



greenlight  
picknet

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Lighting Sources

- 1. Candle
- 2. Torch
- 3. Paraffin lamp
- 4. Bulb (Solar light)
- 5. Electricity



Solar  
Aid

sunny  
money™

# There are **huge** obstacles to overcome



## **Lack of access**

Quality solar lights are not available in most remote rural communities which do not have electricity.



## **Lack of awareness & trust**

Even if they are available most people are not familiar with this new technology or worse have had experience of fake products.

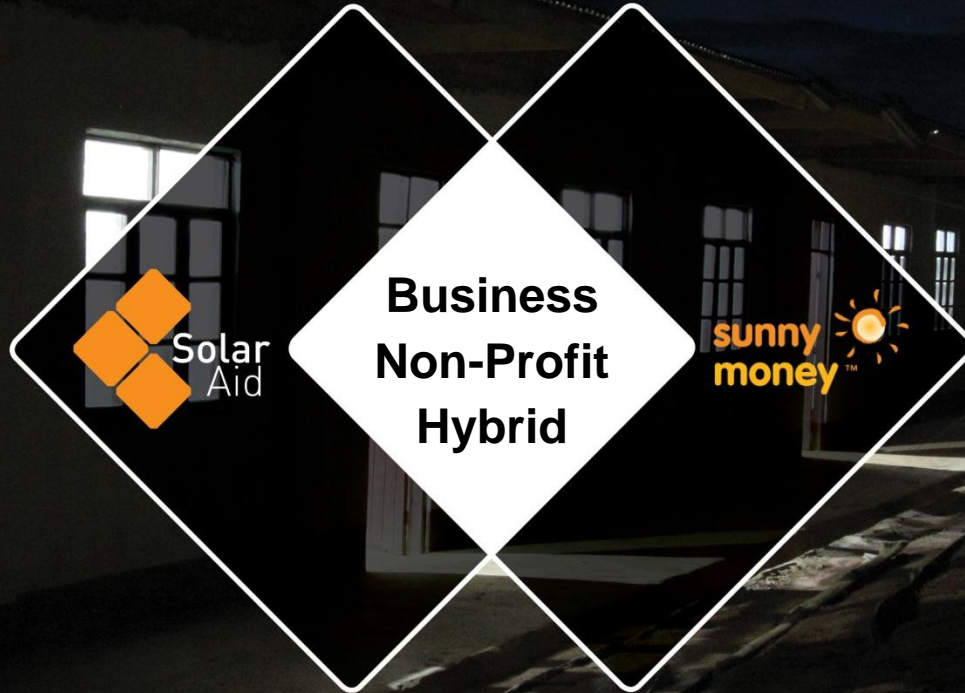


## **Affordability**

People living below the poverty line have limited funds to buy a solar light, and no access to credit despite obvious savings.

# A beacon of light

Bringing together the best of NGO  
& business based approaches



# The SunnyMoney Way



Save Money



High Quality Light



More Study Time



Healthier than Kerosene



Safe and Clean

## School Campaigns

Get the market started and build trust by offering entry level solar lights at special prices



## Agents and Shops

Sell and distribute the full range of affordable solar lights and products



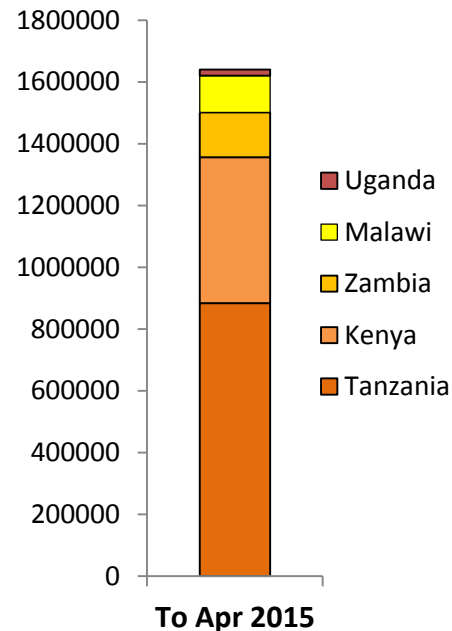
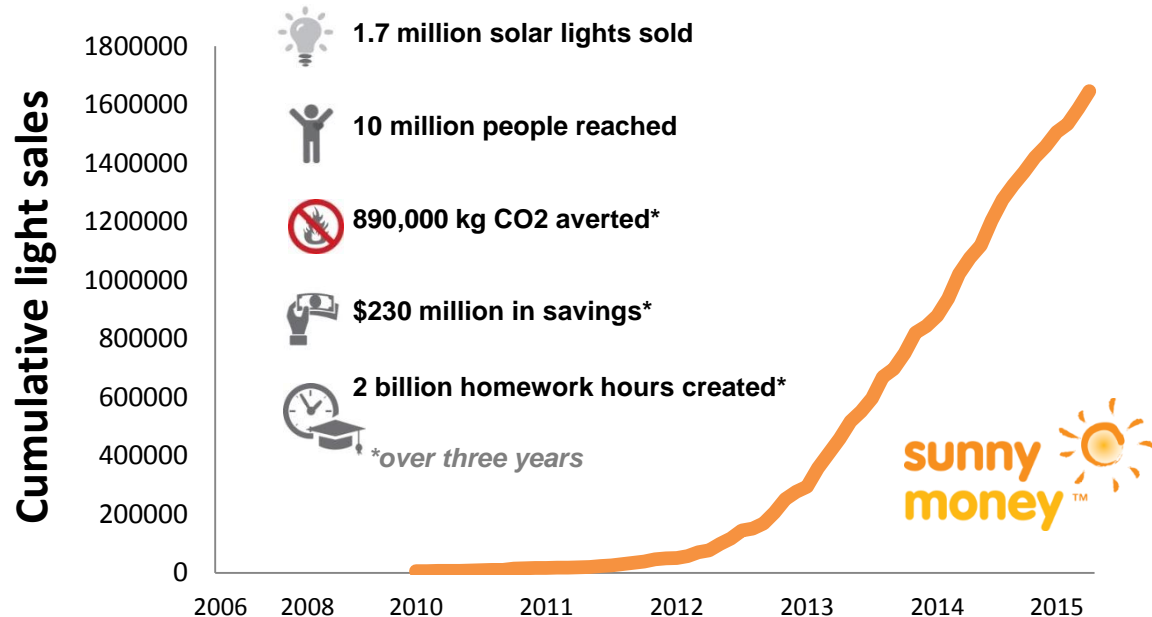
## Driving Demand

New products, promotions, advertising, media campaigns, brand building and customer care build demand for off grid lighting

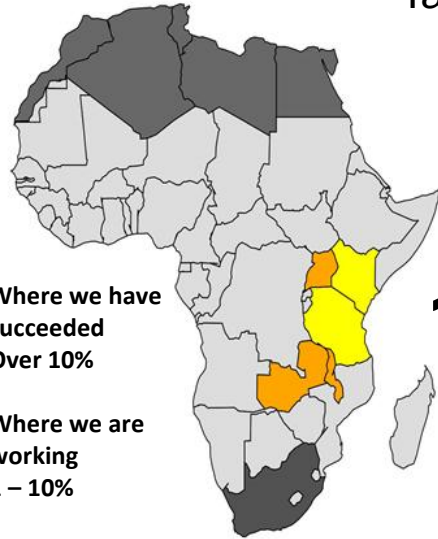




# 1.7 million solar lights shining in Africa



# We are helping to catalyse whole markets



Where we have succeeded  
Over 10%

Where we are working  
1 - 10%

Rest of Sub -  
Saharan Africa  
Less than 3%

In Kenya and  
Tanzania the  
solar light  
market is  
taking off

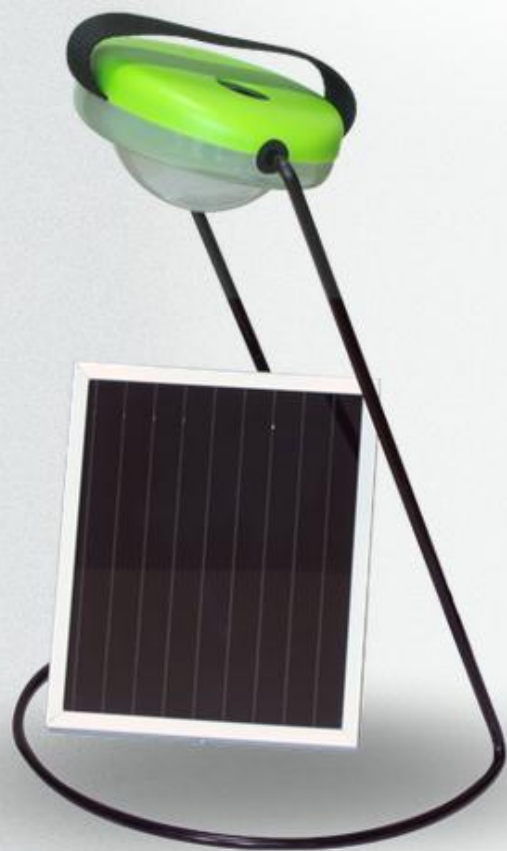
**15% +**



2012 : **3% of households** in Lake Zone, of  
Tanzania had solar.

2013 : SolarAid starts school campaigns.

2014: Over **50% of households** use solar  
lights



# Eco Easy Buy™

## The World's Only Pay-As-You-Go Solar Study Light.

The Greenlight Planet Eco Easy Buy™ is the same great Sun King™ Eco solar study light made PAYG-ready with Angaza's embedded data transfer technology. It provides clean, bright LED light that replaces inefficient kerosene wick lamps in the home. After a single day of charging, it shines for four hours in its brightest mode.

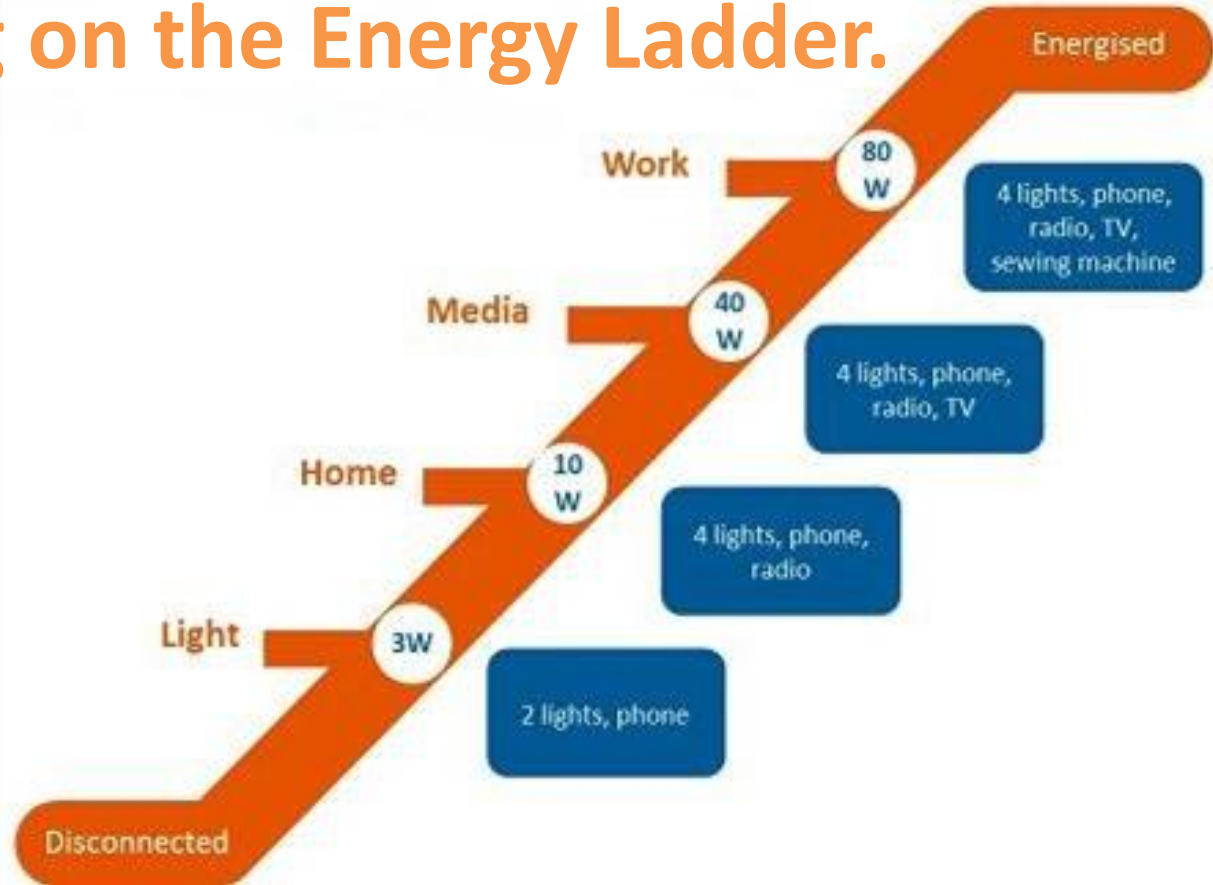
- **Contents:** LED light unit and stand with detached PV panel
- **Runtime:** High: 4 hrs, Normal: 8 hrs, Low: 30 hrs
- **Power:** .5-Watt, 4.7V thin-film solar panel with aluminum frame
- **Battery:** 600 mAh Lithium Ferro-Phosphate, 5+ year lifetime
- **Enclosure:** Polycarbonate & ABS IP64 rated, water-resistant

Internal technology meters energy output and allows for secure communication to the Angaza Energy Hub.

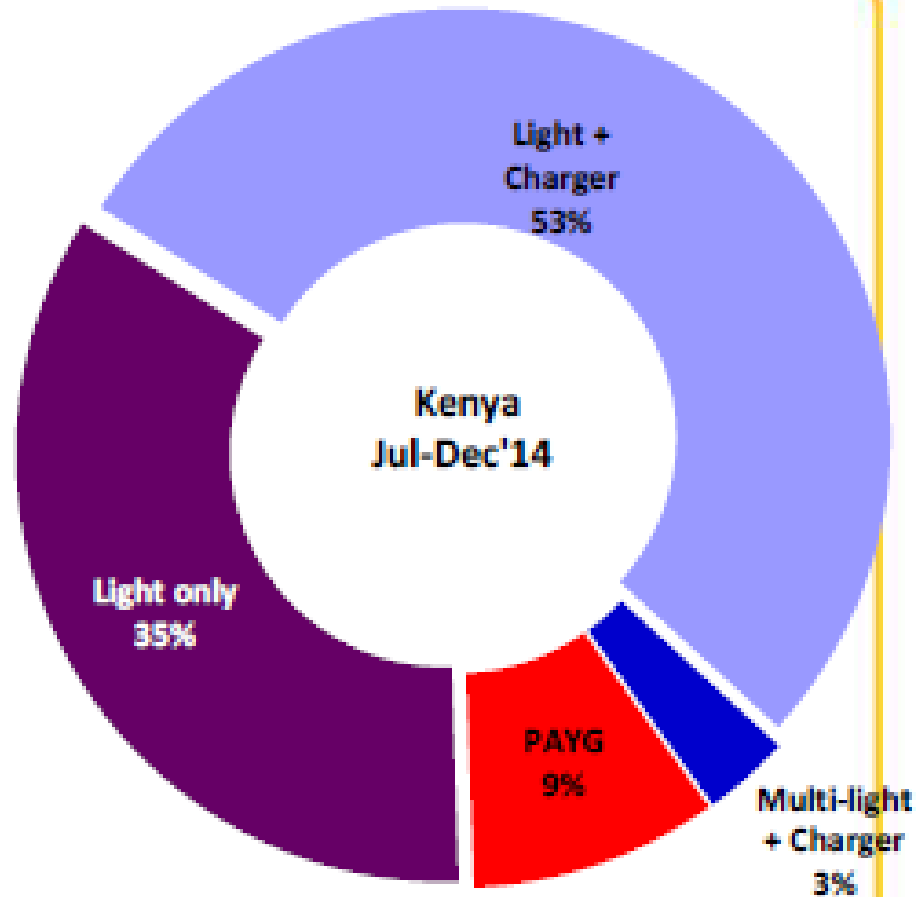
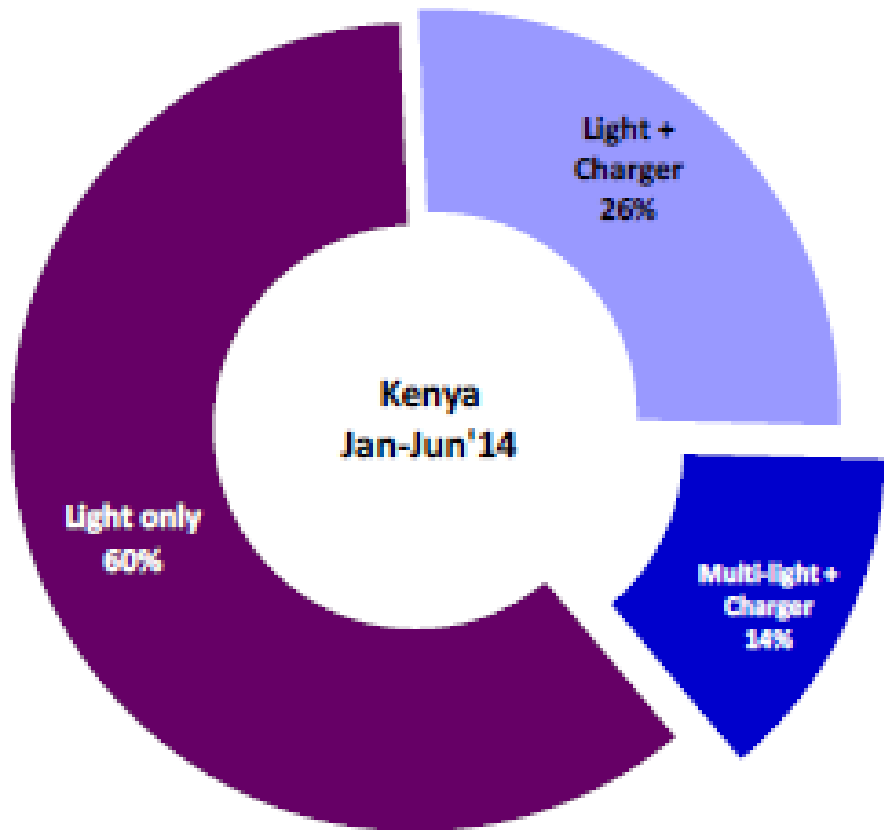
# Entry-level lights are just the first rung on the Energy Ladder.

Entry-level customers are more likely to invest in mid-range products and solar home systems.

Off-grid lighting customers are more likely to access finance and mobile.







*“SolarAid’s SunnyMoney model acts as a market primer for companies like ours.”*  
**Erica Mackey, Off-Grid:Electric, Tanzania’s leading solar-as-a-service company**



# Research: Building the Evidence Base

- ◆ Over 30,000 research interactions across Kenya, Tanzania, Zambia, Malawi, Uganda since 2012
- ◆ Largest-ever study on solar lights and poverty with **Google** and **ETH Zurich**
- ◆ Impact on education with **Stanford**
- ◆ Contribution to indoor air pollution by **Berkeley**
- ◆ Possibilities for recycling with **University of Edinburgh**



# Policy: Changing the way we think about energy



**USA :** the eradication of the kerosene lamp part of the Energise Africa Act.

**EUROPE :** Attracting investment to the industry

**WEST AFRICA :** Including off grid lighting in the efficient lighting policy to be adopted by 15 governments

**EAST & SOUTHERN AFRICA :** lobbying for the reduction in VAT & tariffs on solar lights

**CHINA :** Helping manufacturers design affordable quality solar lights

**GLOBALLY:** Supporting global initiatives including GOGLA, SE4ALL, Power4ALL

# Challenges & Opportunities

## **Developed Markets (e.g. Kenya, Tanzania):**

- ❖ Huge influx of cheap, poor quality products => promote quality in the marketplace, support preferential VAT/tariffs for quality products
- ❖ Intense Competition => go where others won't go
- ❖ Need for higher margins => explore lower cost routes to market, focus on moving people up the energy ladder

## **Potential Markets (e.g. Malawi):**

- ❖ Creating trust and demand is not enough
- ❖ Affordability => cheapest quality products, entry-level PAYG + lobbying to reduce VAT/tariff



# Concentrated Market Growth, Unrealised Potential



Lighting Africa figures show that **78%** of quality solar light sales were in Ethiopia, Kenya and Tanzania alone

Ethiopia: 23%

Kenya: 33%

Tanzania: 22%

Rest of Africa: 22%

**We urgently need to create the conditions for off-grid lighting markets to grow across the continent and around the world.**