

LIGHTING AFRICA

CURRENT MILESTONES

Creation of an industry platform for investors interested in the African off-grid lighting markets:

- Launched in 2008, the first international off-grid lighting business conference was a biennial must-attend event for the industry and a platform for entrepreneurs, manufacturers, and distributors. The second conference is planned for May 18-20, 2010, in Nairobi, Kenya. The event will focus on the state of the market, achievements, and challenges. It will map out the way forward for the Africa off-grid lighting market.
- The Lighting Africa Web site has about 2,500 registered members. It includes targeted helpdesk accounts tailored to address specific business needs. It registered 30,000 hits in February 2010.
- The Lighting Africa newsletter reaches out to the Web site's 2,500 members and other interested parties every month, providing interesting updates on the industry.
- Through market intelligence reports and marketing opportunities, close to 300 companies have demonstrated an active interest in African off-grid lighting markets by registering online for support on planning their marketing strategies.
- To date, Lighting Africa has contributed to the development of over eight new business models and products through the provision of key market intelligence and advice.
- Lighting Africa has established a close relationship with 40 quality-minded companies that receive market development services from the program.
- The program has spurred consumer-friendly prices on the market, with products retailing between \$25 and \$50; and new products features such as solar-powered cell phone chargers.
- Lighting Africa has encouraged the growth of higher quality products in the market. An estimated 100,000 lanterns and task lights were sold in Ghana, Kenya and elsewhere in 2009 by 22 manufacturers interacting with Lighting Africa.

Development of international off-grid lighting standards (for LED specifications and testing methodology) in collaboration with key industry players:

- Developed a low-cost testing methodology for LED-based products that can be readily adopted by African laboratories and standard bureaus.
- Tested 26 products from 22 manufacturers in southern Africa. Test results have been provided to manufacturers who used the insights and recommendations to further improve and enhance product quality.
- Served as a reference point for quality-related issues - including most recently to the World Bank teams in Afghanistan and Haiti.

- Launched Lighting Africa *Outstanding Products Awards* to acknowledge the best products in the marketplace in seven Sub-Saharan African countries.

Support to off-grid lighting ventures:

- Awarded grants of up to \$200,000 each to 16 innovative lighting firms that are delivering a number of promising business models. Two awardees—a manufacturer in Kenya and a distributor in Tanzania—have joined forces to leverage each other’s strengths. One beneficiary, *Lights for Life*, in Rwanda won this year’s UNEP’s prestigious Sasakawa Prize, presented to sustainable and replicable grassroots projects around the globe.

Lighting Africa is implemented in partnership with the UK Department for International Development (DFID), the Energy Sector Management Assistance (ESMAP), the Global Environment Facility (GEF), Good Energies Inc., Luxemburg, The Netherlands, Norway, the Public-Private Infrastructure Advisory Facility (PPIAF), the Renewable Energy and Energy Efficiency Partnership (REEEP), and the Asia Sustainable and Alternative Energy Program (ASTAE).

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