ECOWAS Efficient Lighting Strategy Workshop
Supporting Policies and Mechanisms Working Group

Charlie Miller, SolarAid
1-3 October 2013, Cotonou, Benin
Who is GOGLA?

A new industry association, which aims to contribute to the eradication of inefficient lighting, by accelerating the growth of the off-grid lighting market:

a) Supporting governments & aid agencies to develop supportive policies, regulations and programmes.

b) Sharing information and best practice amongst stakeholders

c) Reducing barriers and increasing opportunities for off-grid lighting market growth
Why focus on ‘off-grid’ efficient lighting?

Nearly 600 million people in Africa — about 70 percent of the population — are not connected to the grid.

**Problem:**
The off-grid population is increasing. **The population is growing more quickly than the grid.**

**Solution:** Escalier d’énergie

Une approche Œde bas-en-hautŒ
Haute qualité, nouvelles technologies = grande opportunité

Lampes solaires portables ont été améliorées ces dernières années. Maintenant, elles sont:

Lumineux: plus lumineux que les lampes à kérosène, batteries ou des bougies

Durable et de haute qualité:
À les trois dernières années
À ont une garantie
À Assurance qualité de la Banque Mondiale

Abordable: Coûtent aussi peu que 10 $
Three Barriers

Confiance
Disponibilité
Abordabilité
Recommendations

1. Rendre les quality assured lampes solaires pas cher à importer ï leur exonerer de la TVA et des droits de douane.

2. Ne pas donner les lampes, except in emergency disaster relief situations.

3. Stimulate demand through une séquence de voies pour pénétrer le marché à différentes stades de croissance.

Rendre les quality assured lampes solaires pas cher à importer – leur exonorer de la TVA et des droits de douane.

Would this lead to?

Confiance? Yes. High quality lights would become cheaper, whilst poor quality lights would become more expensive.

Disponibilité? Yes. It would be easier for investors and distributors to build viable businesses importing and selling solar lights.

Abordabilité? Yes. The savings made by importers would be passed on to consumers.
Distribution: Donner les lampes?

Å **Confiance?** Only if a range of quality assured lamps is made available.

Å **Disponibilité?** In the short term, this could préjudice aux commerçants locaux. It’s unlikely that the private sector will be able to meet demand lights immediately following a giveaway i.e. the market needs time to grow naturally.

Å **Abordabilité?** It could undermine willingness to pay if it creates false consumer expectations that off-grid lighting should be free or heavily subsidised in the medium to long term. Cela peut créer une culture de dépendance.

**GOGLA’s position:** Only in emergency disaster relief situations are free give-aways acceptable. In all other cases giving away solar off-grid lighting for free should be discouraged and avoided. If prices are subsidised, activity should focus on supporting local business as much as possible.
Stimulating Demand:
Une séquence de voies pour pénétrer le marché à différentes stades de croissance

- Innovators: 2.5%
- Early Adopters: 13.5%
- Early Majority: 34%
- Late Majority: 34%
- Laggards: 16%
SunnyMoney, l’entreprise social de SolarAid: Modèle communautaire de distribution

Â Phase 1: Promotions dans les écoles
Â Phase 2: Suivi des ventes
Â Phase 3: Réseaux de Concessionnaire / Agents commerciaux
Support to Entrepreneurs

- Training in business plan development, sales & marketing strategies etc.

- Link local SMEs to national importers who can provide ongoing mentoring, monitoring of business performance and stock.

- Improve access to finance for small SMEs as well as large, national importer distributors through grants, loan guarantees and working capital facilities.

- Support the emergence of trusted, product-neutral retail brands & franchisee models to emerge especially to challenge the issue of fake/low quality products.
The Future

- **Accès à l’information avec off-grid solaire:** Efficience énergétique
  Radio, TV, laptop et Pay-As-You-Go

- **Manufacturing:** Only once there is a thriving off-grid lighting industry in Africa, will it become viable to manufacture world-class off-grid lighting products in Africa.

- **Recycling:** Only once the off-grid lighting market has grown will it become viable to establish commercially viable recycling value chain.
Recommendations

1. Rendre les quality assured lampes solaires pas cher à importer et leur exonorer de la TVA et des droits de douane.

2. Ne pas donner les lampes, except in emergency disaster relief situations.

3. Stimulate demand through headteachers, nurses, community leaders and other local opinion leaders.

Merci

www.globaloff-gridlightingassociation.org