



The Electricity Consumption Prediction service launch: Social Media Toolkit

On November 24, 2020, the e-GUIDE initiative launches a new service, The Electricity Consumption Prediction service for Africa, to help utilities and system planners improve the planning and provision of reliable electricity for all. We invite you to take part in this important moment by sharing the following content on your social media channels.

e-GUIDE webpage: <https://eguide.io/>

e-GUIDE press release: <https://www.rockefellerfoundation.org/news/satellite-imagery-used-for-electricity-consumption-forecasting-in-africa-for-the-first-time-in-new-service/>

Campaign hashtag (please include in all posts): #EnergyEmpowers

Additional relevant hashtags: #SDG7 #EndEnergyPoverty

Draft Social Media Posts

All digital media assets are saved online here in formats compatible for Twitter, LinkedIn, Instagram and Facebook: <https://drive.google.com/drive/folders/1JRh77R64lc8xKWb90UKx8gFYxFeHOrr-?usp=sharing>

SUGGESTED TWEETS

Launching Today: The e-GUIDE Initiative is using satellite imagery for electricity consumption forecasting in Africa. Find out more here: <https://eguide.io/> #EnergyEmpowers





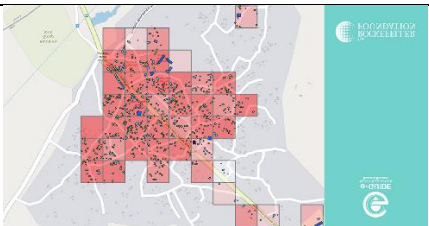
<< @Your professional and/or institutional Twitter handle here >> is proud to take part in launching The Electricity Consumption Prediction service for Africa. Learn more about what #e-GUIDE is doing to #EndEnergyPoverty at <https://eguide.io/> #EnergyEmpowers

e-GUIDE's free Electricity Consumption Prediction service launches today. It's for utilities, regulators, system planners, off-grid companies and researchers who need to make accurate forecasts to #EndEnergyPoverty. Start using it today: <https://eguide.io/> #EnergyEmpowers

@Villagedatalo used our new Electricity Consumption Prediction service to identify ideal sites for minigrids that are key to achieving #SDG7. To find out how, visit: <https://eguide.io/> #EnergyEmpowers

Engage in the conversation online with your own customized tweets – and don't forget to include the #EnergyEmpowers hashtag!

CREATIVE

	Preview	Suggested copy
<p>Card 1 download here</p>		<p>“Launching Today: The e-GUIDE Initiative is using satellite imagery used for electricity consumption forecasting in Africa.</p> <p>Find out more here: https://eguide.io/ #EnergyEmpowers”</p>
<p>Card 2 download here</p>		<p>“Our new Electricity Consumption Prediction service launches today.</p> <p>This free tool provides hi-res estimates of future energy consumption in East Africa.</p> <p>Download the API now: https://eguide.io/ #EnergyEmpowers”</p>
<p>Card 3 download here</p>		<p>“Looking for a way to forecast energy consumption in East Africa?</p> <p>Our free Electricity Consumption Prediction service uses big data and deep learning to give insights in unconnected areas.</p> <p>Find out more: https://eguide.io/ #EnergyEmpowers”</p>
<p>Card 4 download here</p>		<p>“We work closely with utility and off-grid electricity providers in Africa, to build data-driven systems for electricity networks across the continent.</p> <p>Discover our newest free tool: https://eguide.io/ #EnergyEmpowers”</p>
<p>Graphic Option 1: download here Option 2: download here</p>		<p>“In many low-income areas, electricity is the only barrier to growth.</p> <p>Our new free Electricity Consumption Prediction service can be used to plan electricity networks.</p> <p>Find out more: https://eguide.io/ #EnergyEmpowers”</p>



About e-GUIDE

The Electricity Growth and Use in Developing Economies (e-GUIDE) Initiative seeks to transform the approaches used for planning and operations of electricity infrastructure in developing regions. We are constructing measurement and data analytics techniques that are scalable, transnational, and verified using real data on electricity consumption and infrastructure. We partner with electricity service companies to develop our techniques, deploy them at scale, and build capacity for data and analytics in the electricity sector. The Initiative is funded through a \$3.8 million grant from The Rockefeller Foundation. Find out more: <https://eguide.io/#api>

About Joseph Nganga

Previously, Joseph Co - Founded and grew responsAbility Renewable Energy Holding into a \$121M company that builds, owns, and operates renewable energy projects across Africa. Joseph also headed up the regional office in Africa for responsAbility A.G. a \$3B asset manager headquartered in Switzerland that invests in energy, agriculture and financial institutions.

Joseph also founded Renewable Energy Ventures, a project development and advisory firm in Nairobi that provided advisory services in the renewable energy space and distributed lanterns. Joseph worked with the Alliance for Green Revolution in the Africa Enterprise Challenge Fund (AECF) and the Renewable Energy and Adaptation to Climate Technologies (REACT) window, advising, supporting and investing in clean energy companies. At Renewable Energy Ventures, Joseph co-developed the business plan and raised \$15m for the Kenya Climate Innovation Center for the World Bank's infoDev.

Joseph started out his career as an investment banker at Bank of America in Charlotte, North Carolina. He graduated with a Liberal Arts degree from Queens University of Charlotte and has attended executive education classes at Harvard Business School about governing for non-profits. Joseph also sits on the Board of Carolina for Kibera.

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