



## Solanterns : Kenya

Replacing one million kerosene lamps with one million solar lanterns

### Project description

Solanterns offers smoke-free, brighter solar lanterns at a lower cost than kerosene lamps; thus, health risks, and fire and environmental hazards are reduced, and investments opportunities are created for micro-entrepreneurs.



### Business model

Solanterns builds on existing institutional distribution channels and rental services to reach poor customers and convince people to go solar.

High-visibility brand stores, cooperative societies, micro-finance institutions and others serve as sales points, partly offering financing for the purchase.

Youths are trained as micro-entrepreneurs to rent out lanterns to households who cannot afford the upfront investment. Over three years, households can either spend US\$ 146 on kerosene or US\$ 25 on a solar lantern.

### Scaling up activities in 2011

- Distribute 20,000 solar lanterns (contributing to the goal of one million solar lanterns).
- Train 500 youths as freelance sales and rental agents.
- Raise US\$ 400,000 part equity and part working capital to scale up operations.
- Establish partnerships with youth groups and microfinance institutions to scale up the rental model.

### Immediate needs

- Financial support to set up a micro-credit scheme for youth entrepreneurs trained as sales agents.
- Working capital to leverage economies of scale for importation and distribution.
- Contact to youth empowerment and employment organisations to share the income generation model.
- Linkages to social investors.





# SEED Awards 2010

for entrepreneurship in sustainable development

## WINNER

### Partnership

- ❶ **Renewable Energy Ventures (K) Ltd.** is responsible for sourcing and distributing the lanterns, and raising funds.
- ❷ **Bridgestaff Consulting Ltd.** offers financial training to the micro-entrepreneurs in preparation for their business entry.
- ❸ **K-Rep's Juhudi Kilimo** is a micro-finance institution providing micro-credits to the youth entrepreneurs.



### Social, environmental and economic impacts

**Social impact:** Solanterns helps to reduce health and safety risks associated with kerosene lighting: some 60% of child deaths in developing countries result from respiratory illnesses attributed partly to indoor air pollution; 60% of poisoning incidents are due to accidental kerosene ingestion by children.

**Environmental impact:** The initiative's environmental benefit is climate protection through reduced greenhouse gas emissions – some 100 tons per year for one thousand kerosene lamps replaced!

**Economic impact:** By saving US\$ 121 over 3 years for the cost of kerosene, those households living on less than a dollar a day reduce their daily expenses by 10%. Additionally, Solanterns creates new jobs by training and engaging youths from poor neighbourhoods.

### Contact

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### SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

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