

# Scaling up energy access through Women's Economic Empowerment

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country action in Africa  
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# GVEP Overview

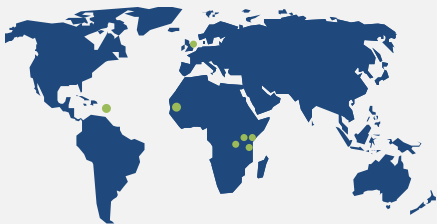
## GVEP International



- › **Background:** Launched in 2002 as a World Bank initiative; spun-out as an NGO in 2006. Current headcount of 80.
- › **Locations:** HQ in London (UK); field offices in East Africa (Kenya, Tanzania, Uganda, Rwanda), Senegal, and Barbados.

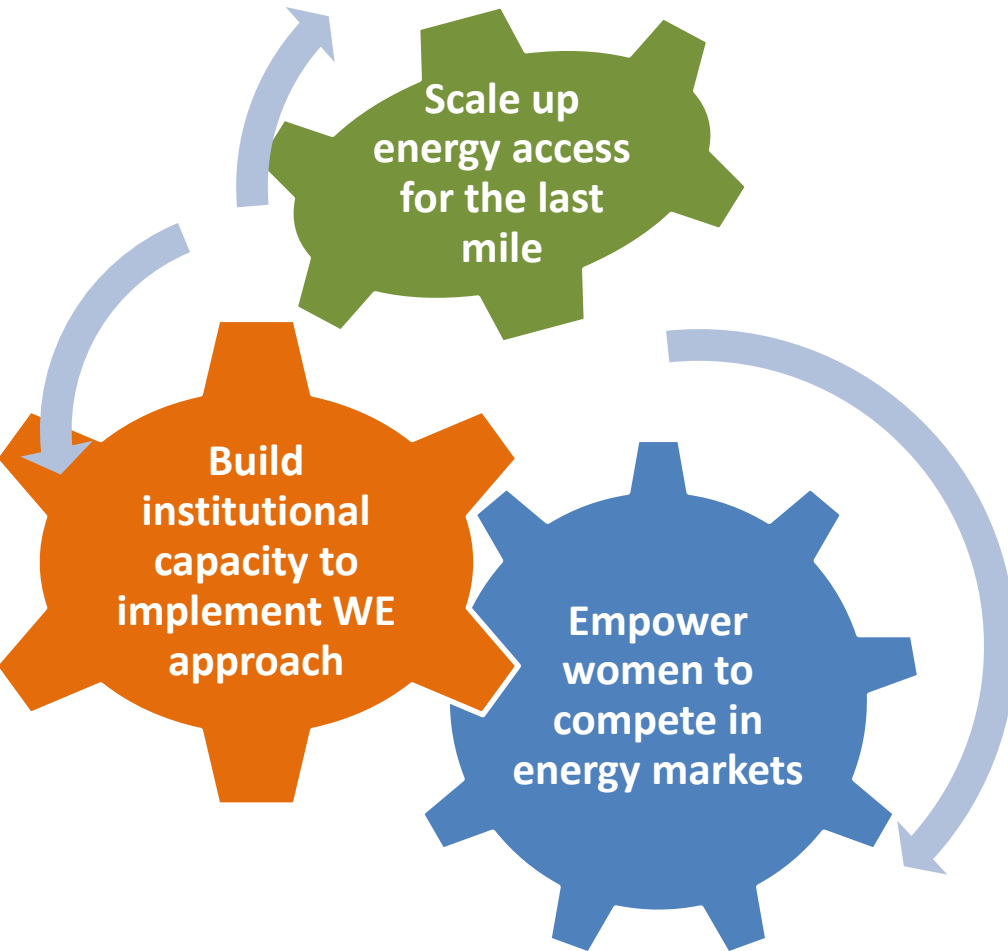


- › **Mission:** Providing support to businesses working to accelerate access to energy in developing countries.
- › **Value Proposition:** Sustainable businesses are longer lasting than the effects of direct donations.



- › **Impact:** Supported 268 SMEs and 2,800 micro-enterprises that have raised \$86m of capital, created 7,800 local jobs, avoided 8m tonnes of CO<sub>2</sub> and provided over 10m people with improved access to energy.

# Value proposition for engaging women in scaling up energy access



- Women as users determine use and adoption
- Women are engaged in large numbers in micro, small and medium-sized enterprises, an untapped resource in scaling up energy access
- Enhance development impacts: Women reinvest 90% of their earnings back into their families and communities

# FOYRE REWBE

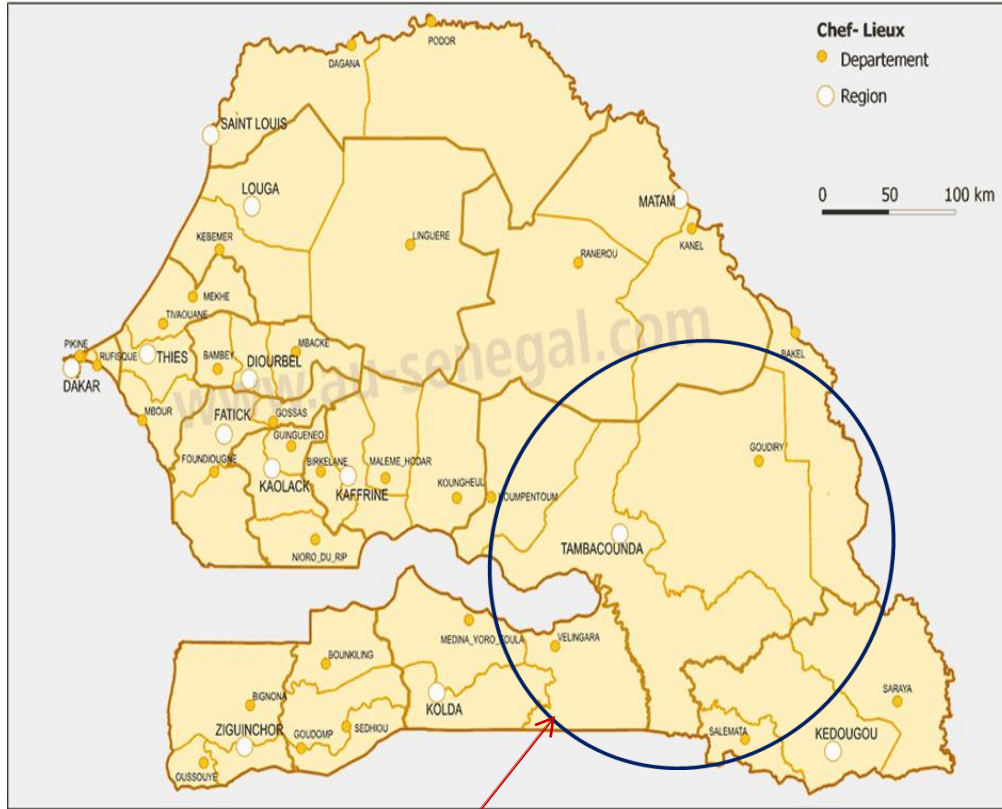


**GVEP**  
International

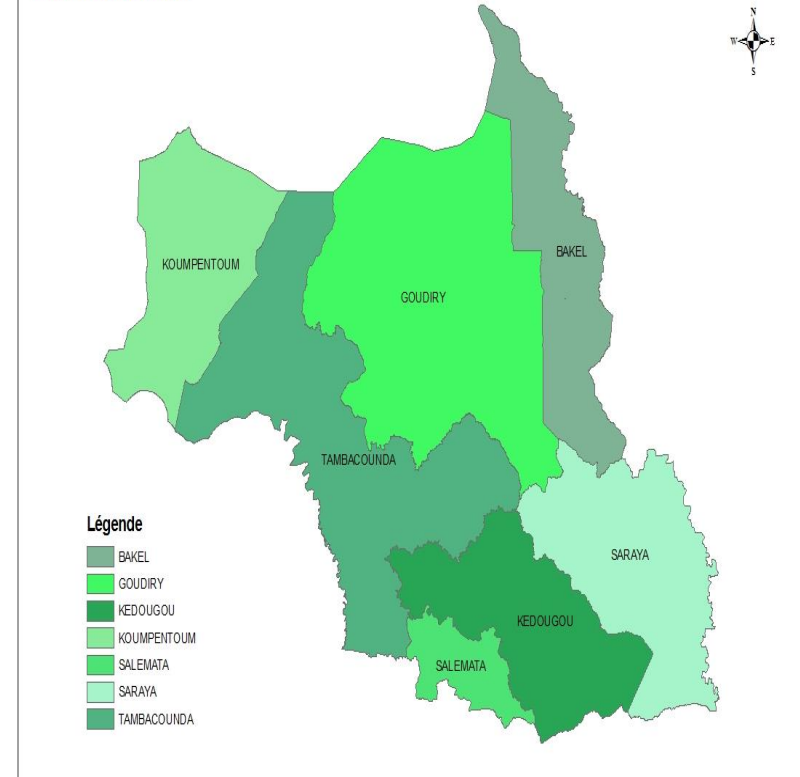
## L'ÉNERGIE RENOUVELABLE AU SERVICE DES FEMMES

- **Expected Impact:** Improve access to energy to 400,000 people in rural areas; entrepreneurship development of 6000 women, Increased income for about 4,500 households in rural Senegal
- **Specific objective:** To support the development and growth of 250 women groups/enterprises (25 women/group) and to increase productive use of energy by women across the value chain.
  - About 150 involved in the sale of stand-alone solar products and improved cookstoves,
  - 100 will be supported in productive use of energy, mainly in the agriculture and processing sector (such as processing unit, chicken breeding, grinding, cooling, tailors).
- **Core Partners:** GVEP, in partnership with SEM Fund and co-funded by **ENERGIA**
- **Time frame:** 3 yrs (2014 – 2017)
- **Budget:** € 795,000

# Project Area



PROJET FOYRE REWBE



Zones d'implémentation  
du projet

# Characteristics of Project Area

- Very low access to electricity: 9% Tambacounda & 4% Kedougou. Penetration of improved cookstoves is less than 4% in rural areas in Senegal
- A high level of poverty: 56.2% in Tambacounda, and 60% in Kedougou, against national average of 40% in urban areas
- Low awareness of solar products and their economic benefits, no alternative energy source, resulting in most people using kerosene/candles for lighting, which are expensive, polluting and hazardous
- Most consumers/business cannot afford to buy the products upfront.
- The high cost of distributing the products has led suppliers of solar/ICS to focus their distribution activity in urban/suburban areas, not in Tambacounda & Kedougou
- SEM has a network of 1300 women groups in the target region, but lack of business and technical expertise and limited access to capital obstruct growth of business

***The programme targets 65 % of the population in the target region and hence will fill a major gap***

# An integrated enterprise support package addressing specific bottlenecks to growth

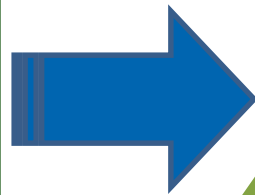
▪ **Scale of operations/  
growth**

▪ **Access to finance**

▪ **Limited links to  
markets**

▪ **Women's time  
poverty and mobility**

▪ **Awareness/  
information**



**Recruit/train-  
mentor**

**Customized solutions**

**Capacity building**

Business/Technical/ leadership  
and agency

**Access to finance**

Loan guarantee funds/ Microcredit /  
VSL

**Marketing & distribution**

marketing campaigns, scale-up distribution  
chains

**Overcome cultural barriers**

Involve men in project

**Building on local partners and networks**

**Results based management, close monitoring of results/  
address bottle necks**

# Facilitate innovative commercial partnerships with suppliers for financing last mile delivery by WE



## **TOTAL Awango:** MOU with GVEP

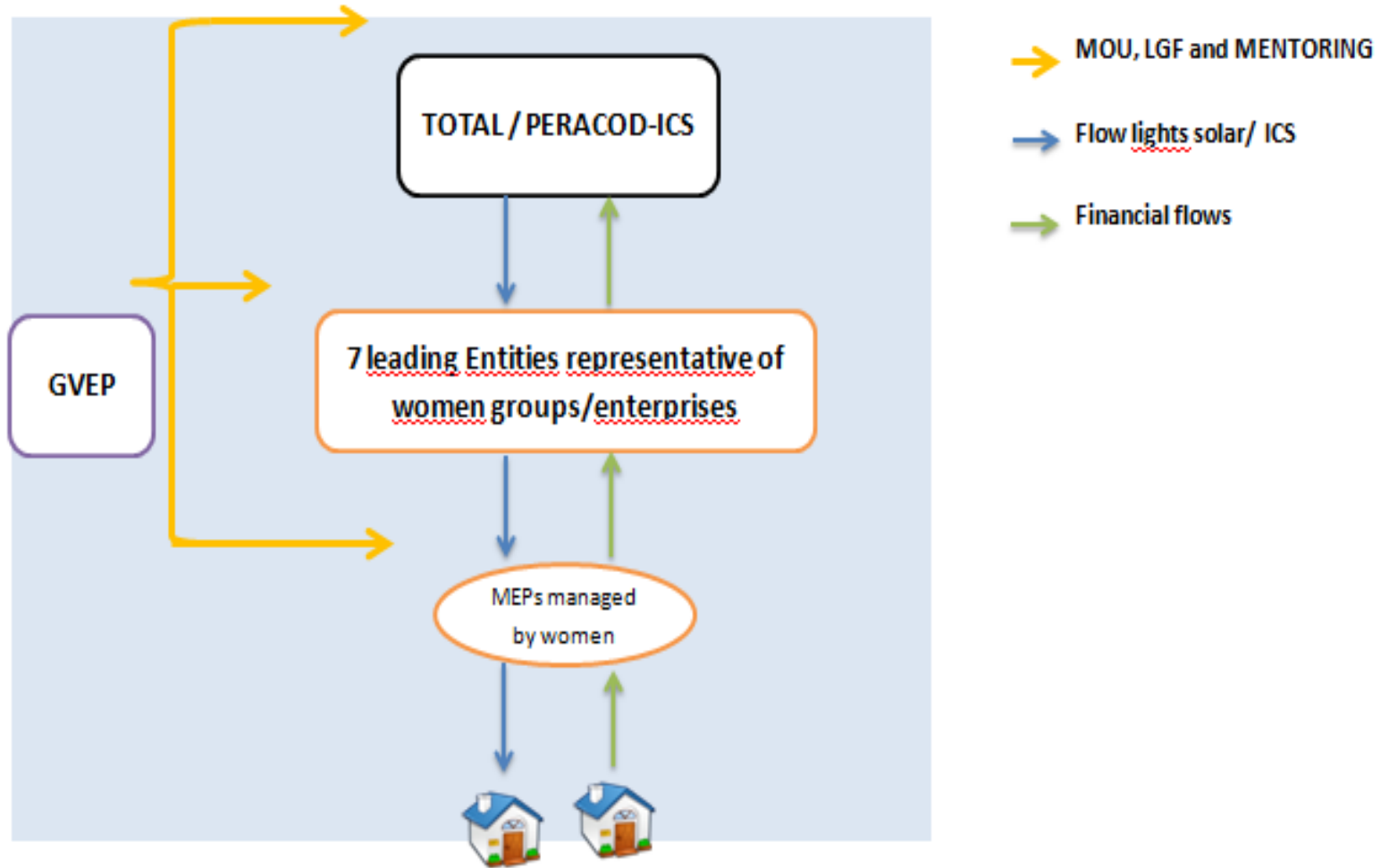
- Deliver 36,000 Lighting Africa certified solar lamps (+ mobile phone charging) in 2 years with a 2 year warranty
- 75 women enterprises distribute solar products to 155,000 consumers by end of project
- Sale on Credit: 25% up-front paid by WE and 75% to be paid by WE within 60 days
- Average profits for WE: \$ 1.53/lamp for S20 models & 4.59 for S300 model GVEP Guarantee= 100% of the 75% on credit
- TOTAL Awango promotes solar products through marketing events

## **GIZ-PERACOD:** MOU with GVEP

- Linkages between two certified ICS manufacturers to deliver 15,408 improved stoves in 2-year with a 1 year warranty
- 75 women enterprises distribute ICS to 141,000 consumers by end of year 2
- Sales on credit: 50% up-front cost (financed 25% by WE and 25% advance payment by GVEP) , 75% to be repaid by WE within 60 days → credit revolving 25%
- Average profits for WE: \$ 3.82/ICS sold
- Peracod promotes ICS through marketing events & conduct quality control checks to ensure the ICS manufacturers meet their engagements with women

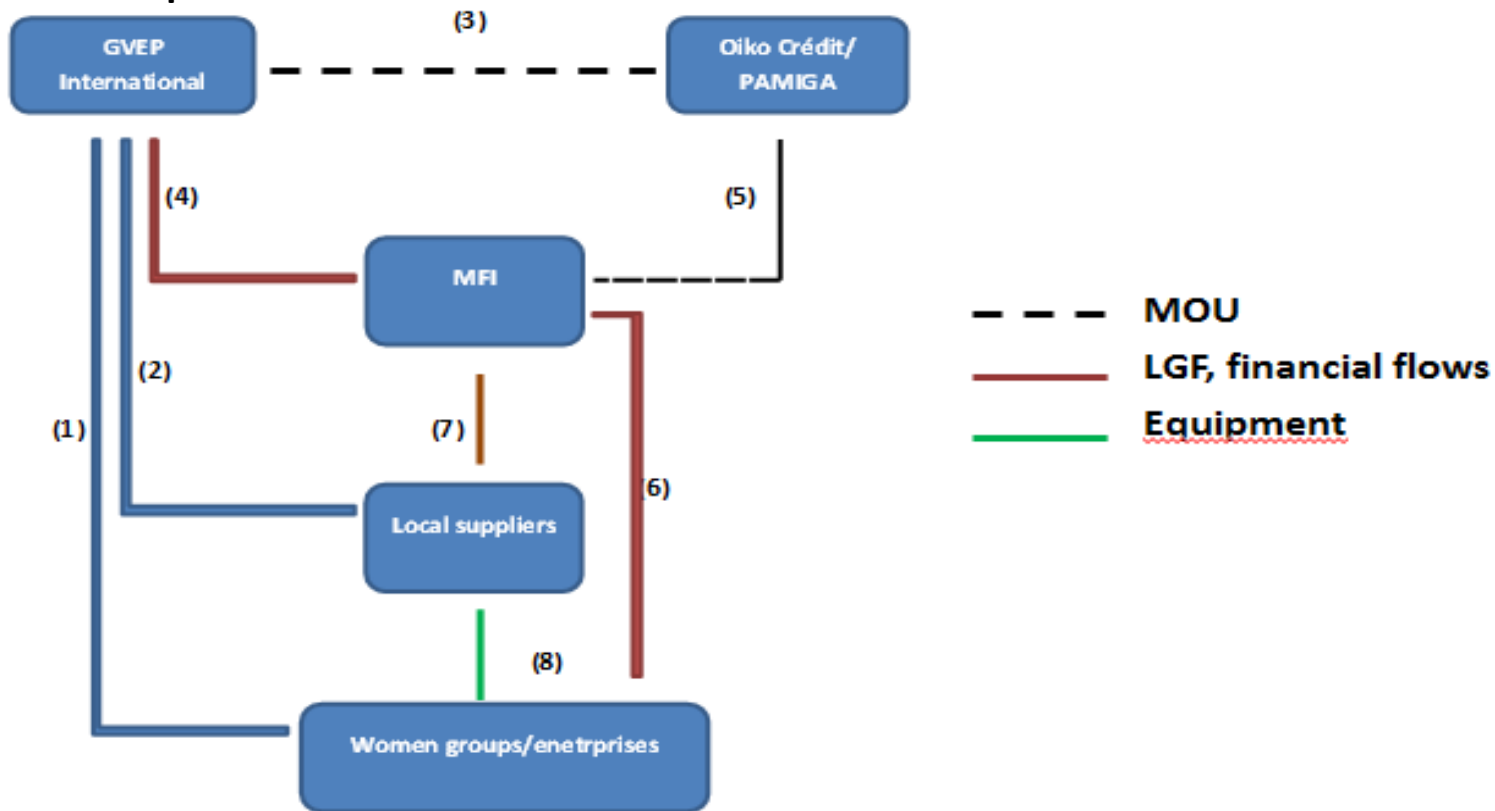


# Partnership with Total/PERACOD



# Partnership for enabling access to finance for women in productive uses

MoU with OLKOCREDIT and PAMIGA to establish to lower interest rates from 18%-15% today to 8%-5% to support WE to take affordable loans to purchase energy equipment for productive uses. GVEP provides LGF for about EUR22k



# Other partnerships to enhance support to WE

## PAPIL (Support Project for Small Local Irrigation) and ANCAR (the National Agency of Rural Council Agriculture)

**Objective:** provide complementary expertise to the team in productive use of energy related to agriculture:

- Technical training that is appropriate and tailored to women in the agri sector.
- GVEP provides technical expertise on appropriate energy solutions in agriculture
- PAPIL and ANCAR provide technical expertise in agriculture, irrigation and product transformation that is complementary to the energy expertise provided by GVEP.
- **Impact:** complete range of inputs available to the WEs, enhance project sustainability , strengthen synergies with local programmes, knowledge sharing and transfer at local level

# Advocacy component: Genderizing Energy Policy in Senegal



- Support GoS priorities on SE4ALL
- Facilitate gender inputs into SE4ALL county action planning process and investment prospectus
- Reach 3 million people in national campaign on Energy, Women, Children and Health
  - Build alliances with & influence media, leading political figures/celebrities, stakeholders in energy & related sectors
  - Provide women entrepreneurs with voice & visibility in the campaign
- Link to international/regional level by showcasing results of the WE programs in SE4ALL international/regional fora, SE4ALL communication outreach/website, input for ENERGIA participation in SE4ALL AG meetings, ECREE/ECOWAS-GEN programme platform
- **Core Partners:** GVEP, in partnership with SEM Fund and co-funded **by ENERGIA**
- **Time frame:** 3 yrs (2014 – 2017)
- **Budget:** € 189,000

# Key messages



- Women and their enterprises can be an effective means to expand energy access, especially to the last mile
- Technology inputs, business development and leadership skills and access to finance are necessary inputs for women's economic empowerment
- It is necessary to create synergies with local partners for complementary inputs
- Engage with private sector in a manner that is a win-win proposition for both
- Use successful strategies and results at the ground local level for advocating at national and international levels the business case for an enabling environment for last mile energy access

# Thank You

[www.gvepinternational.org](http://www.gvepinternational.org)

