



# TRIPLE BOTTOM LINE & COMMUNITY

The PNG Story

# The PNG Energy Landscape



## Current

- Electricity Grid - approx. 12% reach
- Firewood and Kerosene are preferred energy source due to accessibility.
- LPG household reach is approx. 5% of households (urban towns)
- High electricity tariff 31 cents per KWh
- Fast growing economy - driven by resources boom

## Government Aspiration

- 70% electricity reach by 2030

# The OPPORTUNITY



Deliver immediate and sustainable solutions :

- accessible,
- reliable,
- safe,
- affordable
- easy to use

Whilst working with government and stakeholders for long term sustainable solution to suit PNG's demographics and diverse geographical spread.

# The ORIGIN Solution

- Understand the immediate needs of the diverse PNG market
- Develop Value Add Solutions that meets these needs and in turn deliver a triple bottom line
- Utilize our existing distribution channels into off grid communities
- Support the acceptance of these products through targeted below the line awareness and marketing campaigns



**THE GREAT ENERGY BUNDLE**

**FOR ONLY K199**

BUNDLE INCLUDES THESE GREAT PRODUCTS:

- Solar panel with light & mobile phone charger
- 2 burner cast iron stove with hose & regulator
- 2.5kg cylinder

Energy from the sun...  
...and LPGas ...  
Life made easier

Enquire today, phone 180 2468 or email [customer\\_care@originenergy.com.pg](mailto:customer_care@originenergy.com.pg)

**origin**  
gas does it!

The advertisement is set against a dark red background. At the top, the title "THE GREAT ENERGY BUNDLE" is written in large, bold, yellow letters. To the right, a yellow starburst contains the price "FOR ONLY K199". Below the title, a list of products is provided. The products shown include a solar panel with a light and phone charger, a 2-burner cast iron stove with a hose and regulator, and a 2.5kg LPG cylinder. At the bottom, two cartoon characters, a sun and a gas cylinder, are shown with speech bubbles. The Origin Energy logo and tagline "gas does it!" are in the bottom right corner.

# Smart Energy Pack



3kg LPG Cylinder + 2 Burner Cast Iron Stove + High Quality & Durable Solar Lantern with Phone recharging capability.

ACCESSIBILITY + AFFORDABLE + RELIABLE + SAFE + SO EASY

## The Results

- Sold 4,321 packs
- Volume Contribution of 12MT over the last 12 months
- Donation of K8,642 to “Safe Motherhood Program”
- Increased Brand Equity



## Smart Energy – An ENABLER

- Increased Income generating activities
  - recharge of mobile phone - K1 - K3
  - Mothers - cooking of local dishes for sale at community markets or local schools
  - Fathers - night fishing for sale in markets.
- Motivation for children to pursue education
- Reduced health effects from wood smoke
- Reduced deforestation of mangroves



# Smart Energy – Triple Bottom Line



- PEOPLE
  - Resolves an immediate social challenge and enables economic empowerment
- PLANET
  - Environmentally sustainable
- PROFIT
  - Profitable and makes commercial sense





# Origin in the Community



## Active Engagement Programs

- Safe Motherhood program
- Work Experience Programs with local community groups
- Donation of books to local schools
- Sponsorship Business Forums
- Sponsorship of Environment programs
- Community Awareness programs (HIV/Aids and Gender Based Violence)
- Sponsorship for Annual Apprenticeship Award Program
- Education Scholarship program

Active membership into industry and business groups such as PNG Business Council, Port Moresby Chamber of Commerce, Institute of Engineers, Business Coalition for Women and participate in many roundtable forums.



**THANK YOU**