



“Power Week”

Social Media Toolkit

Between January 25 - 29, 2016, Power Africa will engage in a number of activities to advance its goals of increasing access to electricity in Africa:

- January 27 -29 -- The second annual [Powering Africa Summit](#) [[#PAS16](#)]. This event will bring together around 450 of the most influential business and energy sector leaders, government officials, and development partners from around the world. It will launch the **#PowerAfrica Roadmap** -- a comprehensive guide that will inform our path to 30,000 megawatts and 60 million connections -- and the **Power Africa Tracking Tool (PATT)** -- a power sector transactions database and mobile app.

Help Power Africa bring attention to these important activities by sharing the content below.

Hashtags

[#PowerAfrica](#), [#PAS16](#), [#PoweringAfrica](#)

Twitter Handles

[@NSC_Press](#), [@WhiteHouse](#), [@aherscowitz](#), [@USAID](#), [@USTDA](#), [@OPICgov](#), [@USDA](#), [@USACEHQ](#), [@ENERGY](#), [@USTreasury](#), [@StateDept](#), [@CommerceGov](#), [@MCCGov](#), [@USADEF](#), [@EximBankUS](#), [@afdb_group](#), [@WorldBank](#), [@EnergyNet_Ltd](#), [@JimKim_WBG](#), [@akin_adesina](#)

Web:

[Power Africa](#)

[Power Africa Roadmap](#)

[Livestream URL for White House event](#)

Suggested Posts for Facebook, Instagram, LinkedIn and Twitter

Power Africa Roadmap

- We can get there, together. #PowerAfrica Roadmap guides way to 60M #electricity connections <http://1.usa.gov/1Ry0UQU> @AfDB_Group @WorldBank
- #PowerAfrica Roadmap shows way to 60M #electricity connections <http://1.usa.gov/1Ry0UQU> @AfDB_Group @WorldBank



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- #Africa has 6/10 most dynamic economies, despite 2/3 people w/o #electricity. #PowerAfrica = path to brighter future <http://1.usa.gov/1Ry0UQU>
- This Roadmap is #PowerAfrica's compass & commitment to double #electricity access in sub-Saharan #Africa <http://1.usa.gov/1Ry0UQU>
- Can you picture a fully charged #Africa? We can. The #PowerAfrica Roadmap envisions a bright future <http://1.usa.gov/1Ry0UQU>



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- Ready for the future of #African #energy? The #PowerAfrica Roadmap charts the course to energizing a continent <http://1.usa.gov/1Ry0UQU>

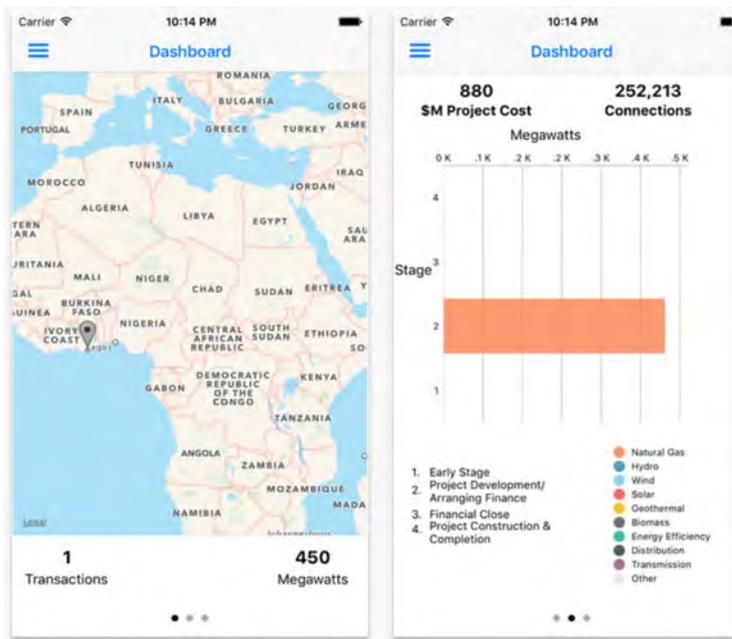


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Power Africa Tracking Tool (PATT)

- #PowerAfrica launches #iPhone #app to track #energy deals in #Africa <http://apple.co/1JIntFZ>
- How does #PowerAfrica track & support 100s of #energy deals across an entire continent? With help from this #app <http://apple.co/1JIntFZ>
- Meet PATT, #PowerAfrica's collaboration, decision making & reporting #app that's advancing #energy deals in #Africa <http://apple.co/1JIntFZ>
- This cool new #iPhone #app helps #PowerAfrica track #energy deals in #Africa <http://apple.co/1JIntFZ>
Download from the @AppStore
- Attending #PAS16? Download the #PowerAfrica #iPhone #app from the @AppStore to see status of energy deals in #Africa <http://apple.co/1JIntFZ>
- See how #PowerAfrica tracks the enviro, social & other impacts of its projects w/ this #iPhone #app in the @AppStore <http://apple.co/1JIntFZ>

PATT SCREENSHOTS



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Interagency Announcements

USADF Tweets

- @USADF announces achievement of 50 awards to #OffGrid energy entrepreneurs in 9 countries #PowerAfrica www.usadf.gov/pressreleases
- #OffGridChallenge hits 50! USADF awarded \$5M in grants to energy entrepreneurs across Africa #PowerAfrica @GE_Africa <http://ow.ly/XnumA>

- Find out about the #PowerAfrica #OffGridChallenge latest round of winners in #Rwanda, #Uganda and #Zambia. www.usadf.gov/pressreleases

USADF Facebook

The U.S. African Development Foundation, in collaboration with GE Africa and USAID, announces it has awarded a total of 50 grants and \$5M over 3 years with the Power Africa Off-Grid Energy Challenge. Since 2013, energy entrepreneurs from nine different African countries have been awarded \$100,000 to expand their renewable energy ventures and reached those beyond the grid. The latest round of funding will be awarded to energy companies in Rwanda, Uganda, Zambia and Liberia, with \$1M in seed capital. One winner, Derrick Hosea of OneLamp Uganda, says “USADF values Africans and our enterprising spirit. They invest in Africa, by Africans—and that sets them apart.”

USTDA

- @USTDA announces new project to pilot 1000 US smart meters that can help reduce electricity losses in Port Harcourt, Nigeria
- @USTDA will be bringing leaders from South Africa to the US this spring to introduce them to solutions for energy storage <http://1.usa.gov/23gQAAO>
- @USTDA will offer technical assistance to Drakenstein Municipality to support South Africa’s first waste-to-energy plant
- Check out how early project planning support from @USTDA is making a difference for #PowerAfrica <http://1.usa.gov/1WxBouA>

MCC

- .@MCCgov is investing \$1.5B in #Africa's energy sector over the next 5 years #PowerAfrica <https://www.mcc.gov/initiatives/initiative/power-africa>
- .@MCCgov #Ghana compact expected to catalyze \$4B in new private investment, including @generalelectric @EndeavorEnergy #PowerAfrica