



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



AFRICA WINNER 2013

KARIBU Solar Power aims to launch a new modular solar lamp via a franchising network. Users pay in small increments, which replicate the required cash flow for kerosene. In this way KARIBU makes high-quality solar lighting and mobile phone charging affordable for low-income communities.



KARIBU Solar Power, Tanzania

BUSINESS MODEL

The modular solar lamp consists of a solar panel, a rechargeable battery or mobile phone charger and a light. Users buy the battery and the light components and pay for the solar panel in small increments. After just a few weeks, they own the solar panel and can charge the battery on their own.

KARIBU Solar Power's "rent-to-own" programme and "pay per charge" model replicate the cash flow for buying kerosene. Costs to users are under USD 1 a day, making the lamp affordable for the 500+ million Africans.


ENTERPRISE FAST FACTS

Location	Dar es Salaam
Year founded	2011
Sector	Energy/renewables
Product/Service	Solar lamps

CONTACT

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Social impacts:

- Increasing children's ability to study and learn at home by providing light after sunset.
- Improving health and safety, especially for women and children, by eliminating toxic fumes and injuries caused by using kerosene at home.

Environmental impacts:

- Providing an off-grid lighting solution that relies on renewable energy helping mitigate climate change.
- Reducing carbon emissions by offsetting on average 100 kg of CO₂ per solar lamp per year (including CO₂ emitted in transportation of kerosene to the end consumers).

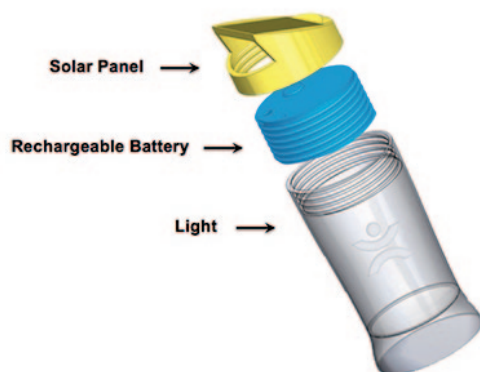
Economic impacts:

- Increasing families' incomes by up to USD 100 every year in savings on fuel, candles and batteries – this money can then be better allocated to healthcare, education and training.
- Increasing revenues for owners of small local shops through the sale of a profitable and affordable product, using a franchising distribution model.

” Current solar solutions are too expensive for the average consumer at the base of the pyramid. By replicating the cash flow required for kerosene, KARIBU Solar Power makes solar affordable.

Scaling up activities:

- Build a robust distribution network by securing buy-in from more than ten small-scale local franchise distributors.
- Run a pilot in northern Tanzania to test the model.
- Discuss collaboration with large distributors in other parts of Tanzania, aiming to reach agreement with four large distributors by 2014.
- Access international markets – the enterprise is currently speaking with distributors in West Africa (Cameroon and Nigeria) and hopes to reach over a million people within five years.



” Over half a billion people in Africa lack adequate access to light and energy. This is a major barrier to breaking free from poverty. Current alternatives such as kerosene are not only deadly to their users but also to the environment.



Partnership

• **Foundation for Sustainable Enterprise and Development** is a Canadian NGO which supports sustainable development, wealth creation and poverty alleviation, providing grounded action research, education and shared learning.

• **Kidogo Early Childhood Development** is working to offer high-quality childcare to families living at the bottom of the economic pyramid through a network of day-care centres. The enterprise's solar lamps will be distributed via Kidogo's centres, providing affordable solar power to its beneficiaries.

• **Positive Innovation for the Next Generation (PING)** is a youth-led organisation that implements health or youth-related technology projects on the ground, along with intensive high school-age and college IT mentorship programs.



The 2013 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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