



Development Fund

Green Power For Mobile: Charging Choices Off-grid charging solutions for mobile phones



Do you Have an Opinion on Off-grid Charging Solutions for Mobile Phones?

Community charging solutions
Individually owned charging solutions
Battery use in chargers
Solar panels
Wind-up options
Other renewable sources
Subsidised handsets (operators)
Use of existent network of agents at village level

If you are working in the off-grid handset charging industry and want to make your voice heard, then participate in our publication.

The GSMA Development Fund Green Power for Mobile: Charging Choices report will showcase the opinions of leading mobile operators and solutions providers in the industry, explaining the rationale behind their choice of off-grid charging solutions. The purpose of this publication is to provide market clarification on community and individual charging approaches for developing markets, as well as to show the viability of the solutions themselves.

How to Participate

Choose one (or more) of the statements listed on the next page and put forward your argument for or against it. Responses must be between 400-500 words and include a short description and photo of your solution of choice.

You can upload up to three photos of a maximum file size of 5MB each. Please include photos of:

- The charging solution
- A scenario in which the charging solution is being used
- Other photo of your choice

To make your submission, click on the link below to access our online form, or send an email to greenpower@gsm.org

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The GSMA Development Fund retains the right to choose which articles will be published.

TO PARTICIPATE CLICK [HERE](#)
SUBMISSIONS NEED TO BE IN BY 19TH JUNE 2009



Off-Grid Charging Solutions



Please submit your response to one (or more) of the statements below, or submit a word document by email to greenpower@gsm.org. Each group of statements (A and B) represents opposing viewpoints.

Individual vs. community solutions

Statement A: Consumers are always going to prefer an individual solution
 Statement B: Community solutions are the only realistic way of reaching the base of the pyramid

Statement A: Solar charging is the only viable solution
 Statement B: Solar panel solutions are expensive and other solutions should therefore be explored

Individual solutions

Statement A: An integrated solution i.e. permanently on the phone, is the way to go
 Statement B: Stand-alone chargers are much more useful and versatile

Statement A: Low cost is key
 Statement B: Quality and performance are what matters

Statement A: Charging should be direct to the battery in the phone
 Statement B: A battery should be included in the charger

Statement A: Mobile operators can pass the cost relating to the renewable energy component on to the consumer
 Statement B: Mobile operators should subsidise the renewable energy component

Community solutions

Statement A: Electricity grid based solutions are preferable as they are likely to be cheaper
 Statement B: Electricity grid solutions will be the exception to the rule

Statement A: Community solutions should be operated by the mobile operator
 Statement B: Mobile operators should work through an existing distribution network of agents at a community level

Statement A: Mobile operators will not have to subsidise community charging solutions
 Statement B: Successful off-grid business models have to rely on microfinance, leasing or recharging fees

[Link to online form](#)