

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., Luxembourg, 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](#) or join our [Facebook](#) group.

Lighting Africa newsletter – May & June 2010

LIGHTING AFRICA 2010 CONFERENCE

Lighting Africa reached key milestones in the off-grid lighting sector

Lighting Africa organized a landmark conference on May 18-20, 2010 in Kenya, Nairobi that reached key milestones toward transforming the off-grid lighting market in Africa. The conference showcased a number of innovative off-grid lighting products and took steps toward establishing a sector association for the off-grid lighting industry. Symbolizing the growth and professionalization of the sector, 21 stakeholders signed a letter of intent to establish an international association for the off-grid lighting sector.

[Read more.](#)



Seven products including five awards winners have passed currently ongoing products tests

In order to increase transparency in the market, Lighting Africa is testing off-grid lighting products. To date, seven products have passed Lighting Africa's product screening methodology: Barefoot Power - Firefly 12 LED mobile; Barefoot Power – PowaPack; D.light Design - Nova S200; Greenlight Planet - Sun King; Philips – Udaymini; Solux - LED-50; and SunTransfer - SunTransfer 2. Review the product test methods [here](#).

The manufacturers of products that have passed the tests are eligible to become **Associates** of Lighting Africa under the three-tier service model (covered in a separate story below). Tests will be performed on a regular basis. **Contact us for information about product testing.** [Read more.](#)



The awards mark the beginning of a process that will help consumers identify quality lighting products more easily.

Jean-Philippe Prosper, IFC, Director for Eastern and Southern Africa

Five of these products were winners of the Lighting Africa Outstanding Product Awards competition held May 2010 in Nairobi, Kenya. They were selected following rigorous testing and field study evaluations by consumers in Sub Saharan Africa. Selection factors included price, performance, suitability to people's needs and environmental impacts. [Read more.](#) See the *Awards winners list below*



Africa has moved from the periphery to the center of the off grid lighting industry's attention.

Johannes Zutt, The World Bank, Country Director, Kenya

<p>Task Lighting</p> <ul style="list-style-type: none"> 1st Place: Greenlight Planet - Sun King 2nd Place: Barefoot Power - Firefly 12 LED Mobile 	<p>Top Performance</p> <ul style="list-style-type: none"> 1st Place: Barefoot Power – 5w PowaPack 2nd Place: Sun Transfer - Sun Transfer 2
<p>Ambient / Room Lighting</p> <ul style="list-style-type: none"> 1st Place: Barefoot Power – 5w PowaPack 2nd Place: d.Light Design - Nova S200 	<p>Best Value</p> <ul style="list-style-type: none"> 1st Place: Barefoot Power - Firefly LED 12 Mobile 2nd Place: Greenlight Planet - Sun King

Facts and numbers about LA 2010

In 2008, there were few off-grid lighting products developed to match the needs of the base of the pyramid market segment. Today, there are more than 70 products from 50 manufacturers. There is also a wide variety of quality products in the \$25-\$50 price range, with a growing number of them priced under \$25.

- Over 600 participants from more than 51 nationalities from 6 continents participated in the LA 2010 conference
- Close to 40 presentations at plenary and breakaway sessions were made
- 50 companies exhibited at the trade fair
- 5 Award winners were selected
- 4 groundbreaking side events were held on business development, end user finance, access to finance and emerging marketing models

Moving towards an off-grid lighting stakeholders association

In the momentum towards the development of a viable off-grid lighting sector, several LA 2010 participants signed a letter of intent to form an off-grid lighting stakeholders' association. The signatories agreed on the intent to establish an association of off-grid lighting market stakeholders who will collectively pursue common interests in support of the sustainable development of the market. The initial focus of the association will be on product quality assurance and:

- Supporting the sustainable development of off-grid lighting solutions in developing nations
- Facilitating economic, ecological and social benefits for all stakeholders
- The reduction of fuel based lighting systems globally to address climate change by mitigating emissions of greenhouse gases. [Read more](#)

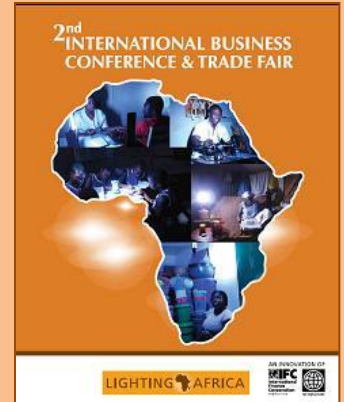
Selected quotes from participants

- *Though this was my first Lighting Africa event, it was a good first time and excellent opportunity to get linked up in the delivery of energy services.*
- *The conference addressed the plight of the poor who get services/products through entrepreneurs at exorbitant prices above the production costs. How do we break this barrier? Overall, the conference was resourceful and an eye opener to many.*
- *Very helpful and valuable contacts, good market overview about Solar Lighting, and many high level contact opportunities. Thanks so much for organizing this conference and trade fair!*
- *Generally, it was very helpful to meet with so many people and organizations representing multiple sides of the off grid lighting market. Wonderful idea exchanges, experience sharing, and networking for potential collaboration, etc.*

Resources & useful links on the LA 2010 Conference

Access resources on the dedicated website featuring important LA 2010:

- [Facilitators and presenters' slides](#)
- [Photos and video](#) (click on photo to see thumbnails)
- [Announcements and press releases](#)
- [Excerpts in the press – LA 2010 as seen in selected media](#)
- [FAQs on the Lighting Africa conference](#)
- www.lightingafricaconference.org



OTHER NEWS

LA's consumer education campaign preparations on track

Lighting Africa has recruited two specialized firms, *Redsky* and *Exp Momentum* to support its consumer education campaign in Kenya. Redsky will coordinate media engagement activities while Exp Momentum will support experiential marketing interventions of the campaign. The selected firms are currently field-testing their materials (slogans, pictures and messages) developed in conjunction with Lighting Africa. Expected to start in September 2010, the campaign will mark the beginning of Lighting Africa's direct engagement with the market. The campaign will seek to raise consumer awareness about existing quality off-grid lighting products as well as their ability to make informed choices at the point of purchase. During the campaign, Lighting Africa's Associates will tap into the awareness activities and promote their products that have passed its quality tests. The program is organizing a meeting in July 2010 to brief distributors on the campaign preparations, roll out plans and their direct engagements. [More details.](#)

Kenya removes import duty on lamps and bulbs using LEDs

Extract from the speech to Parliament on 11 June 2010 by Honorable Uhuru Kenyatta, Deputy Prime Minister and Minister for Finance of Kenya when presenting the budget for fiscal year 2010/2011. Page 29

144. "Hon members will recall the recent adverse effects of drought on our power generation capacity. While we continue to upscale our investment in power generation, we shall invest in energy saving devices to enable energy consumers to save thereby reducing their financial burden, while at the same time availing additional power into the national grid. **To this end I have therefore removed the import duty on lamps and bulbs using LED technology.** [Read more \(Budget Speech for the Fiscal Year 2010/2011\)](#)

Nairobi University lab readying to test off-grid lighting goods

Lighting Africa is collaborating with the University of Nairobi, Kenya, to establish a lighting laboratory capable of carrying out initial screening tests of off-grid lighting products. This is in accordance with Lighting Africa's aim of developing quality assurance capacity in Africa. As part of this effort, Lighting Africa procured instruments for product testing and sponsored an initial week-long intensive training workshop at the Institute of Nuclear Science and Technology (INST), within the University of Nairobi (May 24th - 28th, 2010). Further training is underway and will continue for several more months to ensure that the test results generated by the institute compare favorably with measurements made at international test laboratories. Watch this space for more details about the testing service, including information about when the service will become available to interested manufacturers and distributors.

LA's market development services to industry players

In seeking to develop the general market for off-grid lighting products while providing for direct business support, Lighting Africa has developed a three tier market development service model. The new service delivery model recognizes the unique needs of the industry based on product, market,



business and technology development and addresses these along the new **Network, Member** and **Associate** tier levels.

- **NETWORK:** Services available to all members of the off-grid lighting industry
- **MEMBER:** Additional services available to qualified manufacturers, distributors and other industry stakeholders that have signed cooperation agreements with Lighting Africa
- **ASSOCIATE:** Highest level of service provision for manufacturers and distributors of products that have passed quality tests. Associate status confers access to a set of business services, including business development activities, B2B referencing, marketing support services and others

[Read more](#) about the Network, Member and Associate level.

Contact us

- To submit your products for testing:
 - [Leo Blyth](mailto:Lblyth@ifc.org) (Lblyth@ifc.org or leoblyth@gmail.com)
- To collaborate with Lighting Africa:
 - [Nana Asamoah-Manu](mailto:nasamoahmanu@ifc.org) in Kenya (nasamoahmanu@ifc.org) or
 - [Kwaw Eliason](mailto:AEliason@ifc.org) in Ghana (AEliason@ifc.org)