



# Holding Hands with the Sun

Little Sun 2013: A Year in Pictures



Little Sun





2013 was an incredible second year for the Little Sun project. We continued on our mission of delivering Little Sun solar-powered lamps to people in off-grid countries by building self-sustaining off-grid sales networks and making sure that local entrepreneurs profit.

Through projects and events worldwide, we raised awareness and generated funds to invest in our off-grid distribution.

Little Sun lamps are now available in seven African countries, as well as in the EU, the US, Australia, Canada, and Japan!





**Olafur Eliasson introduces Kofi Annan to Little Sun at the WEF**



**JANUARY/  
FEBRUARY**

**Little Sun kicked off the year by championing solar energy access for all at the World Economic Forum in Davos, Switzerland and at the Suñu Jant exhibition in Dakar, the official launch of Little Sun in Senegal.**



**Little Sun traveled with a nomadic Bedouin family – and their camels! – through the Sahara desert in Tunisia.**







**MARCH**

**A Little Sun exhibition at the Mehrangarh Museum of Art in Jodhpur, India featured over 200 Little Suns, which were donated afterward to a small Indian village without electricity.**





**APRIL**

**Our partners Imagine Burundi-Terimbere delivered the first Little Sun lamps in Burundi! These women use their Little Suns for light while making baskets in the evening and have doubled their weekly income.**





**The first Little Sun lamps arrived in Uganda through our partners Lys i Afrika! Here, some fishermen in the village of Kasese find a creative way to charge their Little Suns while at work on their boat.**



**Solecito Director Oscar Ruiz Navia with Producer Tine Fischer**

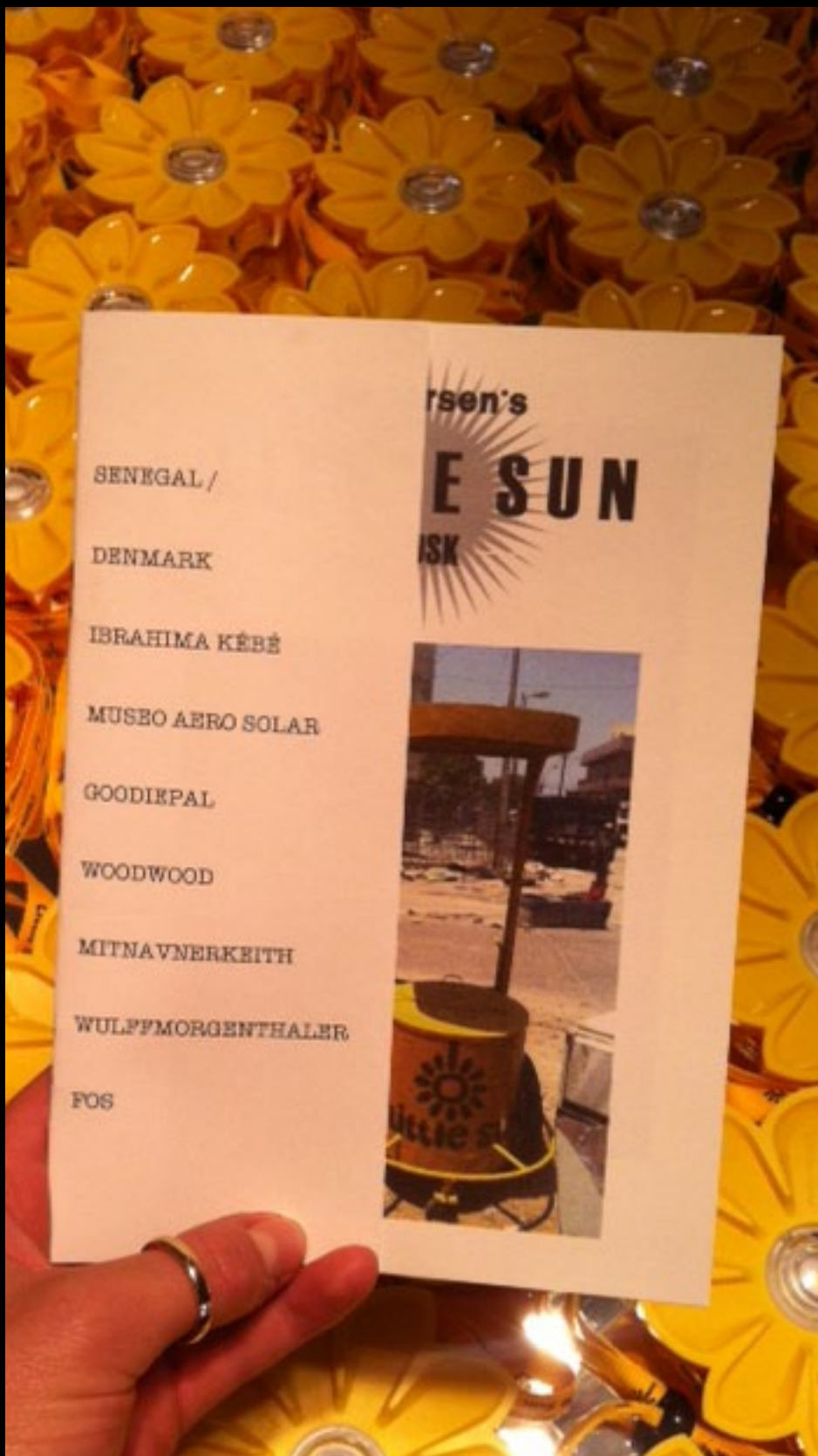


Film still from *Solecito*

**MAY**

**Little Sun went to Cannes! Oscar Ruiz Navia's *Solecito* was selected for the Cannes Film Festival Directors' Fortnight. *Solecito* was made in response to an invitation from Olafur Eliasson to produce a work about light, energy, and Little Sun.**





**Powering our distribution in Senegal, a pop-up shop selling Little Suns opened at Andersen's Contemporary in Copenhagen. With each Little Sun, customers received a beautiful Little Sun fanzine featuring works on paper commissioned from Senegalese and Danish artists.**



**Throughout the year, Little Sun made a lot of new friends who became a part of our global community.**

**From politicians...**



**Olafur Eliasson with President of the European Commission  
José Manuel Barroso**



**Prime Minister of Senegal Abdoul Mbaye**



**Nigerian Minister of Power Chinedu Nebo with  
Little Sun Co-Founder Frederik Ottesen**



**Former New York City Mayor Michael Bloomberg with  
Deputy Mayor Howard Wolfson, Chief Policy Adviser John Feinblatt,  
and Police Commissioner Raymond Kelly**



To musicians and artists...



Bryan, Bryce, and Scott from The National



Mulugeta



Jarvis Cocker



Calexico's John Convertino



To athletes...



Ugandan football players



Ethiopian football player Saladin Said



Winners of the Danish Wakeboarding Championship



## Retail partners and entrepreneurs...





## Students and teachers...





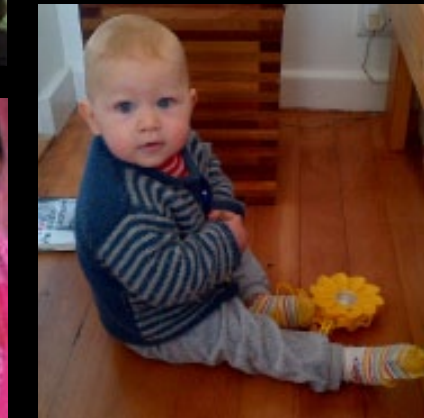
## Families...







And many more!







**JUNE**

**Constance Ntese made extra income selling Little Suns to friends and contacts at her in-home sales parties, becoming our first distributor in Khayelitsha township, South Africa.**



**An innovative programme led by our distribution partners smallsolutions and kick-started by Astrup Fearnley Museet in Norway delivered Little Sun lamps to Ndeeba Secondary School in Uganda, making it easier for students without electricity to study at night.**







Photo: Vegard S. Kristiansen/Roskilde Festival



Sunlight Graffiti



The Little Sun team at Roskilde

**JULY**

**Little Sun rocked Denmark's Roskilde Festival! Festivalgoers got to create their own Sunlight Graffiti photos, combining their movements and the light of their Little Suns into a single image they could share online. Profits from sales enabled Lys i Afrika to deliver Little Suns to families in Uganda.**





**AUGUST**

**While bringing the energy access debate to the fashion world at Copenhagen Fashion Week, Little Sun quickly became the hottest accessory!**





**SEPTEMBER** Mobilising our political and cultural networks, Little Sun spent a busy week in NYC during the UN Assembly. Little Sun attended high-level political panel discussions and business summits, and MoMA threw a Little Sun cocktail party. We topped it off by ringing the closing bell at NASDAQ!





**Tate Modern Director Chris Dercon with RAW Gallery Artistic Director Koyo Kouoh and Little Sun Co-Founder Frederik Ottesen**



**OCTOBER      Little Sun at the first 1:54 Contemporary African Art Fair in London was a natural fit!**

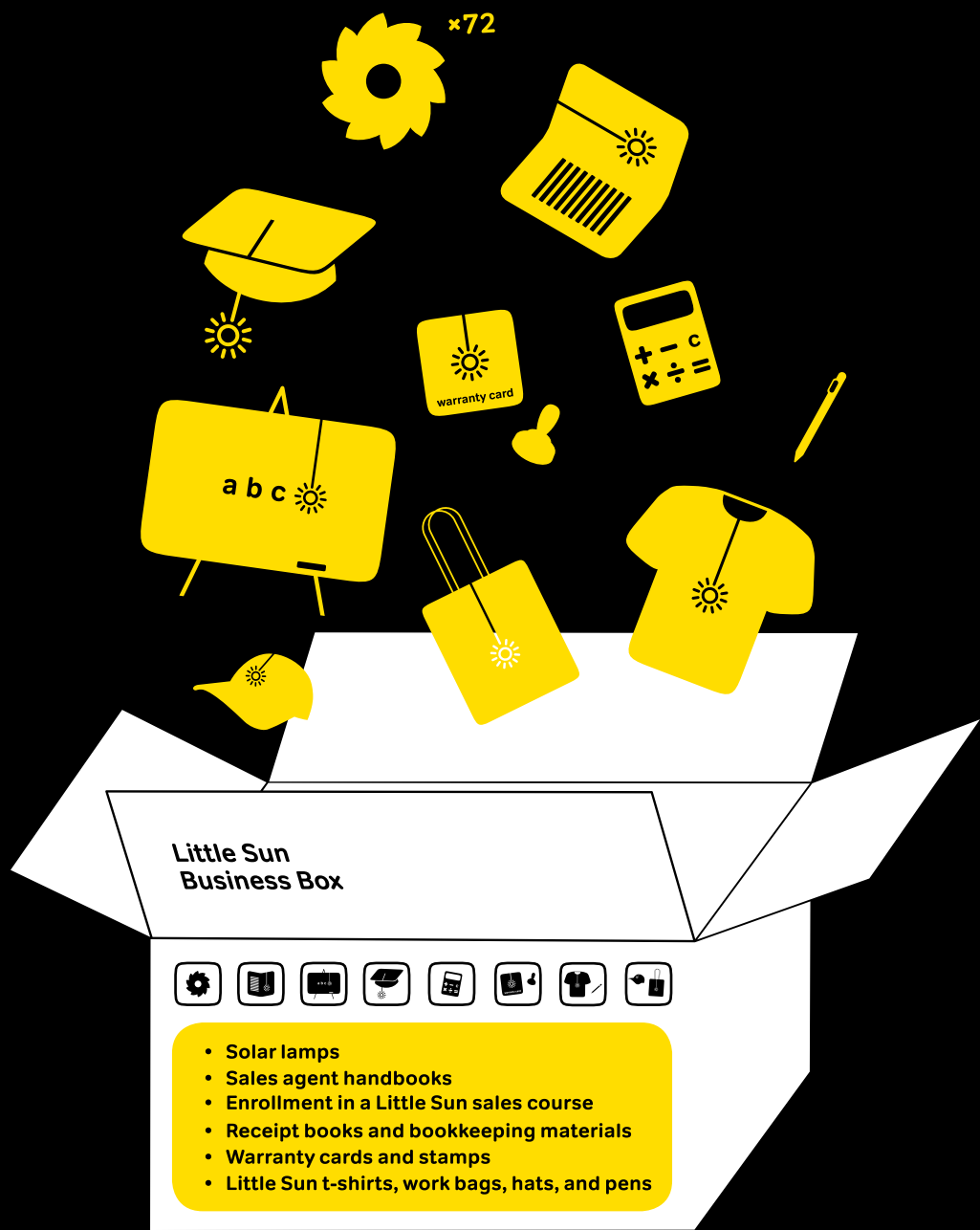


## Introducing the Business Box



**For us, it's not just about delivering light – it matters how it gets there. So we created the Business Box, a way to kick-start the businesses of Little Sun sales agents in seven African countries.**





Each Business Box contains Little Sun lamps, business materials, and enrollment in an entrepreneurial training course – everything a sales agent needs to make an income selling Little Sun lamps. In this way Little Sun is spreading both light – and livelihoods – in off-grid regions. Find out more [here](#).





**NOVEMBER** At the Sustainia Award Ceremony in Copenhagen, Olafur Eliasson and the audience created a work of art with hundreds of Little Sun lamps. Watch it [here](#).





**DECEMBER** Presented by Fondation Beyeler, Little Sun lit up Art Basel Miami Beach! And YoungArts set up a special Little Sun kiosk. We rallied our strong cultural network to mark the first step in our outreach to Latin America.



In 2013 we sold a total of  
**90.000 Little Suns**  
worldwide, and more than one in three  
went to areas without electricity.



## Little Sun, Big Impact:

**36.000**

Little Sun lamps sold  
in off-grid areas

**190.000**

lives changed off-grid

**2.200**

tonnes CO<sub>2</sub> emissions  
reduced

**200**

African entrepreneurs  
joined

**\$793.800**

saved on energy expenses  
in off-grid households

And we're just getting  
started...



# Let's Little Sun!

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