

# Gijs van Wulfen - How A Big Idea Lights The Slums For Free

A big idea is a new simple solution for a relevant problem or dream. That's my definition. It doesn't have to be commercial per se. In my new book *The Innovation Expedition* I promote also big 'social' ideas, like for example '*Liter of Light*'. Take a look at the movie first.

*Liter of Light* (or Isang Litrong Liwanag) is a global movement that aims to provide an ecologically and economically sustainable source of light to underprivileged households that do not have access to electricity or have difficulties affording electricity. The solution is a relatively simple invention. It involves filling up a 1.5L PET bottle with purified water and bleach and installing it onto the roof of a dwelling. The water inside the bottle refracts the sunlight during the daytime and creates the same luminosity as a 55-watt light bulb. With the proper installation and materials a solar bottle can last up to 5 years.

Read more: <http://www.linkedin.com/how-a-big-idea-lights-the-slums-for-free?>