What really happened?

The implementation was a booming success. The number if installations at the time of the ECO teams visit to the site in Nov 2014 was 31,017 and increasing rapidly to the next period and ensured noticeable savings to the end user (as weekly kerosene and other charging expenses can be measured up against the weekly SHS charge). Also, the setup of a strong local support and maintenance group made sure units in the field were repaired and replaced if necessary in due course to prevent bad reporting of the technology and negative word of mouth. The original proof of concept was done in Aug 2012 – Feb 2013: the team is comprised of very successful business people and have teamed up with one of the world renowned pico-solar technology developers in the field, Dr. Peter Adolmann. The project developers chose Arusha Tanzania for its friendly people and stable economic environment to start off the business. The developers moved to Arusha to implement the project with their families, which indicates a high level of commitment to make it work. What is impressive is the detail into which the risk assessment was done and how relevant all the risks and mitigations were.

The initial target was to scale up the basic business idea to reach a client base of 10,000 households. Emphasis was placed on “dukas” or retail outlets to promote the technology and form a sales network and a base from which to do maintenance. The project was expected to run from June 2013 to March 2014 for 9 months and had an initial project budget of 1,043,520 Euros with a contribution from EEP of 188,000 Euros.

The main barriers to entry were defined as the financial risk of investing in new technology and the cash flow of the end user that has to adopt the technology as well as service delivery and peace of mind so that the technology can be kept operational. Making it a mobile pay as you go system allowed for affordable payment of the system over a longer period and ensured noticeable savings to the end user (as weekly kerosene and other charging expenses can be measured up against the weekly SHS charge). Also, the setup of a strong local support and maintenance group made sure units in the field were repaired and replaced if necessary in due course to prevent bad reporting of the technology and negative word of mouth.

The project is underpinned by the affordability of the system compared by previously used fossil fuels or grid connection. This ensured that at least on the most basic of economic levels this project makes sense for the developer and consumer in a win-win interaction.

Lessons Learnt:

The first lesson learnt that is key to the success of this project is the concept of mobile money banking and payment. This allows for convenient and controlled repayment for the electrification services. Good insurance and mobile money partners made this possible with a good selection of the impact area to kick off with (Arusha has got an economic electrification services. Good insurance and mobile money partners made this possible with a good selection of the impact area to kick off with (Arusha has got an economic

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