

Lighting Africa is implemented in partnership with: The Africa Renewable Energy and Access Grants Program (AFREA), the Asia Sustainable and Alternative Energy Program (ASTAE), the Energy Sector Management Assistance Program (ESMAP), the Global Environment Facility (GEF), Good Energies Inc., Italy, Luxembourg, the Netherlands, Norway, the Public-Private Infrastructure Advisory Facility (PPIAF), the Renewable Energy & Energy Efficiency Partnership (REEEP). For more information: www.lightingafrica.org, follow us on [Twitter](#) and [Facebook](#)

Lighting Africa Newsletter – July / August 2010 edition

The Lighting Africa newsletter is a briefing on the latest developments in the program and in the off-grid lighting market. It is provided to all member organizations and individuals in the Lighting Africa network. Help us help you tell your story by sending us your articles. Lighting Africa does not endorse the contents of the articles submitted by its members. For comments, questions, or suggestions, please contact the Lighting Africa Project Team at support@lightingafrica.org

Need help improving your product design or business strategy?

Lighting Africa offers Business Support Services

Lighting Africa has developed a business support service model to respond to the multifaceted needs of firms looking to tap the budding African off-grid lighting market. Support is channeled towards helping companies enhance their product design, business models, distribution networks and access to finance. Lighting Africa offers 3 levels or “tiers” of business development support depending on the firm’s ability to meet specific criteria. The three levels of engagement with Lighting Africa include the following:

Tier 1: *Lighting Africa NETWORK*: includes all members of the off-grid lighting industry that register a user account on the Lighting Africa website, enabling them access to Lighting Africa materials, briefings, etc.

Tier 2: *Lighting Africa MEMBER*: includes qualified manufacturers, distributors and other industry stakeholders that have met program criteria and receive additional business support.

Tier 3: *Lighting Africa ASSOCIATE*: includes qualified manufacturers, distributors and other industry stakeholders that have met subsequent program criteria and receive the highest level of business support (e.g. business development support, B2B referencing, marketing support, etc.). Firms that achieve Associate status must be manufacturers or distributors of products that pass Lighting Africa quality tests.

Learn more:

- [Product Quality Program](#): what is involved in the quality tests, passing products, how to submit a product for testing, etc.
- [Business Support Service Program](#): what are the three “tiers,” how to participate, etc.

Spotlight: Introducing the Lighting Africa “Associates”

Since the introduction of the Lighting Africa product quality screening methodology in 2009, seven products have successfully passed the tests. Manufacturers of these products are now Lighting Africa “Associates” (Tier 3 as explained above). Lighting Africa is excited to have the opportunity to collaborate with these outstanding partners and wanted to take the opportunity in this newsletter to highlight them and some of their key achievements over the last few months. We are also always looking for new partners. If you are interested in becoming an Associate and receiving business development support from the program, please [contact us](#) to submit your products for testing.

Barefoot Power: Better access to off-grid lighting through kiosks and leasing

About Barefoot Power

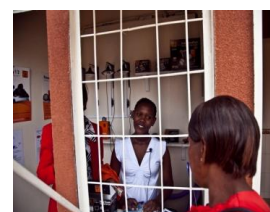
Barefoot Power Ltd is a social enterprise that designs, manufactures and distributes affordable micro-solar products through grassroots networks. Barefoot Power currently has subsidiaries in Kenya,

Uganda, India and Hong Kong. In September 2009, Barefoot Power set up the Smart Solar subsidiary in Kenya. In one year, Smart Solar has grown to 14 staff and has been able to build partnerships with distributors and NGOs throughout Kenya. The company also services Tanzania, South Africa, Sierra Leone, Togo and Ethiopia. Barefoot Power's **Firefly 12 LED** and **PowaPack** have both passed Lighting Africa's quality tests.

Recent Achievements

In June 2010, Barefoot Power's subsidiary Smart Solar and the NGO BISEP (Business Initiatives Supporting the Eradication of Poverty) opened a Firefly energy kiosk in Wote, Kenya. Based in the middle of the local market, the energy kiosk is expected to expose the Barefoot Power products to a large number of potential customers.

In addition to the Firefly energy kiosk, Barefoot's partner, BISEP, has been piloting a micro-leasing scheme which allows people in the town of Wote to access the Firefly 12 Mobile on a payment plan. Smart Solar has also been working with BISEP to distribute Barefoot Power's off-grid lighting products to local farmers since December 2009. *Congratulations to Barefoot Power!*



For more information:

- <http://www.barefootpower.com/>
- eliza@barefootpower.com (Eliza Hogan, Operations Manager, Kenya)

D.light: Attracting philanthropic finance

About D.light

D.light is an international consumer products company delivering quality energy solutions to millions of families living off-grid. D.light's mission is to enable households without reliable electricity to attain the same quality of life as those with electricity by replacing every kerosene lantern with clean, safe and bright light. D.light's **Nova S200** passed Lighting Africa's quality tests.

Recent Achievements

On June 24 2010, D.light closed a new round of financing deals worth \$5.5M USD led by the Omidyar Network. The additional funding will support further expansion of the D.light distribution network throughout Africa, Asia, the Pacific and the Americas. It will also support the expansion of D.light's product offerings beyond solar lighting. The Omidyar Network, which was created by Pierre Omidyar (the founder of eBay), endorses D.light's innovative product design, strong business model and scalable approach to servicing those in need of reliable lighting. Jayant Sinha, Managing Director of Omidyar Network India and a new member of D.light's Board of Directors commented about the new relationship:



"Omidyar Network believes that D.light is at a critical inflection point on its path to massive social impact. Our investment enables D.light to scale its pursuit of customer-focused design with extreme affordability, a combination poised to unleash greater opportunity for millions."

D.light also won the prestigious Ashden Gold Award for Sustainable Energy in 2010 taking home 60,000 USD in prize money. The Ashden Awards for sustainable energy are internationally acclaimed, recognizing pioneering work in benefitting communities across the globe and saving thousands of tonnes of CO2 through the innovative use of sustainable energy technologies. *Congratulations to D.light!*

For more information:

- <http://www.dlightdesign.com>
- sales@dlightdesign.com



Greenlight Planet's Sun King lanterns score high with students in Kenya

About Greenlight Planet

Greenlight Planet is a US-based company that develops high quality, affordable energy solutions for developing markets. Greenlight Planet's mission is to provide innovative and sustainable solutions to combat lighting challenges faced daily by its market base. Thanks to years of experience working with communities at the "base of the pyramid," Greenlight Planet has developed a strong understanding of rural and peri-urban community markets. The company's flagship product, the Sun King solar lantern, designed with rural consumer's needs in mind, provides long lasting bright light at ultra-affordable prices. The **Sun King** has passed Lighting Africa quality tests.

Recent Achievements

Just a few short weeks following the launch of its lighting initiative in rural Kenya, Greenlight Planet and teachers at the Mukuri Primary School have reported significant increases in homework completion rates. This has also translated into notable improvements in the students' academic performances. Greenlight Planet and Renewable Energy Ventures (Kenya) are collaborating with teachers and students at the Mukuri Primary School to enhance education grades through the use of Greenlight Planet's Sun King solar lanterns. When using the Sun King lanterns, students at the primary school have been able to extend their homework time for hours every night with bright, clean light without the cost of kerosene, candles or batteries.



Greenlight Planet was recently recognized as the most innovative solar company in the "Base of the Pyramid" market by the global Solar for All initiative. *Congratulations to Greenlight Planet!*

For more information:

<http://www.greenlightplanet.com>

Global Partnerships

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Kenya

Radbone Clark

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Sola Taa

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Renewable Energy Ventures (K) Ltd.

- jnganga@africarenewables.com or Tel: +254 721-211-406 (Joseph Nganga)
- <http://www.solanterns.com>

Ghana

Jigsaw INV

- benjy@jigsawgh.com or Tel: +233 264 695052 (Benjy Ofori)

Philips completes a Cairo-to-Cape roadshow promoting off-grid lighting solutions

About Philips

Royal Philips Electronics of the Netherlands is a global leader in healthcare, lighting and consumer lifestyle, delivering people-centric, innovative products, services and solutions through the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips has nearly 124,000 employees in over 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, and lifestyle solutions for personal wellbeing. Aligned with this commitment, Philips is dedicated to developing the off-grid lighting market. Philips' **Udaymini** passed Lighting Africa's quality assurance tests.

Recent Achievements

Philips has recently completed a Cairo to Cape roadshow to promote, amongst other things, its off-grid lighting solutions. The Philips delegation visited 10 countries and organized 21 major events. One of the key events was the demonstration of their new solar powered floodlighting system. Learn more about this initiative at <http://www.philips.com/africaroadshow>. Philips is participating in Lighting Africa's efforts to improve the distribution of quality off-grid lighting products in Kenya and Ghana.



In Kenya, Philips has relied on its longstanding relationship (since 1997) with Nabico Enterprises Limited to effectively distribute its products to those in need. Nabico is involved in distribution of multiple electrical products including luminaires, lamps, control gear and wiring accessories, cables, cable management products, solar products, domestic and personal care products, etc. The company has a wide distribution network comprised of established vendors including retailers (e.g. supermarkets), wholesalers, end users and corporate customers. *Congratulations to Philips!*



For more information:

Global

- www.lighting.philips.com/af_en/solar_lighting/sesa.php?main=af_en&parent=af_en&id=af_en_solar_lighting&lang=en
- guido.peters@philips.com or Tel: +31-402-757-830 - +31-622-607-852 (Guido Peters, Marketing & New Business Development Director)

Kenya

- biren@nabico.co.ke or Tel: +254 20 2531366/7 or Fax: +254 20 2531368 (Mr. Biren Shah or Mr. Nailesh Shah)
- Nabico Enterprises Ltd, 74 Enterprise Road, Industrial Area
P O BOX 39639 – 00623, Nairobi, Kenya

Ghana

- Deng Ltd, South East Alajo (Off Nsawam Rd) Accra or Tel 21 233779 / 233780

Solux e.V increases its capacity to provide light to every child in Ghana

About Solux e.V

Solux e.V. is a charity organization based in Munich, Germany. Solux manufactures and sells environmentally-sustainable solar lights in order to provide reliable lighting to consumers in developing regions lacking a stable power supply, especially focused in Ghana. The company estimates that, today, roughly 25,000 people in Ghana are already benefiting from access to Solux lights. The Solux initiative 'One Child One Solar Light' represents Solux's commitment to reach those in need with solar lights. Solux's **LED-50** passed Lighting Africa's quality tests.



Recent Achievements

Solux e.V.'s capacity to provide off-grid lighting products to consumers in Ghana has increased significantly over the past two years. From modest beginnings in 2008, Solux's Ghanaian subsidiary, Solar4Ghana Ltd (S4G), now comprises 10 employees and collaborates with several agents and distributors in the country. S4G has offices in both Accra and Kumasi that support product assembly lines and provide maintenance and repair services on Solux lamps.

Solux's social commitment and strong capacity bodes well for their ability to achieve their *One Child One Solar Light* objective in Ghana by 2015. Solux e.V. was one of 11 winners of the Lighting Africa Development Marketplace (LADM) award competition in 2008. The LADM award funds have supported

Solux to create Solar4Ghana, Ltd and make significant inroads into the Ghanaian off-grid lighting market. Solux's business delivery model includes establishing distributor relations with rural school teachers as key entry points into local markets.

Solux has also recently been nominated for its exemplary role in advancing global sustainability by the National Committee of the UNESCO 'Decade of Education for Sustainable Environment' in Ghana. *Congratulations to Solux!*

For more information:

Solux

- www.solux.org
- info@solux.org or Tel: +49-89-612-094-31

Solar4Ghana Ltd

- www.one-child-one-solarlight.org
- www.solar4ghana.com
- info@solar4ghana.com or Tel: +233-203-256-980

SunTransfer's marketing strategy is getting results in Kenya, testimonies say

About SunTransfer (K) Ltd

SunTransfer (K) Ltd is a daughter company of SunTransfer GmbH, Germany. SunTransfer, an international entity, develops and deploys cutting-edge solar energy products and innovations for emerging markets, mainly in Asia and sub-Saharan Africa. SunTransfer's objective in Kenya is to provide clean energy solutions to 200,000 households in need (5% of rural households) and as many micro-enterprises as it can reach with the ultimate objective of reaching nearly a million people by 2015. This will be accomplished through the formation of strategic partnerships with microfinance institutions and the establishment of a strong network of authorized agents and distributors. SunTransfer's SunTransfer2 passed Lighting Africa quality tests.



Recent Achievements

SunTransfer's innovative rural marketing strategy is proving to be a model of success in rural Kenya. The strategy includes financing options for consumers via a partnership between SunTransfer and its micro-lending partners. For example, consumers can purchase the SunTransfer2 lantern through a payment plan issued by microfinance institutions such as Faulu. The lantern also has a built-in phone charging feature to support the diverse needs of its consumers. Testimonies received by SunTransfer so far indicate a high level of consumer satisfaction with both the financing opportunities and the lantern's design features. Margaret Cheiech from Faulu Kapenguria Branch summed up the feeling of many SunTransfer clients:

"Some of the benefits from my SunTransfer solar lamp are cost saving on kerosene consumption and more study time for my children in the evening. Since I bought the SunTransfer solar lamp, not only I said 'goodbye' to kerosene, but I also charge my mobile phone at home, as opposed to walking to Kapenguria [the nearest market located a few kilometers away]. In addition, I am very grateful to Faulu for offering me a credit line to purchase the solar lamp and for the training I received on how to use the lamp." Congratulations to SunTransfer!

For more information:

Kenya

- Kirubi@suntransfer.com or +254-710-100-059 (mobile) ; +254-20-804-2054 or +254-714-921-999 (tel) (Gathu Kirubi, CEO)

Germany

- hs@stiftung-solarenergie.org or Tel: +49 -61-888-599-90 (Harald Schuetzeiche, Founder & CEO, SunTransfer, GmbH).

Other news

Introducing the International Off-Grid Lighting Stakeholder's Association

The *Lighting Africa 2010* business conference this past May represented a historical landmark for the development of the off-grid lighting sector. More than 20 conference participants from around the world representing various stakeholders united for the first face-to-face meeting to affirm their commitment to the development of the international off-grid lighting sector. With the signing of a letter of intent, they jointly agreed to form and maintain an international association to collectively support the development of the off-grid lighting sector in Africa and beyond. The group's attention will initially focus on advancing product quality assurance and policy advocacy. For more information about the Off-Grid Lighting Stakeholder's Association including how to join, please [contact us](#).

Manufacturers and distributors discuss product quality in Ghana

Lighting Africa hosted existing and prospective importers and distributors of low-cost off-grid solar lantern products in a workshop held in Accra, Ghana. The workshop highlighted the various kinds of support available to them and provided them with technical advice and insights to assist them in identifying good quality off-grid solar lanterns in the marketplace. With a strong turnout of more than 50 participants, the discussion then turned to an open dialogue relating to product quality issues in the Ghana market and an overview of Lighting Africa's response via its quality assurance activities. Philip King from AC Nielsen, an audit firm that is collecting regular market share data commented about the gathering, "*Quality issues have well been explained; market spoilage is a real threat that must be watched.*"

Useful links & resources

New Lumina Project Report: Illumination Sufficiency Survey Techniques

The newly released Lumina project report documents a field technique developed to measure the effectiveness of lighting provided by off-grid lighting systems and how much lighting users want. The study found that, comparatively, LED systems offer significantly higher lighting levels over those provided by kerosene-fueled hurricane lamps. The results also found that the LED lamps tested did not always cast a sufficient amount of illumination over the desired retail areas. Given sampling limitations, these results should be regarded as indicative rather than conclusive. Download the full article at <http://light.lbl.gov/pubs/rn/lumina-rn7-illumiance.html>. Learn more about the Lumina project at <http://light.lbl.gov>.

Setting the Record Straight: The proper website and link to Lighting Africa

Lighting Africa has been receiving a growing number of queries related to off-grid lighting initiatives in Africa, Europe and elsewhere. While we are pleased to see an increase in the number of people interested in interacting with us about some of our activities, we regret to say that, some organizations have deliberately adopted names very similar to ours. While Lighting Africa does not bear any responsibility for incidences of propositions falsely attributed to the program, we would like to encourage our partners, readers and audiences to refer to our website for any program-related query: www.lightingafrica.org. The website serves as the program's main exchange with the off-grid lighting community worldwide. It is your source of Lighting Africa's key activities, resources, links and news. Remember, when in doubt, visit our website or [contact us](#) and we will gladly respond to your requests.

For more information about Lighting Africa

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