

# Mobility, Energy, Communication - Creating Sustainable Business Opportunities for Africans

## Portable Solar Energy

Ghana, Burkina Faso, Africa

### FACTS & FIGURES

#### Region, Countries

Sub-Saharan Africa, Ghana & Burkina Faso

#### Type of Project

Renewable energy, bringing affordable mobile solar chargers to people in under-developed rural areas & facilitating the creation of micro-business

#### Start, Completion

- 1st phase: pilot project with feasibility study, January – June 2015
- 2nd phase: roll – out of upgraded models, distribution in both countries and training of micro-entrepreneurs, 2016 – 2018
- 3rd phase: scaling up in other countries, from 2017

#### Budget / Cost

- 1st phase: EUR 40,000 – with 50% grant from the Austrian Development Agency (ADA)
- 2nd phase: EUR 400,000 – with 50% grant from the ADA (approved in December 2015)
- 3rd phase: not yet started; to be financed commercially

#### Clients

Private households and small businesses, mainly in rural areas

#### Commercial partner

EnTri Consulting GmbH, Austria – responsible for project design, work plan, creation and administration of consortium, drawing up of agreements, organisation and administration of funding

#### Technical partner

SunnyBAG GmbH, Austria – responsible for technical design of solar chargers, procurement, quality management, online training tool

#### Distribution partner

NorthLite Solar Ltd, Ghana – responsible for distribution, local marketing & PR, training & education



### EXPERTS & AUTHORS

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### Innovate . Succeed . Learn

- › Portable solar chargers bring independence to people in rural areas
- › Communication is not only vital but now affordable thanks to the latest technologies
- › Micro-business opportunities have been facilitated in two countries
- › The training of micro-entrepreneurs supports private households and small businesses
- › The combination of private initiative and public development cooperation as a success factor
- › Discharge, recycling and waste management as added value for the region
- › Sustainable partnership between local and international experts
- › Combination of high technology with robust practicability



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45° C in the shade, dust devils at lunchtime and a flat tyre on the way to the first customer:

Circumstances could have been better for the three entrepreneurs with a shared vision on their joint trip to Northern Ghana and Burkina Faso in March 2015.

Their vision was to contribute to the development of business and the quality of life in rural areas of Sub-Saharan Africa through the introduction of highly appropriate decentralised systems combining hi-tech with robust practicability. The personal focus of their vision was a sense of partnership and trust between all concerned. And it worked out successfully. Despite all the difficult circumstances.

Following the Seven Principles:

#### 1. People who believe that working together makes all of us more effective

The partners had the opportunity to test their skills and ability to work in a team during the joint market research activities and the carrying out of the feasibility study. The lessons learned during this first phase helped to optimise the use of the strengths of each team member in the subsequent phases – and to underline the understanding among them that good results can be achieved jointly.

#### 2. Process fostering co-operation instead of confrontation

There has been no confrontation so it seems that we were on the right track from the very beginning.

#### 3. Contracts fair, clear and simple, contract management in mutual respect

Apart from the standard framework of the documentation required by the (co-financing) Austrian Development Agency only one additional agreement was drawn up by the parties to regulate their internal relations. The main pillars of the cooperation are mutual trust and respect.

#### 4. Costs transparent and competitive, reasonable profit for all

In contrast with earlier times, current international and governmental development aid policies recognise the importance of private sector companies as main drivers for innovation and progress. Hence, the Austrian Development Agency (ADA) offers a business partnership programme which allows participating companies to earn a decent profit – as long as the profit results from sustainable activities in line with the development policies of the government. In our project the costs

and risks are shared with the ADA for the first two years of the project roll out. By the end of this period full profitability has to be achieved in order to safeguard the further scaling up of the activities.

#### 5. Quality as our prime goal at a price that is acceptable to all

We are setting completely new standards in the project area Ghana and Burkina Faso by offering a two year warranty period. This indicates that the quality of our product is far superior to that of any other solar charger on the market. With this quality commitment we expect to facilitate a shift in Sub-Saharan Africa from the current substandard goods (mainly reject goods cheaply bought by African traders from factories in China) to high quality products.

#### 6. Lifecycle, sustainable projects, designed with all phases in mind

Apart from the facts that the solar chargers operate with clean energy and that we are the first in the project countries to offer a warranty period for such products we are also committed to the responsible integration of the issue of waste management into our project.

Accra's notorious Agbogbloshie - where enormous quantities of electronic waste from Europe and other regions are dumped - is one of the world's most dangerous electronic scrapyards. To avoid our products encouraging any such irresponsible activity we offer a financial incentive to customers who return our PowerTABS at the end of their lifecycle. The old devices will be handed over to certified waste management companies in order to ensure proper dismantling and recycling.

#### 7. Challenges identified and solved with joint responsibility

External administrative requirements created certain delays in the first project phase. Proper planning and adaption/unification as well as ongoing updates of documentation are safeguarding the timely execution of the subsequent phases.

The clear focus of each partner's strengths and the shifting of capacities when needed will further contribute to efficient process.

#### READ MORE

[www.entri-consulting.com](http://www.entri-consulting.com)  
[www.youtube.com/watch?v=h84AfookM0&feature=youtu.be](http://www.youtube.com/watch?v=h84AfookM0&feature=youtu.be)  
[www.sunnybag.com](http://www.sunnybag.com)  
[www.sunnybag.at/products/powertab](http://www.sunnybag.at/products/powertab)  
[www.northlitesolar.com](http://www.northlitesolar.com)  
[www.youtube.com/watch?v=W4CQBnItKcQ](http://www.youtube.com/watch?v=W4CQBnItKcQ)