

GoSol.org's FREE THE SUN Campaign

With a powerful solar concentrator technology, the Finnish impact business GoSol.org is crowdfunding to empower communities, entrepreneurs and makers around the world to have massive impact on climate change and energy poverty.

Launching the 15th of April, their crowdfunder aims to raise \$68 000. **Working with entrepreneurs, NGOs and makers, GoSol.org's goals are to:**

- ★ Create and share free construction guides to download, allowing anyone to build their concentrators.
- ★ Provide seed financing for their solar bakery in Haiti.
- ★ Work with World Vision's Weconomy to inspire Kenyan entrepreneurs and develop solutions for communities to end energy poverty.
- ★ Train entrepreneurs in North India with partner Boond, a social enterprise.
- ★ Build an online hub and app for makers and entrepreneurs to develop and spread the technology further.

Backers of the project can pledge money to receive “perks” — rewards such as solar roasted chocolate, or early access to the technology itself.

Much More Than Yet Another Solar Cooker

GoSol.org's technology successfully combines scalability, usability and power. It guarantees clean, free heat upwards of 2kW which enables entrepreneurs not only to cook carbon-free for 20 people at a time, but also power other tasks such as the dehydration, pasteurisation or the processing of food or fibres such as wool.

The technology is designed to be built with the simplest of tools and materials readily available everywhere. What GoSol.org can offer today has never been reached before.

“Not only is the technology ready now to be built and used by millions of artisans and entrepreneurs, it's also a crucial time to have impact on climate change and energy poverty”, stresses Eva Wissensz, CEO.

“A billion 2kW solar concentrators would provide enough energy to replace all the biomass-burning currently going on, and would thereby have significant impact on deforestation, particle pollution, and climate change”,

— *Erik Wissensz, Chairman*

[→ View Campaign Online](#)

About the Team

Behind GoSol.org stands an innovative, visionary and international team of makers, entrepreneurs and environmentalists, based in Finland. Over the past years, the team worked on the ground in over ten countries to develop and perfect their technology, directly with local artisans and makers.

Campaign & Video:

www.gosol.org/FreeTheSun

Media Kit:

<http://www.gosol.org/MediaKit>

GoSol.org Media Contact:

Lorin Symington

+1 613 400 7966

lorin.symington@gosol.org

www.gosol.org