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The World Bank Selects Catapult Design as a Partner to Develop Market-Driven Clean Energy Solutions in Indonesia

San Francisco, CA (January 16, 2012) – In an effort to support the development of market-driven clean energy solutions that benefits the poor in Indonesia, the World Bank has developed a program focused on building the capacity of Indonesian institutions. To help in this effort, the World Bank has selected a number of local and global partners: a local design partner (INOTEK), a global design partner (Catapult Design), a local market facilitator (Apex), and a mentorship partner (GATD). These groups will collaborate to develop a successful program that can be replicated in other locations around the country and eventually around the world.

Catapult Design, a San Francisco based firm, will assist the local design partner as they initially select target communities for the pilot program and issue a "call for challenges" to local organizations and individuals in order to find unique clean energy opportunities. Catapult will then work with partners on-the-ground to conduct field research exploring user needs and opportunities and to define and generate potential solutions. Selected concepts will be prototyped with market partners with at least two designs further refined into viable market solutions.

"We are going into the pilot completely technology agnostic and allowing the development process to focus on the needs of the people who will use the final solutions. That's the benefit of a multi-partner project with increased capacity," says Heather Fleming, CEO of Catapult Design.

Catapult will provide counsel to the project partners throughout the 2012-13 pilot and incorporate design methodology and consideration into the program.

Catapult Design was founded in 2008 to provide organizations working in low-income and disadvantaged communities with access to design and engineering services. Project work ranges from renewable energy products for the homes of rural families to clean-delivery birth kits for doctors and midwives in India. For more information, visit www.catapultdesign.org

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