

ABOUT THE FUEL FREEDOM FOUNDATION

The Fuel Freedom Foundation is a non-profit, non-partisan U.S. organization working to break the world's crippling oil addiction by opening the market to cleaner, cheaper locally produced fuels. The Foundation seeks to create the market conditions that will enable cars to run on multiple fuels, clearing a path for cleaner-burning fuels to compete on an even footing with gasoline. Competition will reduce the cost of fuels across the board as well as produce health and environmental benefits.

ABOUT IESE BUSINESS SCHOOL

Since 1958, IESE Business School has been committed to developing exceptional leaders who aspire to have a deep, positive and lasting impact on people, firms and society. IESE's humanistic approach puts you at the center of the learning experience with a focus on your personal and professional development. At IESE, you will hone your strategic leadership competencies within a global framework. Our top-ranked programs and world-class international faculty will help you craft strategies for sustainable growth and profitability, and acquire the vision to drive meaningful change across your organization. On completing your IESE program, you will join a thriving alumni community of more than 43,000 executives and entrepreneurs who work in more than 100 countries. IESE was the first international business school to become established on the African continent, where it develops management programs in collaboration with leading business schools.

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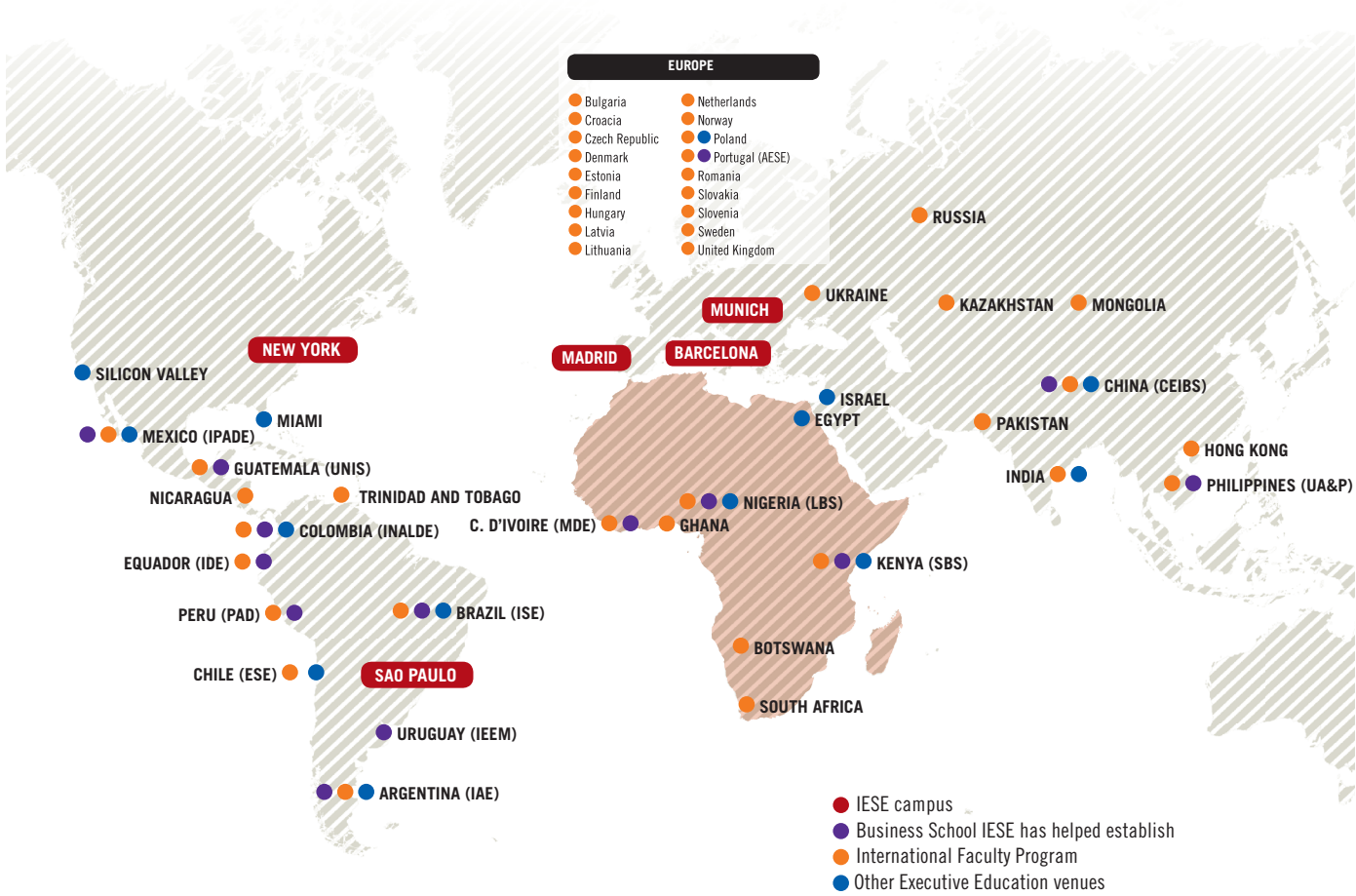
Fuel Freedom Chair on Energy and Social Development



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IESE CAMPUSES AND GLOBAL REACH



IESE AFRICA INITIATIVE

Africa has always been important to IESE and, through the Africa Alliance, IESE reaffirms

its commitment to jointly improving the quality of management education and social

development on the African continent. IESE helped create Lagos Business School in 1991,

Strathmore Business School in 2005, and MDE Business School in Côte d'Ivoire in 2011.



FUEL FREEDOM CHAIR ON ENERGY AND SOCIAL DEVELOPMENT



We are facing an extreme energy shortage globally. In developing countries around the world, people do not have sufficient access to the energy they desperately need for cooking, transportation, fertilizers and electricity. They also lack the tools and knowledge to implement effective solutions.

Access to affordable fuels would create significant and positive change in developing nations, and is achievable by fuel diversification. The Fuel Freedom Foundation is embarking on an energy

education and knowledge transfer partnership with IESE to address this issue. The program will focus on identifying potential gaps in management and policy approaches and key challenges for energy solutions.

Beginning with Strathmore University in Kenya, local capacity building via an energy education and case method-based knowledge transfer provides a perspective for those impacted by these issues in their own country as well as globally.



THE PROGRAM WILL FOCUS ON WORKING IN THE FOLLOWING FOUR CRITICAL ENERGY AREAS:

TRANSPORTATION

Transportation (oil-based) fuel costs are embedded in every product and service and are significantly higher in Africa and other developing nations than in the developed world. Africans could convert cars already on the road to run on locally produced replacement fuels such as ethanol, methanol and butanol, which burn 33% cleaner than gasoline.



COOKING FUELS

Approximately 3 billion people around the world cook and heat their homes using open fires and simple stoves that burn biomass. This drives premature death, pollution and gender-based violence. Solutions include domestically produced ethanol and butanol to fuel cookstoves instead of using firewood, which generates pollution when burned.



FERTILIZER PRODUCTION

Lack of affordable fertilizers is the main reason for low agricultural yields and the primary driver of food insecurity. Alternatives can be developed through local fertilizer facilities using residual natural gas and by expanding production of biochar as a soil nutrient.



ELECTRICITY

Most rural electricity is diesel/gasoline-based and comes from small generators. Diesel generators can be converted to run on cheaper, cleaner and locally produced methanol and other fuels, thus improving air quality and increasing efficiency.

