

Lighting Africa is implemented in partnership with: the Global Environment Facility (GEF), the Energy Sector Management Assistance Program (ESMAP), Good Energies Inc., The UK, Luxemburg, The Netherlands, Norway, The Public-Private Infrastructure Advisory Facility (PPIAF), The Renewable Energy & Energy Efficiency Partnership (REEEP), and the Asia Sustainable and Alternative Energy Program (ASTAE). For more information, visit: [www.lightingafrica.org](http://www.lightingafrica.org)

## Lighting Africa Newsletter - October 2009

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 organizations and individual members participating in the Lighting Africa network. Help us help you tell your story by submitting your articles to [support@lightingafrica.org](mailto:support@lightingafrica.org). Note: Lighting Africa does not endorse the contents of member contributed articles. For comments and suggestions, please contact Lighting Africa at [support@lightingafrica.org](mailto:support@lightingafrica.org). We welcome your feedback!

### Top stories

#### Lighting Africa Phase 4 Report: A must-read for deeper insight into consumer needs

Lighting Africa has recently published one of the most comprehensive studies on consumer needs in the off-grid lighting marketplace today. It is a one-stop presentation intended to provide manufacturers, distributors, donor agencies, and potential investors with consumers' feedback regarding pricing, design preferences, performance, and cultural perceptions of off-grid lighting products. The study presents respondent reactions to products both before and after trial usage periods in five countries: Ethiopia, Ghana, Kenya, Tanzania and Zambia. The study also explores end-user responses to various power charging sources including grid-connected, solar power, and manual cranking options, and presents opinions on alternative payment schemes to cash purchase, such as payment over time.



[Read report.](#)

#### Lighting Africa about to finalize a testing tool for Africa: Have your say!

Lighting Africa is calling for inputs from the private sector to finalize a standard testing methodology for evaluating the performance of off-grid lighting products sold in African markets. The methodology is a tool that will help distributors (bulk-purchasing agents and importers) government regulators and NGOs to quickly identify good-quality products or verify compliance with minimum performance levels. Product testing is the foundation of Lighting Africa's [product awards](#) competition and its upcoming product reviews. A draft of the methodology is now available for review by off-grid lighting industry stakeholders. [Download the document](#) and [send your comments](#).

#### The path to the methodology

- Workshop on quality assurance - Nairobi, Kenya - May 2009

- Workshop on Products quality assurance - Virginia, USA - October 2007

#### Funding your business development - Call for proposals: Lighting rural Tanzania

The Tanzanian Rural Energy Agency, in cooperation with the World Bank and Lighting Africa, has launched a competition for the design and delivery of innovative, low cost and high quality non-fossil lighting products targeting low income consumers in rural Tanzania. Apply for grants of up to US\$100,000. Concepts notes due by December 31, 2009. For more information, visit [www.rea.go.tz](http://www.rea.go.tz).

## Other news

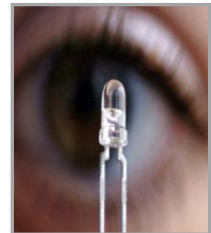
### In Kenya, Lighting Africa joins the global celebration of World Standards Day

It is well known that conformity to the highest technical standards is critical to boosting consumer confidence. For Lighting Africa, adherence to standards is also an important strategy to tackle climate change by ensuring the transition from fuel-based lighting to renewable energy-based lighting. Such was the acclaimed message that Lighting Africa delivered on 14 October 2009, during the celebration of World Standards Day in Nairobi, Kenya, following an invitation by the Kenya Bureau of Standards, [KEBS](#). [Read full presentation](#).



### Ghanaian stakeholders brainstorm with Lighting Africa to stimulate off-grid lighting growth

Concrete steps to develop the off-grid lighting market in Ghana were discussed in Accra, Ghana, between Lighting Africa and over 25 key local players including distributors, assemblers and importers. The discussions focused on providing solutions to challenges encountered at the points of entry with tariffs declarations, access to finance, and the results of the Phase 4 market research report, a Lighting Africa study on end-user usage of off-grid lighting products. Participants also were given insights into the process for accessing E&CO funds. E&CO is a financial institution focused on energy and supporting micro-finance institutions. Distributors, assemblers and importers requested Lighting Africa's assistance in developing their marketing capacities. They expressed their support for the World Bank's ongoing interventions to lower barriers on Ghana's customs and excise. [More details](#).



### Quality off-grid lighting is an ideal solution when grid electricity is not available

Quality off-grid lighting advocated by Lighting Africa has great potential to improve living conditions in urban slums where a sizeable population lives – including bottom of the pyramid residents (BOP). The program's expected impact in the poorest segments of society was highlighted during a meeting convened by UN Habitat's Global Energy Network for Urban Settlements (GENUS) on 26 October 2009. The meeting centered on the topic of: *Promoting Energy Access for the Urban Poor in Africa; Approaches and Challenges in Slum Electrification*. It brought together key agencies, institutions and stakeholders involved in urban energy issues in Africa. [Read presentation](#) or visit the [UN Habitat website](#).



### Universal access to electricity could open an opportunity for Lighting Africa in Ghana

Ghana's adherence to the principle encouraging universal access to electricity could offer an opportunity to further promote off-grid lighting in the country. Alternative energy sources to grid electricity were discussed during an all-stakeholder meeting gathering over a hundred participants comprising the Minister of Energy, the President of the Association of Ghana Industries, Lighting Africa and Volta River authorities. The President of Ghana's Institution of Engineers, Andrew Baffour, suggested that the Government relook at the energy generated in the off-grid sector and make efforts to associate the private sector and international organizations in the strategy to boost energy access. [More details](#).

## Market news

### SANYO Electric set to enter the African off-grid lighting market

The giant Japanese electronics firm, SANYO Electric, is targeting the African market with a range of off-grid solar lanterns and charging station products that

The SANYO logo, consisting of the word "SANYO" in a bold, red, sans-serif font.

will become available in the market in 2010. The firm has appointed a local distributor and is looking at introducing their products sometime early next year.

### Opportunities for distributors to link up with international manufacturers

A growing number of manufacturers of good quality and affordable off-grid lighting products have expressed interest in partnering with local distributors in Ghana and Kenya. Lighting Africa is seeking to link up with local distributors interested in distributing off-grid lighting products with these local and international manufacturers. Interested organizations in Ghana and Kenya should [write to Lighting Africa](#) for more details.

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## Resources & useful links

### Mobile phones and off-grid lighting: Three lessons from Lighting Africa so far

There are strong parallels between off-grid mobile phone charging and off-grid lighting. Both have to: tackle similar questions about the value of small-scale power products, adapt pricing models for low income consumers, and determine whether individual or community-oriented solutions are more practical. Patrick Avato (Projects Officer, Sustainable Energy, IFC) shares three key lessons on Lighting Africa's similarities with mobile phones published in the Development Fund Magazine of the Global Association of Mobile Phone Operators (GSMA). GSMA is a Lighting Africa partner that represents the interests of the worldwide mobile communications industry. Download the joint publication either on the [GSMA website](#) or on the [Lighting Africa website](#).

To learn more about GSMA, [click here](#).

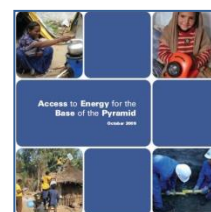


### New SunConnect magazine – First Issue: rural electrification with photovoltaics

The first issue of the new magazine "Sun Connect" is out. It explores the technical and social demands posed by rural electrification, which has witnessed enormous developments in Africa, Asia and South America in recent years. Firms and organizations are increasingly recognizing the economic aspect of this development. The magazine will be published four times per year. [Read more](#).

### Access to energy for the base of the pyramid, a report published by Hystra

This report is the result of a consulting assignment undertaken for three leading energy corporations: GDF SUEZ, Schneider Electric and Total. The three companies agreed to share part of this work in a public report, in order to contribute to spreading innovations that are transforming lives of customers from the Base of the Pyramid (BOP). [Read report](#).



## Update your agenda

### ➤ Lighting Africa's Most Promising Products Awards - Competition is now Closed!

The awards seek to recognize promising new products not yet available but scheduled to enter the African markets by early 2010. The deadline for entries is now closed, as of November 14, 2009. We look forward to announcing the award winners at the [Lighting Africa International Business Conference & Trade Fair 2010](#)

➤ **Progress in white LED for general purpose lighting - Jan. 26-27, 2010, Stockholm, Sweden**

The European Commission DG JRC, in collaboration with the Swedish Energy Agency, is organizing this workshop. Interested presenters are asked to send a title and a short one page summary of the topic (maximum 200 words) by mid-December 2009 to Mr. [Paolo Bertoldi](#). No registration fee applies.

## Lighting Africa International Business Conference & Trade Fair 2010

### Main attractions

- Conference and knowledge exchange sessions
- Off-grid lighting trade fair (exhibition)
- Lighting Africa Outstanding Product Awards ceremony
- Business-to-business networking opportunities

### Side events

- Policy roundtables
- Product quality assurance sessions
- Discussions on carbon finance
- SME business training

### Events information

- When: 18 – 21 May 2010
- Where: Nairobi, Kenya
- Participants: over 500 expected
- Main topic : *Coming soon*
- Proposed agenda: *coming soon*

### Contact details

- For registration to the conference
- More details