



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



SOUTH AFRICA WINNER 2013

Khulumani Gogos Going Green supplies solar home systems that meet the lighting needs of rural off-grid households. It is run by elderly Khulumani women ("Gogos") and is financed by loans from a savings and credit group.



Khulumani Gogos Going Green, South Africa

BUSINESS MODEL

The enterprise promotes the participation of grandmothers in savings and credit groups. These groups provide loans to finance investments in solar lighting and charging systems that meet household energy needs. The objectives of the enterprise are to expand the supply and distribution of solar systems to off-grid households.

The enterprise builds capacity amongst grandmothers for managing a small enterprise in the solar energy sector. This then meets their needs for mobile phone charging and basic lighting, reducing their vulnerability to gender-based violence.

ENTERPRISE FAST FACTS

| | |
|-----------------|---------------------|
| Location | Johannesburg |
| Year founded | 1995 |
| Sector | Energy / renewables |
| Product/Service | Solar home systems |

CONTACT

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Social impacts:

- Facilitating the economic independence of women as household providers.
- Introducing savings group processes to 20 new groups of 10–15 women each year.
- Enhancing social capital for sustainability of the enterprise.
- Building the management and development capacity of women in the enterprise.

Environmental impacts:

- Enhancing quality of life in rural households through solar energy systems for lighting and mobile phone charging.
- Using solar energy in place of coal or biomass.
- Raising community environmental awareness.
- Sharing knowledge and experience of recycling as an economic opportunity.

Economic impacts:

- Beneficiary households have more hours to engage in productive activities generating income.
- Household lighting and mobile phone-charging capacity enhances the safety of women and girls.
- Each savings and credit group invests at least USD 1,200 a year in enterprises.

” By building savings clubs, Khulumani Gogos Going Green generates a path out of poverty for women-headed households in South Africa.

Scaling up activities:

- Increase opportunities for older women to become economically self-sufficient by enhancing their entrepreneurial skills in the solar energy sector.
- Consolidate and expand savings groups through monthly support and mentoring, creating a sustainable foundation for expanding the small enterprise activities.
- Train two additional field officers in SaveAct savings and credit group methodologies to provide for the expansion of enterprise activities.
- Build financial literacy skills, increasing self-reliance through small enterprise activities.



” Women’s empowerment through financial literacy and enterprise development addresses the country’s most serious development challenges: poverty and unemployment.



Partnership

● **Khulumani Gogos Going Green** hosts the SaveAct savings clubs run by local field workers who have been trained by SaveAct. Members of the savings clubs can access loans to invest in the solar energy products sold by participants in the enterprise.

● **SaveAct** collaborates with Khulumani to teach members of the savings groups financial skills for small enterprise development. This supports their economic sustainability and well-being.

● **PlanMyPower Solar Solutions** provides information, technical advice and solar energy solutions. It is responsible for rolling out the distribution of solar energy systems in rural areas of the Eastern Cape.



The 2013 SEED Awards in South Africa 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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