOME Association - Initiation of Impact Investments**

PEOPLESHOME Association is a transnational organization assisting national and local governments in developing and emerging countries with the target to drive sustainable micro-economic cycles on the basis of renewable energy supply. These business-oriented projects will be realized together with private and public investors to turn out several advantages on social aspects and environment conservation.

PEOPLESHOME is thus neither a charity nor an enterprise selling tangible goods. PEOPLESHOME is rather an enterprise working for profit to spread an innovative funding model for the production of renewable energy. Its action is based on the conviction that access to energy creates prosperity and that, in order to guarantee a sustainable supply of renewable energy, the production and distribution of renewable energy should be a profitable venture.

**THE IMPACT CODE**  
**TIC by PEOPLESHOME**

**Left Side= Income Potential**  
 FIT = Feed-in Tariff (country energy payments)  
 PPA = Power Purchase Agreement (electricity sales)  
 CER = Carbon Emission Reduction (carbon credits)

**Right Side = Core Output**  
 E<sup>2</sup> = Energy Generation (local + national energy)  
 pH = PEOPLESHOME (housing + infrastructure)  
 C<sub>t</sub> = Capital x Time (purchase power)

*Our TIC Code extends the  
 "Renewable Energy for All Initiative"  
 by the enhancement of infrastructure  
 out of the caused RE returns.*

The projects scenarios meet all criteria and goals with regard to sustainability that were set by the World Wildlife Fund, considering the Gold Standard Foundations Requirements for Clean Development Mechanism (CDM)-projects. In addition, all projects contain a roadmap to reaching the Sustainable Development Goals (SDGs), i.e. our Impact Code (TIC).

Our TIC comprises a solution for *Impact Investment* including a programmatic strategy for global multiplication with an improvement of local living conditions.

All PEOPLESHOME investment plans take different general criteria into account, such as the said criteria for sustainability, bankability and salability. Furthermore, the incorporation of national capital sources is always a key part within the business concepts. A positive corporate "Net Present Value" (NPV) is a must of each financial planning.

As a consequence, the PEOPLESHOME Association is able to close the gap between traditional development projects and economically based investment planning as a future developer, coordinator and initiator.



**PEOPLESHOME - Idea, Vision, Concept , Mission**

*Vision* - A home belongs to human needs. A person’s “Home” is defined by the reflection of cultural identity and the reveal of practical value. Furthermore “home” is associated with wellness, adequate education, opportunities for individual advancement, adequate sanitation, energy access, employment opportunities and sufficient income to meet material need. Those who have a desperate home need support & guidance.

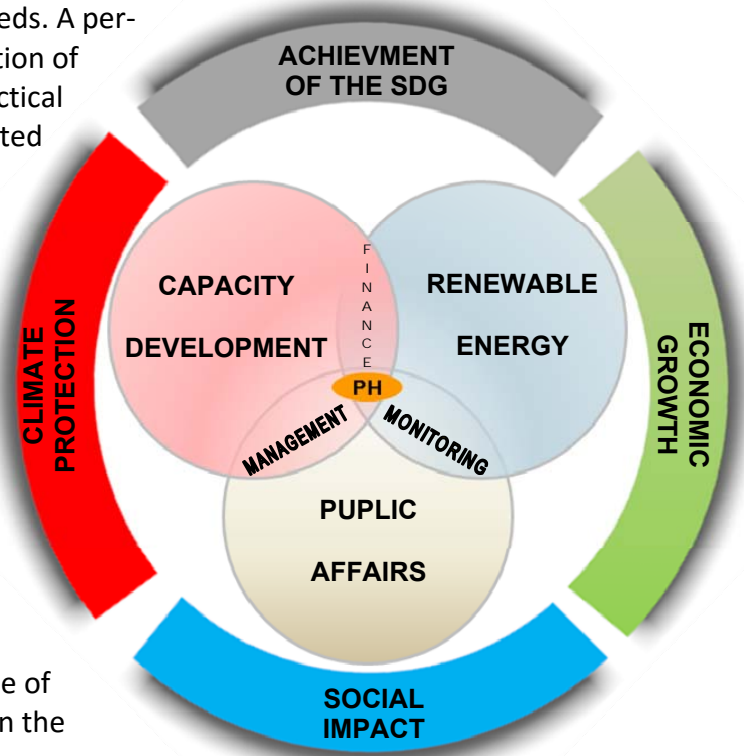
Thus, the vision was born.

**PEOPLESHOME -  
LET THE SUN WORK FOR YOU.**

*Idea* - A significant dilemma in the case of "driving economic cycles" is that often the wrong groups act on that issue. Charity organizations do not have the knowledge and instruments to respond to the challenges, especially in the energy sector. The sustainability of this sector’s development can only be guaranteed if it is handled as an economic sector where profitable business can be realized.

*Concept* - To initiate business cycles in developing countries the renewable energy is the income source from outside the country. Electricity opens up enormous potential in all fields of industrialization, e.g. transformation of agricultural products. An improved infrastructure - facilitated by the energy returns - enables the income source of the *local people who get work*. The concept is based to link energy generation with infrastructure enhancement on an innovative, self-sustaining business model, with new ways of promoting the private sector development - in line with the approach taken by the World Bank & the United Nations Industrial Development Organization.

*Mission* - The strategic target is to perpetual and spread the PEOPLESHOME model on other places to allow a broad operation of energy generation and infrastructure enhancement. With our model we will drive local markets to avoid that people have to move to other places.



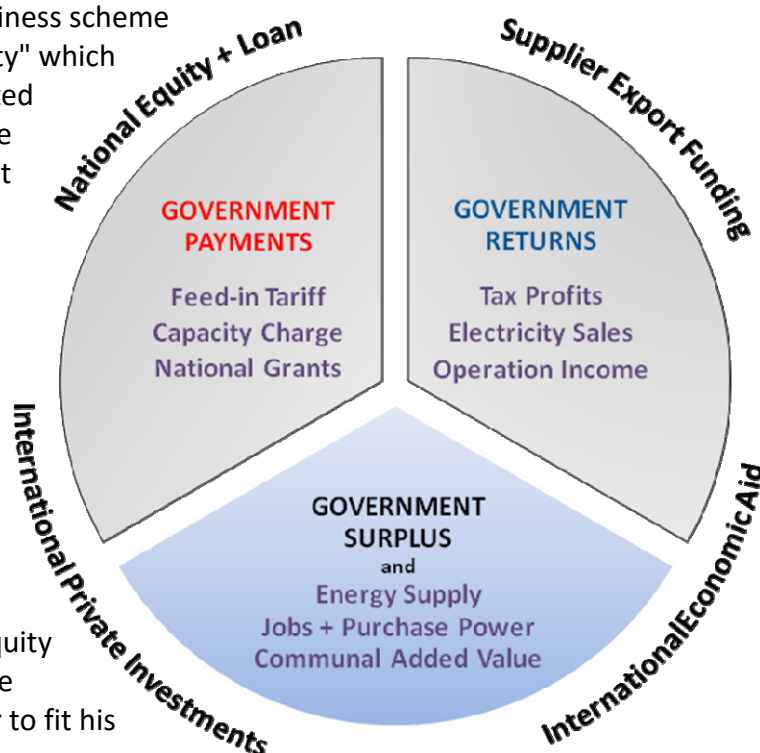


**How to solve energy poverty in developing countries to drive industrialization plus local production and prevent global warming?**

There is clearly a pressing need for creative thinking in the field of energy generation in developing countries. *Renewable* energy projects are a complex matter though. They are cost intensive and prove often to be, therefore, out of reach of poor developing countries which cannot take the investment costs of such ventures in charge even if the necessity of such investments has been well established. Mostly, the governments of these countries don't know how to configure renewable energy projects as profitable businesses.

The PEOPLESHOME energy business scheme is set up to approach "grid parity" which puts on the market the generated electricity for the standard price which is usually paid for. So that there will be no need for subsidizing the running business.

A significant aspect in general is that the market price of electricity is liable to the inflation rate. The cash value (net present value\*) of an energy investment can be adjusted with a granted inflation compensation on the part of the government. Though the Return on Equity (R-o-E) of the investment can be arranged with the lead investor to fit his expectations.



A partial reimbursement of the inflation rate will generate an extra government surplus.

PEOPLESHOME coordinate as future developer the pool of international investors and banks, European engineering companies and suppliers. This makes PEOPLESHOME to the most appropriate actor and can move developing countries to a potential turning-point.

*\*The net present value (NPV) of a financial scheme reflects the cash value of back-payments to the investors. NPV can be described as the "difference amount" between the sums of discounted: cash inflows and cash outflows. It compares the present value of money today to the present value of money in future, taking inflation and returns into account. NPV value contains the re-payment of the equity including inflation over the entire running time and shows the extra income, if the NPV is positive.*

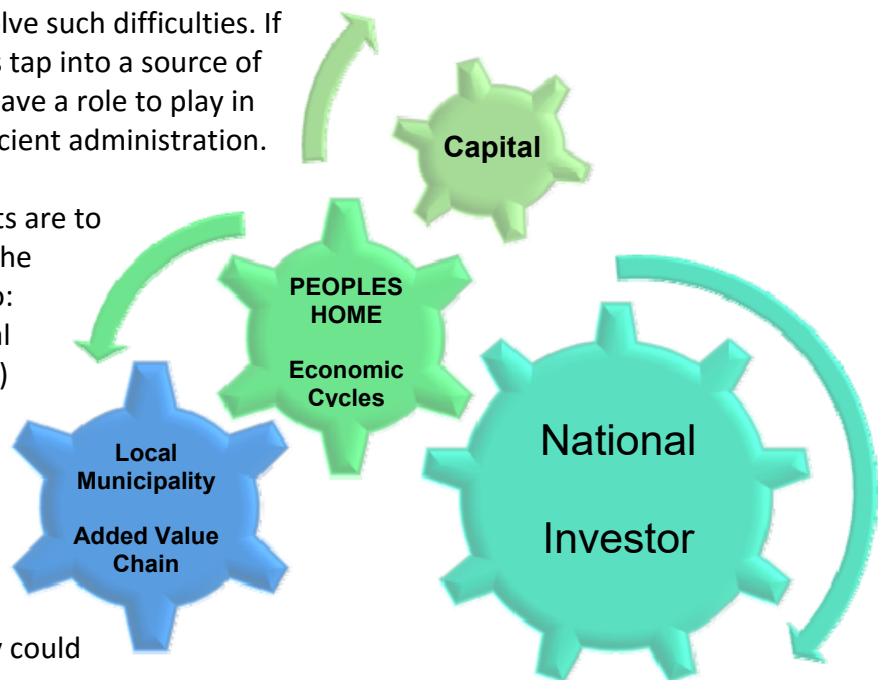


As part of the climate negotiations, it seems unlikely that a strict agreement on sustainability will be taken by NAMAs (Nationally Appropriate Mitigation Action), the political differences being currently too large to allow the conclusion of such agreements. A more realistic scenario consists of the investors and promoters of NAMAs (Nationally Appropriate Mitigation Action) creating their own sustainability criteria. This already applies to multi-national funds, such as the *Green Climate Fund*, to bilateral support programs, such as the *German International Climate Protection Initiative* (ICI) as well as to private investors. Such *Impact Investors* which invest, but still want specifically promote sustainable developments. For these investors we have developed an effective instrument by means of which the contribution of investments to the sustainable development of a country or region can be measured. Our SIM (*Social Impact Measurement*) approach gives an investor a quick overview of the contribution of his investment to a given sector which is measured by a number of key indicators.

A major subject in developing countries are i. a. existing investment risks. Such as: corruption, delayed permissions and doubtful long-term returns.

The country itself has to solve such difficulties. If e.g. national pension funds tap into a source of capital, governments will have a role to play in ensuring a reliable and efficient administration.

The PEOPLESHOME projects are to be funded on the basis of the following financial scenario: Local content from national investor (e.g. pension fund) plus land availability. Up to 20% coming from an international impact investor in addition with a suppliers bank funding of 85% of technology budget. A small start-up subsidy could balance a starting loss.



The national contribution is the key part of the financials and as a result the majority of profits are in hands of the national partners. It is a country project!

Since the US Senator *Al Gore* started his campaign "An Uncomfortable Truth", we all have being sensitized about the global warming. Today, the World Bank President has announced that: *If there is no action soon, the future will become bleak*. The main issue in the context of driving economic cycles is now not the question of what to do, in the face of this development, but it is rather the question of

**HOW TO DO & WHO ?**