

Lighting Africa is implemented in partnership with: The Africa Renewable Energy and Access 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

Lighting Africa Newsletter – February 2010

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. However, Lighting Africa does not endorse the contents of the articles sent by its members. For comments, questions, or suggestions, please contact the Lighting Africa Project Team at support@lightingafrica.org

Top stories

Governments are uniquely positioned to create an enabling business environment, study finds

All nascent industries require government support to grow and thrive. Lighting Africa's Policy study, financed by the Public Private Infrastructure Facility (PPIAF) is documenting the areas where government intervention can accelerate access to affordable off-grid lighting for base of the pyramid populations. The East Africa Policy Advisory Group (PAG) met in Nairobi, Kenya on February 23, 2010 to discuss how to improve policies in Ethiopia, Ghana, Kenya, Rwanda and Tanzania. The Lighting Africa policy study is one of the first major international efforts to examine the impact of existing policies on the business environment for low-cost off-grid lighting. Past efforts on energy access were mainly focused on solar energy or rural electrification. Governments can play this important enabling role by setting up favorable policies, by reducing taxes and duties, educating the consumers and monitoring lighting access. Effective policy requires government's close interaction in key interventions by the private sector. Preliminary findings of the PAG discussions indicate that for business to grow, it is important to establish the right balance between control and regulation; between promoting economic growth and taxation and between the role of government versus the role of the private sector. A parallel West Africa PAG will meet soon in Accra, Ghana. The results of the Lighting Africa policy study will be presented at the [Lighting Africa 2010 Conference](#), May 18-20, 2010 in Nairobi, Kenya. [More details.](#)



Lighting Africa's Development Market Award winner adds another prize to his collection

On February 23, 2010, Lights for Life was awarded UNEP's prestigious Sasakawa Prize for the Nuru lantern. In his acceptance speech the CEO, Sameer Hajee, pointed out that his off-grid lighting system project started off with seed funding from the Lighting Africa's Market Development Initiative in 2008. Nuru is a portable, inexpensive rechargeable light, designed to be distributed by entrepreneurs who sell the units and then provide their customers with power from a unique pedal powered recharging station. The project is being implemented in villages in Rwanda, Kenya and India. The Jury which included Nobel Peace laureate Wangari Maathai and UNEP Executive Director Achim Steiner selected two winners for their innovative products in the area of "Green Solutions to Combat Climate Change" targeting the base of the pyramid.

Link up with the Lighting Africa team on Twitter and Facebook

Lighting Africa has developed new social media means to facilitate communication between the program and its growing network. Follow us on **Twitter** and join us as a member of our **Facebook** group. We have created these new platforms for you to develop your own conversations and content of what you think is important for Lighting

facebook

twitter

Africa. We also hope that it will be easier for you to pass around information that is important and relevant to you. We want to hear from anyone interested in the project. If you tweet about us, use the hashtag #lightingafrica so that we can find you. Start by telling us what you would like to hear about and let's get the conversation going! Link to: www.facebook.com/#!/group.php?gid=156044522634&ref=ts and www.twitter.com/lightingafrica

Off-grid lighting news from around the world

Waiver on customs duties bodes well for the off-grid lighting industry in Ethiopia

In a progressive and encouraging new development, the Ethiopian Government has waived custom duties on all solar product imports. Entrepreneurs had identified customs duties and VAT as two of the main barriers to the expansion of the market for solar products in Ethiopia. This decision is expected to enhance Ethiopia's attractiveness as a market for renewable energy products. With a population of approximately 80 million people and an electrification rate of less than 15%, Ethiopia has much to gain from the realization of its potential as a large and lucrative renewable energy market. . To be continued, watch this space.

D.Light Solar enterprise competition and "Right to Safe Light" campaign on track

The D.Light Solar Entrepreneur Writing competition in Tanzania attracted hundreds of applications. Three young entrepreneurs from three different regions in the country were selected as winners, and were awarded a "D.light start-up pack". In addition, the "Right to Safe Light" campaign in Tanzania continues to gain momentum, with partner Femina HIP's annual youth conference serving as a major launch event in January 2010. The event featured renowned Tanzanian poet and artist Mrisho Mpoto who is a major ambassador for the campaign.

Resources & useful links

The Lumina Project's latest report finds that good quality flashlights are cheaper in the long run

In February 2010, the Lumina Report released a new study titled "*Use Patterns of LED Flashlights in Kenya and a One-Year Cost Analysis of Flashlight Ownership*". This work builds on previously published findings indicating that Kenyan users of low cost LED flashlights are highly dissatisfied with performance of **low quality products**. The report presents findings from in depth interviews with 46 flashlight users about their utilization patterns and costs. Interviewees included night watchmen, bicycle taxi drivers and households using LED lights. The study found that despite high initial cost, good quality flashlights are likely to have a lower overall annual running cost. Read the [report here](#) or click [here](#) to learn more about the Lumina Project



Competition on innovative low-cost PV systems and customer financing schemes

Ashoka and Canopus Foundation, initiators of the 'Solar for All' initiative are hosting a global competition on innovative low-cost photovoltaic systems and customer financing schemes. The contest targets manufacturers, PV system integrators and social entrepreneurs providing sustainable and reliable energy to low income end-users without access to the electricity grid. The winner of the 'Solar for All' contest will be awarded a \$250,000 investment by Deutsche Bank Americas Foundation. Three finalists will be recognized for innovations in technology, finance and marketing. Participants could also be supported by a projected \$100 million solar investment fund to be established by the 'Solar for All' initiative. Deadline for submissions: April 30, 2010. More details [here](#) or contact contest@canopusfund.org

CTI PFAN launches the Africa Forum for Clean Energy Financing (AFRICEF) to support business


The Climate Technology Initiative Private Financing Advisory Network (CTI PFAN) has announced the launch of the Africa Forum for Clean Energy Financing (AFRICEF). The Forum provides selected clean energy projects with free support and assistance in the preparation of bankable business plans and professional investor proposals. The Network will connect clean tech projects with investors at a specially organized Investor Forum to be held in Johannesburg on 21st July 2010. The Forum is open to entries from projects in any African country. More details on application guidelines here at the [CTI PFAN website](#). Deadline for applications: April 16, 2010. Contact Global Coordinator: peter.storey@ppl-int.com



Upcoming events

- **Light + Building Messe** - Frankfurt, Germany - 11-16 April 2010 – [More details](#)
- **Light Fair International** - Las Vegas, Nevada, USA - 12-14 May 2010 – [More details](#)
- **Microfinance Summit** - Nairobi, Kenya – 7-10 April, 2010 [More details](#)

The Road to Lighting Africa 2010 – May 18-20, - Nairobi, Kenya





LIGHTING AFRICA





2nd International Business Conference & Trade Fair

Nairobi, Kenya - May 18th - 20th, 2010

AN INNOVATION OF

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Six reasons why Lighting Africa 2010 is a must-attend event

1. **Interact** with manufacturers, distributors, entrepreneurs, energy service companies, senior policy makers, financial institutions, bilateral and multilateral organizations, non-governmental organizations, academia, and end-users in Africa and worldwide.
2. **Acquire** industry Insights on critical business and technology matters
3. **Experience** innovative business and service delivery models to tap into this new consumer market that targets a multi-billion dollar industry
4. **Preview** the latest industry and market trends and forecasts, featuring key opportunities and challenges
5. **Understand** consumer preferences in off-grid lighting with respect to service, quality, and affordability
6. **Master** critical standards and certification issues

Exhibit at the Lighting Africa 2010 Trade Fair to...

- **Network** face-to-face with global leaders in the off-grid industry
- **Gain** exposure to Sub Saharan markets
- **Enhance** product visibility and exposure
- **Boost** your sales volumes

Booth spaces are limited and going fast!

Register for the Conference and secure an exhibition booth at: www.lightingafrica.org

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