



Scaling Women's Entrepreneurship for Sustainable Energy Access

Seminar on Ensuring Access to Affordable, Reliable, Sustainable and Modern Energy for All (SDG 7), Addis Ababa, June 30, 2016

Energy poverty IS a Gender Issue: Women as agents of change



© Joanna Pinneo | Ripple Effect Images

- ✓ Women KEY to build market trust to increase user adaptation
- ✓ Women KEY to lower customer acquisition & servicing cost
 - ✓ Women KEY to reach “last inch” of the last mile



Solar Sister is eradicating energy poverty and mitigating climate change by empowering women with economic opportunity.

Solar Sister is strengthening the **complete** ecosystem for increasing women's access to sustainable energy and opportunities.

MANUFACTURERS

...Produce durable, affordable lights and cookstoves, but need a way to get them to their customers in the last mile.



sells products to
Solar Sister

SOLAR SISTER TEAM

...Provides the backbone of the women's enterprise by recruiting, training, and supporting clean energy entrepreneurs.



recruits, train, support clean
energy entrepreneurs

SOLAR SISTER ENTREPRENEURS

...Earn an income by building independent, clean energy businesses and bring energy access to their communities.



sells and deliver products
directly to the doorstep

COMMUNITIES

...Benefit from solar lights and efficient cookstoves. This creates ripple benefits for home finances, education, health, and more!





SOLAR SISTER'S BUILDING BLOCK # 1 :

STRONG UPSTREAM SUPPLY CHAIN - OFF-GRID SOLAR BASKET

MANUFACTURERS

Produce durable, affordable lights and cookstoves, but need a way to get them to their customers in the last mile.



*sells products to
Solar Sister*

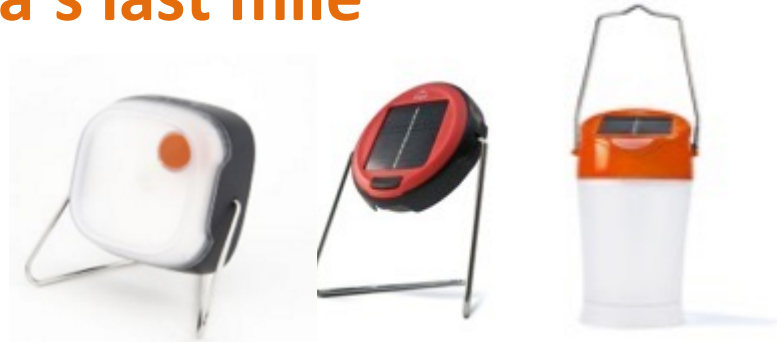


- ✓ Solar Sister is a Lighting Global Associate
- ✓ Diverse manufacturing partners
- ✓ Small/Medium/Large solar solutions for light, phone charging, home, business, education, healthcare solutions

A women led door-to-door provider of clean Energy for Africa's last mile



Portable Solar Lamps



Portable Solar Lamps with phone charging capability



Small Home Systems/Mobile phone charging solutions



Clean Cook Stoves



SOLAR SISTER'S BUILDING BLOCK # 1 :

STRONG UPSTREAM SUPPLY CHAIN - CLEAN COOKSTOVES BASKET



MANUFACTURERS

Produce durable, affordable lights and cookstoves, but need a way to get them to their customers in the last mile.



*sells products to
Solar Sister*



Light. Hope. Opportunity.

- ✓ Driven by Solar Sister entrepreneur & customer demand
- ✓ Compliments solar portfolio for meeting both electric and heating needs

SOLAR SISTER'S BUILDING BLOCK # 2: GENDER INCLUSIVE WORKFORCE DEVELOPMENT



SOLAR SISTER TEAM

Provides the backbone of the women's enterprise by recruiting, training, and supporting clean energy entrepreneurs.



*recruits, train, support clean
energy entrepreneurs*



Our Values: Sisterhood, Grit, Trust

- ✓ Advancing Women's leadership at **all** levels – CEO, Board Chair, Staffing
- ✓ Recruit, Train & Support team for distributed operations : women form > 90% team
- ✓ Local green job creation and enterprise skills development for women



“Empowering is believing in oneself for change, no matter the circumstances.” – Solar Sister Business Development Associate, Uganda

“Leadership is influence, finding your voice and helping others find theirs.” – Solar Sister Business Development Associate, Uganda

Human Centered Design Principles & Agency Based Empowerment – Pilot Training of Trainers

SOLAR SISTER'S BUILDING BLOCK # 3:

CONSISTENT & QUALITY SUPPORT TO SOLAR SISTER ENTREPRENEURS



SOLAR SISTER ENTREPRENEURS

Earn an income by building independent, clean energy businesses and bring energy access to their communities.



*sells and deliver products
directly to the doorstep*



- ✓ Dedicated staff to Recruit-Train-Support Solar Sister Entrepreneurs
- ✓ Complete business in a bag and last mile stock delivery
- ✓ Business, leadership, technology and agency based empowerment training

SOLAR SISTER'S BUILDING BLOCK # 4 :

LOCAL COMMUNITY PARTNERSHIPS



COMMUNITIES

Benefit from solar lights and efficient cook-stoves. This creates ripple benefits for home finances, education, health, and more!



- ✓ Community as partner, champion and customer – Over 655,145 beneficiaries
- ✓ Grassroots Partnerships with women's groups, savings associations, education, health and conservation focused local organizations.

IMPACT



Source: HOW SOLAR SISTER BRINGS LIGHT, HOPE, AND OPPORTUNITY TO WOMEN IN AFRICA, A qualitative assessment by the International Center for Research on Women, 2016

TRANSFORMING LIVES



3 countries, 2500 Solar Sister Entrepreneurs, > 655,000 end users

Locally run programs in: Uganda, Tanzania, Nigeria

TRANSFORMING LIVES



Hadija, like many of our Solar Sister entrepreneurs, lives in a rural community where most of her neighbors are farmers. She describes how the one-time cost of solar fits better with the seasonal sale of farm produce than the weekly cost of kerosene. And it means families can count on light all year round-- for studying, businesses, and life.

“To progress, first you need light.”



Esupati is a nurse and a Solar Sister entrepreneur. She remembers working during a cholera outbreak where her clinic ran out of kerosene, and couldn't care for their patients at night. This, she says, is why she works so hard to bring solar light to her communities.

“I wish that every hospital-- if they don't have electricity-- they must have solar.”



Beatrice is a head-teacher and Solar Sister entrepreneur. She is able to sell solar lights to the families of many of the students in her school, making it easier for those students to study at night. When she speaks of her students's accomplishments, and what she hopes for their future, Beatrice glows with pride.

“You see those students who use solar, their progress is good.”



© Joanna Pinneo | Ripple Effect Images | Solar Sister

Solar Sister Julieth Molel, Tanzania



© Joanna Pinneo | Ripple Effect Images | Solar Sister

Solar Sister Julieth, Tanzania



© Joanna Pinneo | Ripple Effect Images | Solar Sister

Solar Sister Julieth, Tanzania

Agness Daudi, 50 years old, purchased her clean cookstove from her neighbor and friend Solar Sister Julieth .





© Joanna Pinneo | Ripple Effect Images | Solar Sister

Solar Sister Julieth Mollel is paying her granddaughter Ritha's school fees. Ritha wants to be a scientist.



© Joanna Pinneo | Ripple Effect Images | Solar Sister

Solar Sister Fatma Mziray, Tanzania

Solar Sister Fatma Mziray sees herself helping her community as she no longer sees the people that she has sold cookstoves have red eyes, coughing or sick like they used to be.



Power of Sisterhood

Solar Sister Grace Kimaro has invested income to hire a tractor for her farm.

Solar Sister Sadia Abdallah started as a customer. She enjoys being a part of the sisterhood group and their friendship.

Solar Sister Grace Mbwambo heard of Solar Sister business through her savings group, and joined to increase her income.

Solar Sister Mwunaidi Msuya's children study longer with solar lights, and her income helps with school fees.

“What makes me wake up early every morning, take my cookstoves and go to my business is to be able to take my children to school as well as to get food and other family needs.” Solar Sister Fatma

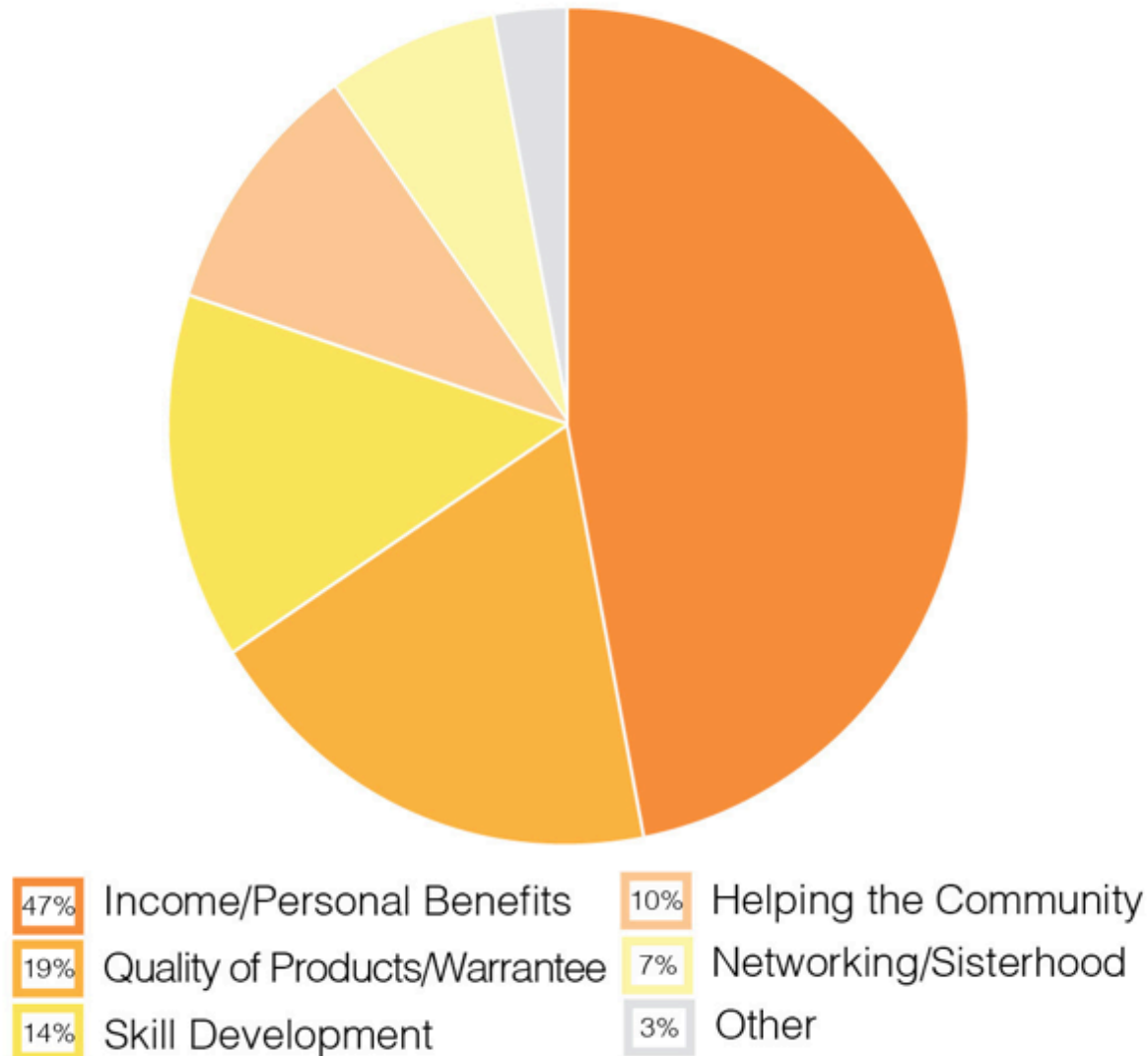




© Joanna Pinneo | Ripple Effect Images | Solar Sister

Solar Sister Fatma is using solar light to protect her cows from hyenas

WHAT ARE THE SOLAR SISTER ENTREPRENEURS FAVORITE PARTS ABOUT WORKING WITH SOLAR SISTER?

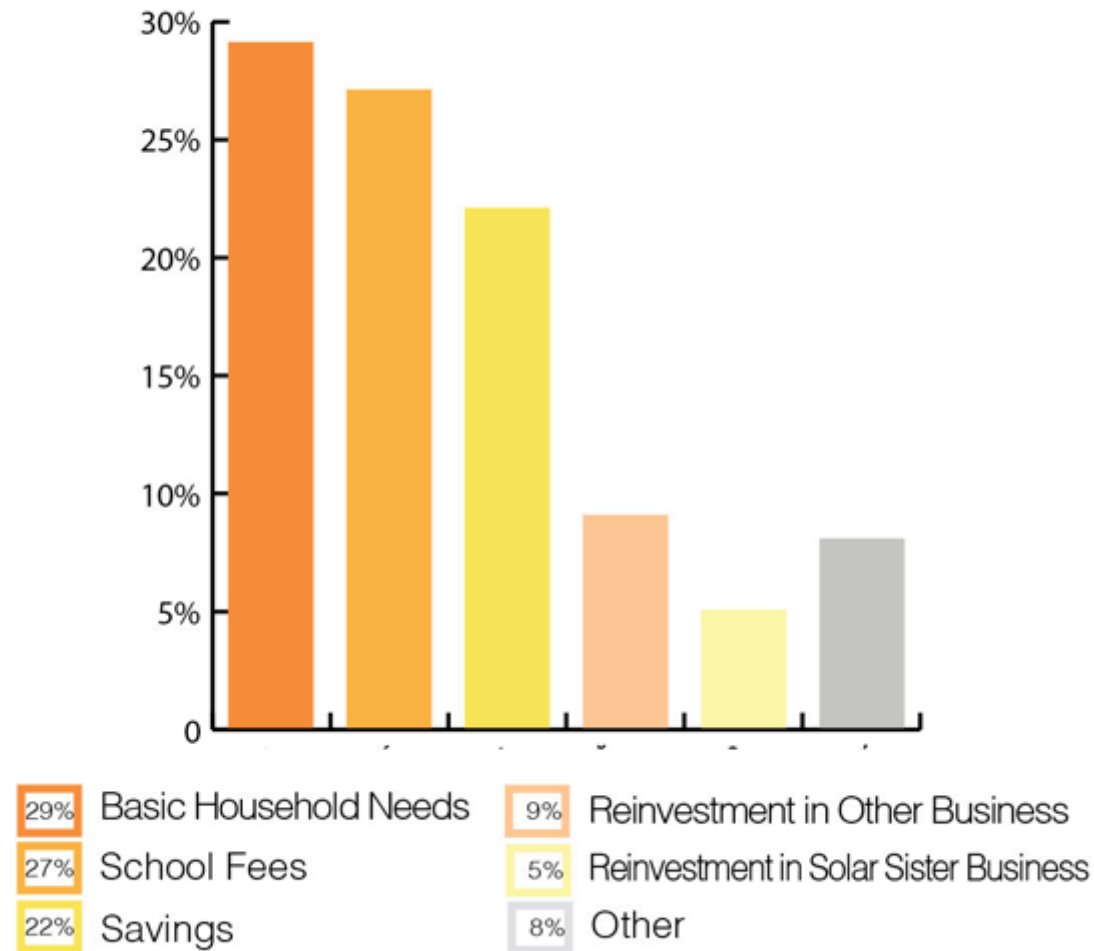


Source: International Center for Research on Women's Impact Assessment 2016

IMPACT EVIDENCE



WHAT DO SOLAR SISTER ENTREPRENEURS SPEND THE MAJORITY OF THEIR EARNINGS ON?



Source: International Center for Research on Women's Impact Assessment 2016

Customers Matter



AS A RESULT OF USING **CLEAN COOKSTOVES** CUSTOMERS REPORTED SAVING:

1.6 HOURS per week in time spent
on fuel collection

\$1.92 per week in reduced expenditure
on wood

\$2.41 per week in reduced expenditure
on charcoal.

AS A RESULT OF USING **SOLAR LANTERNS** CUSTOMERS REPORTED SAVING:

1.5 HOURS per week from switching
to solar lighting

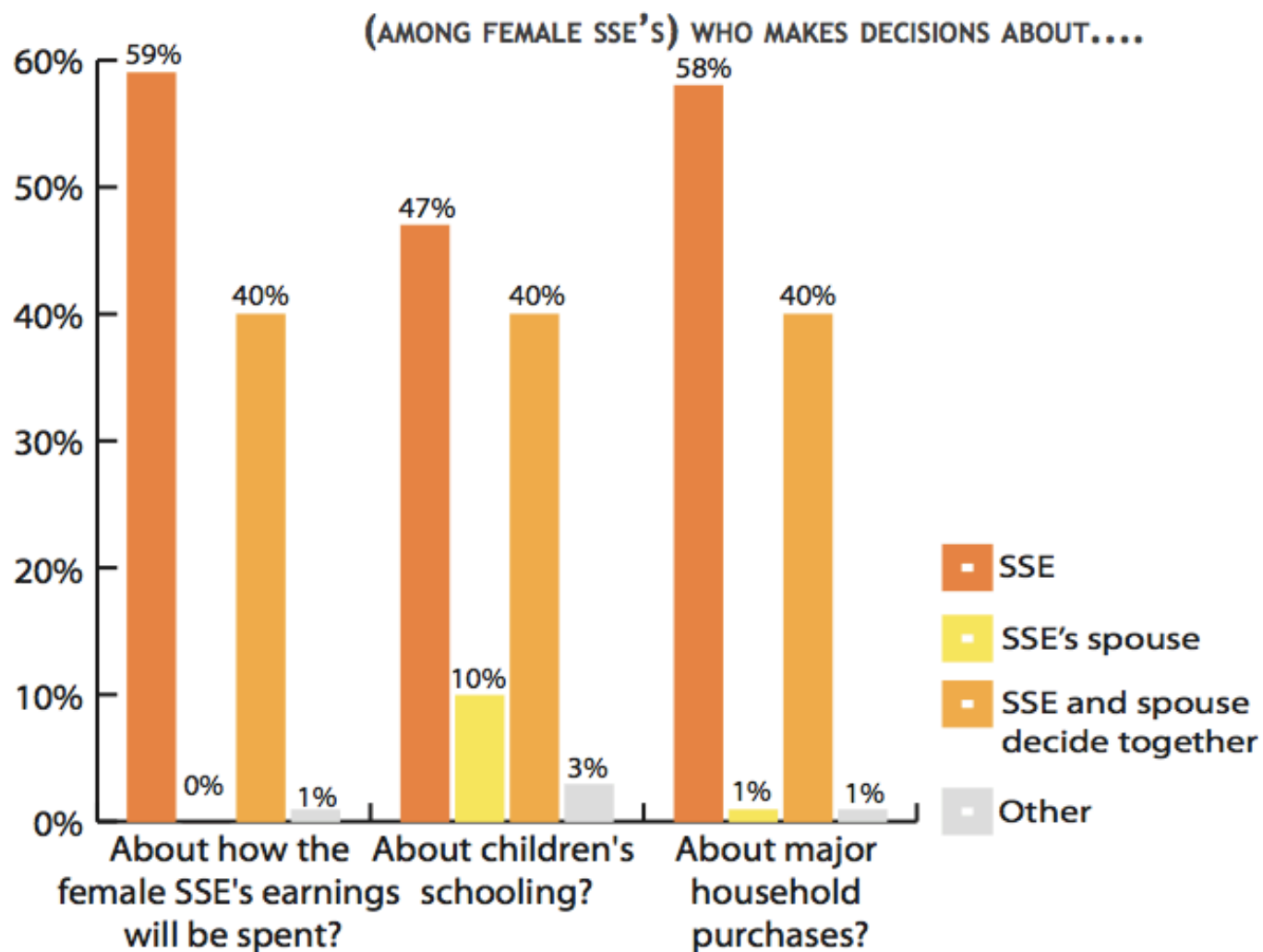
1.7 HOURS per week from switching
to solar mobile charging

\$3.23 per week in reduced **kerosene**
costs

\$2.69 per week in reduced **mobile**
charging costs

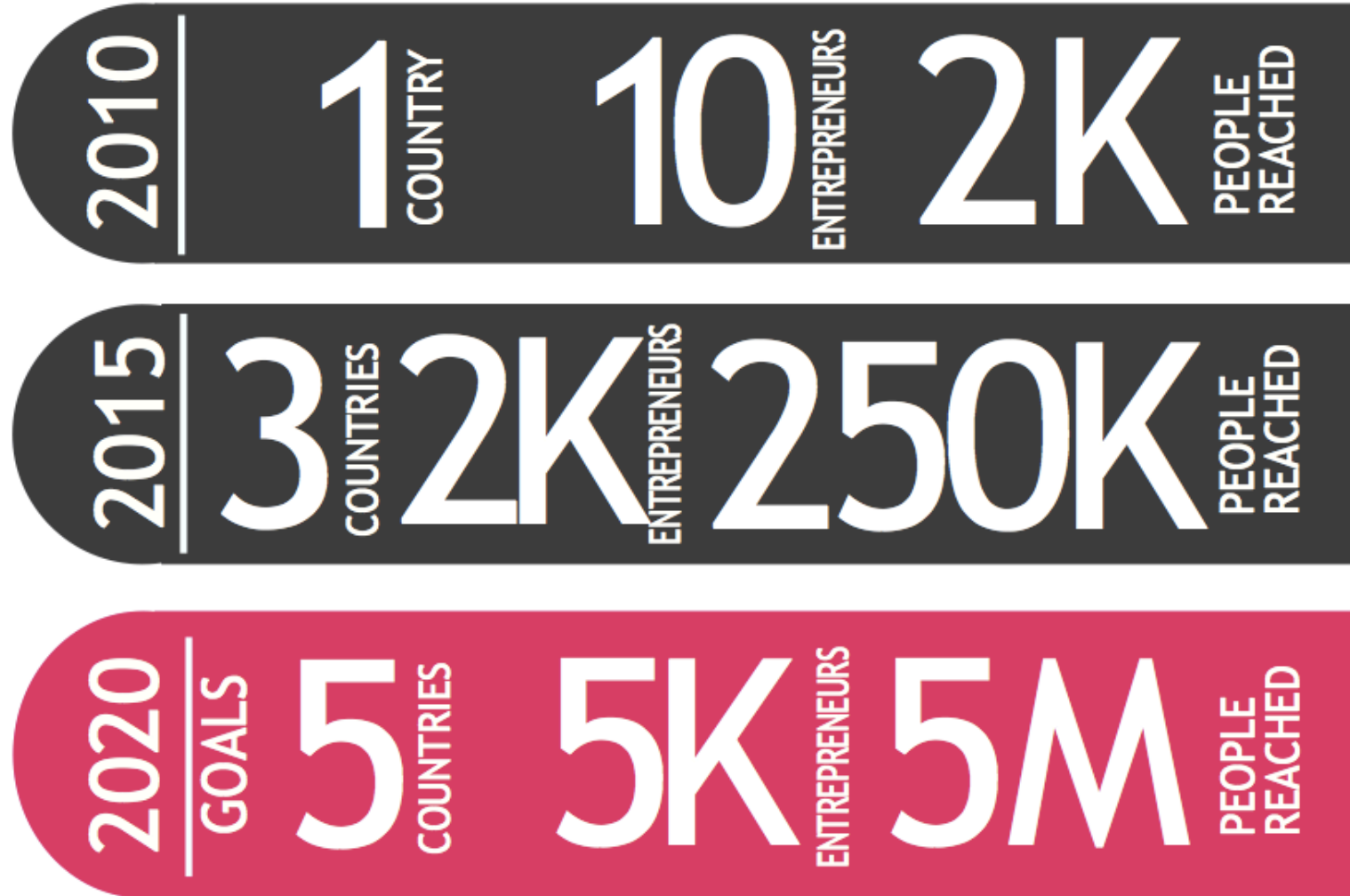
Source: International Center for Research on Women's Impact Assessment 2016

WOMEN'S AUTONOMY & DECISION MAKING

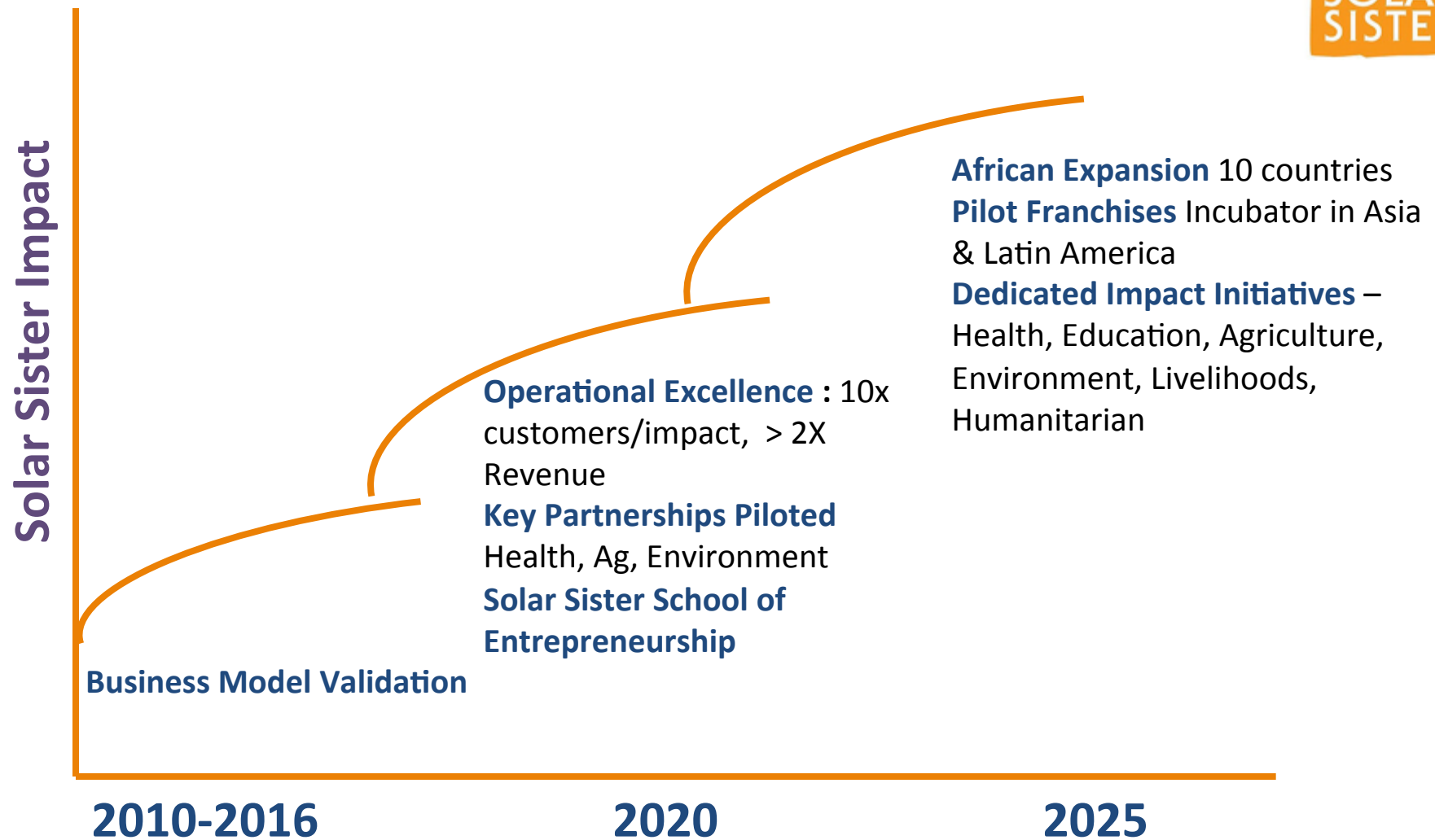


Source: International Center for Research on Women's Impact Assessment 2016

Growing Solar Sister's Impact



Vision 2025: Solar Sister Growth Horizon



A BRIGHT SOLUTION



Neha Misra
Co-Founder & Chief Collaboration Officer
neha@solarsister.org
www.solarsister.org

Thank You