

LIGHTING AFRICA'S THREE TIER SERVICE OFFERING

Lighting Africa (LA) is a joint IFC/World Bank market transformation program seeking to develop the market for off-grid lighting in Sub-Saharan Africa.

Alongside the end-users of products, manufacturers and distributors of off-grid lighting products are the primary beneficiaries of the program. However, the program also interacts with the other players and stakeholders in the industry who are eligible for LA services that are evaluated and negotiated on a case-by-case basis.

LA will provide market development services along three tiers (levels) of engagement as follows:

1. **NETWORK:** Services available to all members of the off-grid lighting industry
2. **MEMBER:** Additional services available to qualified manufacturers, distributors and other industry stakeholders that have signed cooperation agreements with Lighting Africa
3. **ASSOCIATE:** Highest level of service provision for manufacturers and distributors.

I-) TIER ONE - NETWORK

Tier one services are free of charge and are available to all who register on the LA website. This level of services seeks to fulfil the needs of the general off-grid lighting industry and a variety of stakeholders who are constantly looking towards gathering information and insights on the industry for; market development, financing, networking, policy, academic or B2B linkages amongst others. At this level of engagement, Lighting Africa (LA) will provide the NETWORK with a website that will serve as a knowledge centre, an interactive platform and a "virtual home" for the off-grid lighting industry.

Requirements for enrolling at this level

- Registration on the Lighting Africa Website

Benefits available to the NETWORK

- Invitations to conferences, workshops and seminars to enhance knowledge of the off-grid industry, trends, products, policy etc
- Access to LA research findings, reports and Lighting Africa Briefing notes
- Access to LA newsletters and periodic publications that provide regular updates and developments in the industry
- B2B linkages on the website to foster partnership

II-) TIER TWO – MEMBERS

Tier two services are available to manufacturers and distributors that meet certain minimum criteria depending on the outcome and status of their product tests. These services will support manufacturers and distributors in addressing key market barriers they may face primarily in the areas of product quality and access to finance for product development.

Tier two services are also available to other stakeholders (e.g. large corporations, financial institutions, standard bureaus, rural electrification agencies, etc.) with which Lighting Africa will collaborate to develop the market for off-grid lighting products.

Members will determine the nature of support they need through one-on-one discussions with Lighting Africa. Their working collaboration with LA will be covered under a Memorandum of Understanding (MOU).

Requirements for enrolling at this level

- Products have passed Lighting Africa initial pre-screening/testing and/or product has received accreditation from international recognised standards or Laboratories approved by Lighting Africa (e.g. PVGAP)
- Manufacturer/distributor/stakeholder has passed good corporate governance screening by Lighting Africa
- Has signed a MEMBER's MOU

Benefits available to MEMBERS

- Introduction to financing institutions to explore funding options especially in early development stage financing
- Recommendations and guidance on product enhancement and/or modification with the aim of graduating to Associate level
- Access to Internationally accredited product testing labs on a cost shared basis (after pre-screening)
- Access to technical capacity building for products design and improvement on a cost-shared basis
- Access to periodic field testing of products with focus groups on a cost-shared basis
- Other stakeholders (other than manufacturers/distributors) – areas for collaboration will be covered under the MOU

III.) TIER THREE - ASSOCIATES

In this level, manufacturers and distributors will benefit from the business support and capacity building activities aimed at enhancing their ability to penetrate the market and to develop and grow their businesses. They will be classified as ASSOCIATES and will receive both free and cost-shared services from Lighting Africa. Associates will, through one-on-one meetings with LA, determine their individual support needs. These would be then covered in an MOU.

Requirements for enrolling at this level

- Products have passed the Lighting Africa Quick Screen Methodology (QSM) testing (automatically including all Lighting Africa Outstanding Products Award winners)
- Manufacturer/distributor has passed good corporate governance screening by LA
- Manufacturer has signed an ASSOCIATE MOU agreement with Lighting Africa
- Any distributor must be an officially appointed distributor of an Associate company and currently selling a product that has passed the Lighting Africa QSM

Benefits available to ASSOCIATES

1. Business Development Services

- Regular meetings with LA team to discuss market development plans and business progress (“Key Account Management”)
- Guidance on product development and improvement for new product offerings based on LA reports and technical knowledge
- Service and maintenance capacity building programs to enhance companies capacity to provide after sales service
- Access to marketing and sales/ distribution models reports for market development.
- Access to technical capacity building for products design and improvement on a cost-shared basis

2. Product and Business referencing to financial, commercial and non-commercial institutions

- Provision of Business to Business links and matchmaking with local distributors to enhance market penetration and distribution network
- Authorization to use LA product testing results as references for business purposes e.g. investors, financial institutions, potential distributors etc
- Targeted match-making to Bulk Buyers for product selection

3. Marketing and Consumer Education Support

- Feature product at ASSOCIATE level on the Lighting Africa website
- Provide regular retail audit feedback from the market on product sales performance to inform and enhance design of marketing and sales plan
- Invitation to participate in LA marketing and consumer awareness programs (e.g. product campaigns, road shows, trade fairs etc.), to enhance visibility and increase sales volume
- Enjoy the benefits of negotiated media discounts by the Lighting Africa program

Contact details

To submit your product for testing:

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To collaborate with Lighting Africa:

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