



GOGLA

Global Off-Grid Lighting Association

ECOWAS Efficient Lighting Strategy Workshop
Supporting Policies and Mechanisms Working Group

Charlie Miller, SolarAid
1-3 October 2013 . Cotonou, Benin



BMZ



Federal Ministry
for Economic Cooperation
and Development



Future-makers.
Building the futur
Let's join forces.

PHILIPS OSRAM



nLtc

National Lighting Test Centre
China

Who is GOGLA?

A new industry association, which aims to contribute to the eradication of inefficient lighting, by accelerating the growth of the off-grid lighting market:

- a) Supporting governments & aid agencies to develop supportive policies, regulations and programmes.
- b) Sharing information and best practice amongst stakeholders
- c) Reducing barriers and increasing opportunities for off-grid lighting market growth





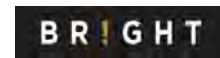
AT Kearney



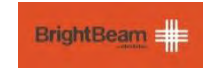
Norman Bardsley



Barefoot Power



BRIGHT



BrightBeam



d.light



EFO



fosera



greenlight



Güngör Kara
(CEO of prosonergy)



NIWA Solar



NOKERO



Off-Grid Solutions



One Degree Solar



OSRAM



PHILIPS



Prakruthi Power



Sinoware



Solar Aid



Solar-ic



Solux Service



SunTransfer



TOTAL



Why focus on off-grid efficient lighting?

Nearly 600 million people in Africa . about 70 percent of the population . are not connected to the grid.

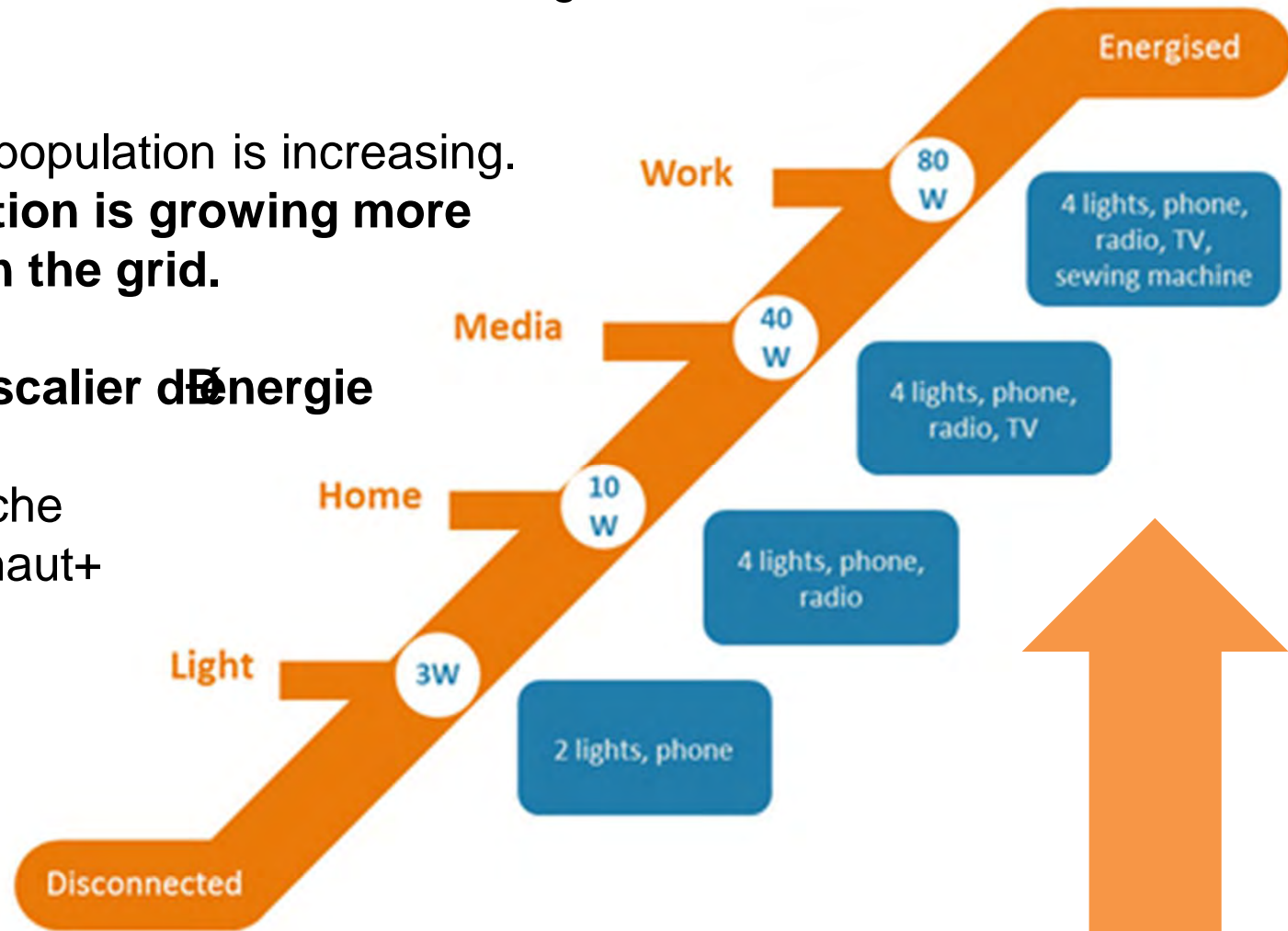
Problem:

The off-grid population is increasing.

The population is growing more quickly than the grid.

Solution: Escalier de l'énergie

Une approche
de bas-en-haut+



Haute qualité, nouvelles technologies = grande opportunité

Lampes solaires portables ont été améliorées ces dernières années. Maintenant, elles sont:

Lumineux: plus lumineux que les lampes à kérosène, batteries ou des bougies

Durable et de haute qualité:

“Les trois dernières années

“Ont une garantie

“Assurance qualité de la Banque Mondiale

Abordable: Coûtent aussi peu que 10 \$



A young girl with dark skin, wearing a red t-shirt with a graphic, is sitting at a desk in a dimly lit room. She is holding an open book and looking at it intently. A desk lamp with a black shade is turned on, casting a bright light on the book and her face. The background is dark and out of focus.

Three Barriers

Confiance
Disponibilité
Abordabilité

Recommendations

1. Rendre les quality assured lampes solaires pas cher à importer .
leur **exonorer de la TVA et des droits de douane.**
2. **Ne pas donner les lampes,** except in emergency disaster relief situations.
3. **Stimulate demand** through une **séquence de voies** pour pénétrer le marché à différentes stades de croissance.
4. Build **Entrepreneur Capacity and Capability.**

Rendre les quality assured lampes solaires pas cher à importer È leur exonorer de la TVA et des droits de douane.

Would this lead to?

“Confiance? Yes. High quality lights would become cheaper, whilst poor quality lights would become more expensive.

“Disponibilité? Yes. It would be easier for investors and distributors to build viable businesses importing and selling solar lights.

“Abordabilité? Yes. The savings made by importers would be passed on to consumers.

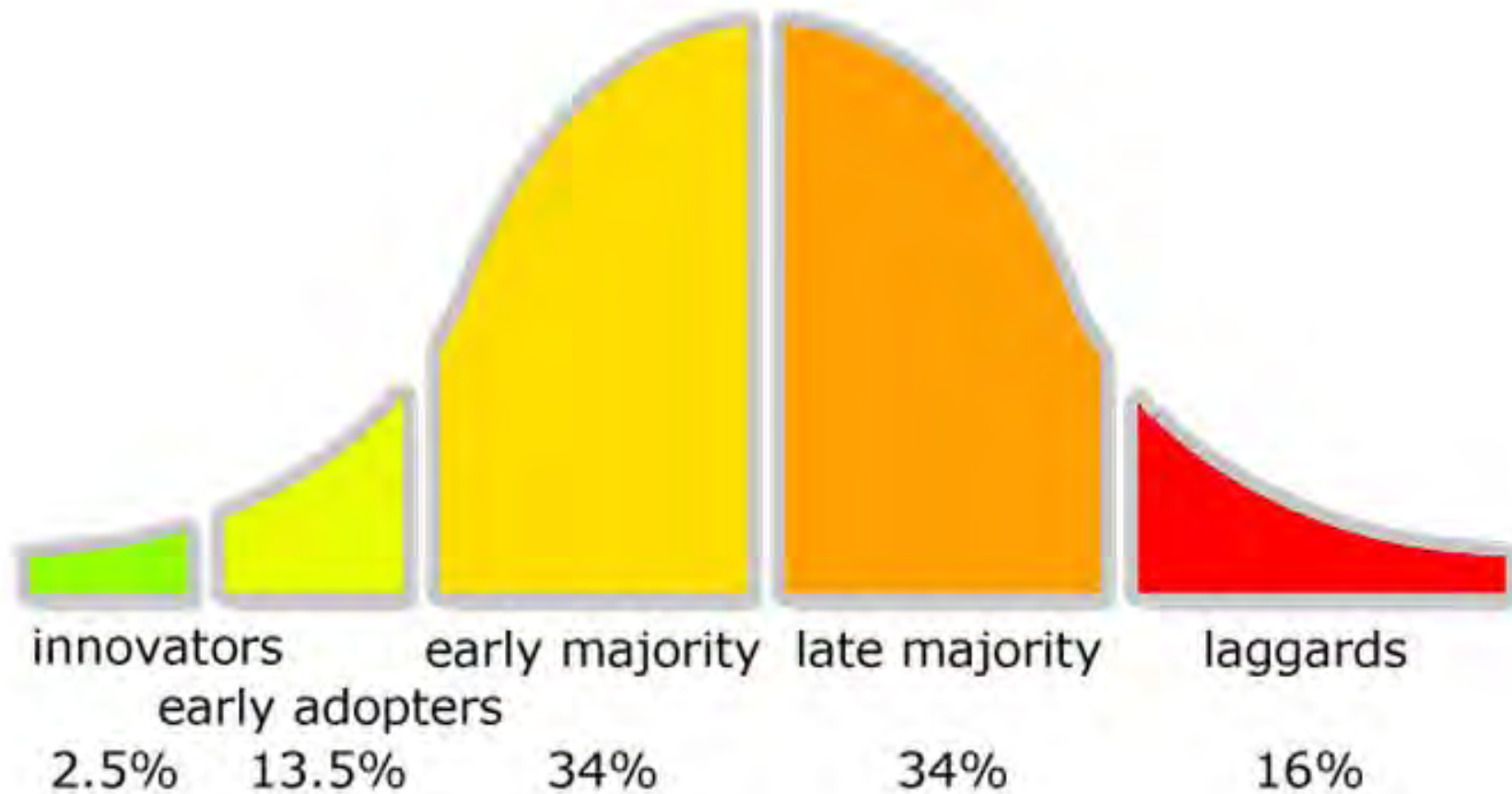
Distribution: Donner les lampes?

- “ **Confiance?** Only if a range of quality assured lamps is made available.
- “ **Disponibilité?** In the short term, this could préjudice aux commerçants locaux. It's unlikely that the private sector will be able to meet demand lights immediately following a giveaway . the market needs time to grow naturally.
- “ **Abordabilité?** It could undermine willingness to pay if it creates false consumer expectations that off-grid lighting should be free or heavily subsidised in the medium to long term. Cela peut créer une culture de dépendance.

GOGLAB position: Only in emergency disaster relief situations are free give-aways acceptable. In all other cases giving away solar off-grid lighting for free should be discouraged and avoided. If prices are subsidised, activity should focus on supporting local business as much as possible+.



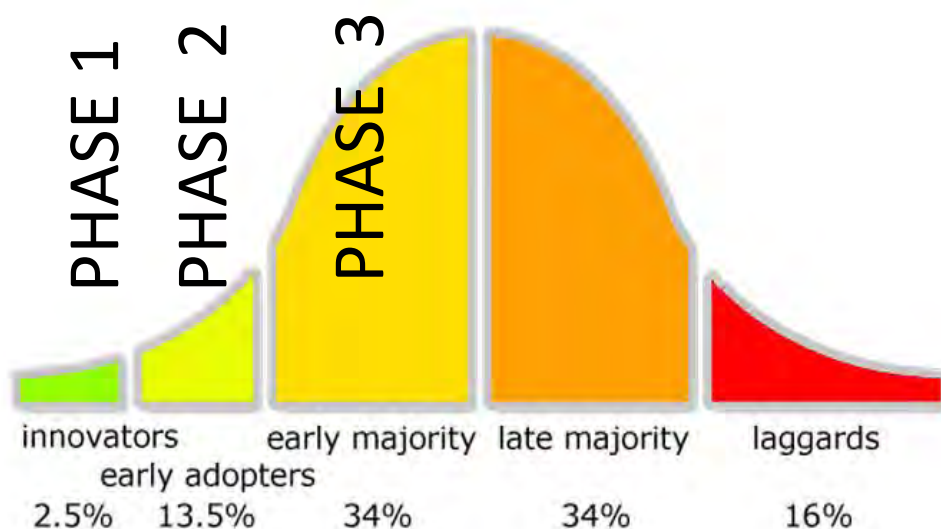
Stimulating Demand: Une séquence de voies pour pénétrer le marché à différentes stades de croissance



SunnyMoney, l'entreprise social de SolarAid: Modèle communautaire de distribution



- " **Phase 1:** Promotions dans les écoles
- " **Phase 2:** Suivi des ventes
- " **Phase 3:** Réseaux de Concessionnaire / Agents commerciaux



Support to Entrepreneurs

- “ Training in business plan development, sales & marketing strategies etc.
- “ Link local SMEs to national importers who can provide ongoing mentoring, monitoring of business performance and stock.
- “ Improve access to finance . for small SMEs as well as large, national importer distributors . through grants, loan guarantees and working capital facilities.
- “ Support the emergence of trusted, product-neutral retail brands & franchisee models to emerge . especially to challenge the issue of fake/low quality products.



The Future

- ” **Accès à l'Information avec off-grid solaire:** Efficience énergétique
Radio, TV, laptop et Pay-As-You-Go



- ” **Manufacturing:** Only once there is a thriving off-grid lighting industry in Africa, will it become viable to manufacture world-class off-grid lighting products in Africa.
- ” **Recycling:** Only once the off-grid lighting market has grown will it become viable to establish commercially viable recycling value chain.



Recommendations

1. Rendre les quality assured lampes solaires pas cher à importer . leur exonorer de la TVA et des droits de douane.
2. Ne pas donner les lampes, except in emergency disaster relief situations.
3. Stimulate demand through headteachers, nurses, community leaders and other local opinion leaders.
4. Build Entrepreneur Capacity and Capability.





Merci

www.globaloff-gridlightingassociation.org

