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Energy without borders

Rural electrification with solar charger Strawberry Mini SOS

Strawberry energy Company from Serbia has developed new portable solar charger [Strawberry Mini SOS](#) to meet the needs of people living without access to electricity. The device is developed through the project "Idea for better tomorrow" organized by the UniCredit Foundation, Ana and Vlade Divac Foundation and UniCredit Bank from Serbia.

Strawberry Mini SOS represents small portable solar charger for mobile devices containing SOS button for call in case of emergency, 6 cable extents for mobile device charging, two jacks for other small consuming devices, as well as double LED light. The first prototype already facilitates communication to a family living without access to electricity in Serbia, as well as to couple of other households around, as all have mobile phones but very limited opportunities for charging and therefore using.

"Over 1.3 billion people - 20% of the world's population - are still without access to electricity worldwide, almost all of whom live in developing countries. This includes about 550 million in Africa, and over 400 million in India. Additional, in recent years, individuals in rural areas are increasingly using mobile phones for a number of different activities, what greatly facilitates their lives. They use them for phone calls, texting, mobile payments, to send mobile money to another user etc. But most of them do not have access to energy source which makes it impossible for them to use mobile phones. Researches have shown that individuals in rural areas have to cross 7 to 15 km on average in order to reach closest source of electricity and charge batteries of their mobile devices. Life in these conditions is limited, to that extent that people live without possibility to call doctors or other help when most necessary. We have develop Strawberry Mini SOS as a solution to this problem, realizing that renewable energy sources can help these families and facilitate their everyday activities. We invite all who have recognized volumes of this problem to join our action 'Energy without borders' and to enable with joint efforts that even more families across the world have this small but valuable help in form of solar charger", said Miloš Milisavljević, founder and CEO of Strawberry energy.

Due to smaller dimensions, built in wheels and practical design by young Serbian industrial designer Uroš Obradović, Strawberry Mini SOS can be easily set up at any location. Thus, it is made to meet the needs of a great number of people; if located in the center of an African village, it can be charging station for all of its residents. Strawberry Mini SOS also creates the possibilities for establishment of small businesses and micro entrepreneurship in rural areas, as owners could provide other people with new services, while charging them for it.





“This device made my family’s life significantly easier. We use it every day mostly for charging mobile phones and lighting the whole house. The device is really easy to use and I can tell that solar energy can solve problem of people that live without electricity. I’m greatfull that we were among first people in Serbia that received this device”, are the words of the first user of Strawberry Mini SOS.

„We believe that this device will facilitate life of all residents from the village of ‘Malo Golubinje’, said Snežana Divac, founder and president of the Board of Directors of the Ana and Vlade Divac Foundation.

Claudio Cesario, president of the Board of Directors of the UniCredit Bank in Serbia expressed: „This group of young people have vision and give right answers to problems people face with, not just in Serbia but in the whole world as well. Solar Mini device meets all requirements of our contest and has the perspective to become our export trump.”

Strawberry energy, the winner of the ‘Sustainable energy week 2011’ in Brussels, is the young Serbian Company engaged in research and development in the fields of renewable energy sources, guided by the idea of ‘Making the world a better place’. Their innovation, the public solar charger for mobile devices Strawberry Tree, has been pronounced at world portal Mashable as one of the 25 technologies every smart city should have, and recently this young company has become one of the finalists of the contest for the ‘World Technology Award’.

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