



## SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



## AFRICA WINNER 2014

Bringing gas nearer to people, undertaken by WANA Energy Solutions, markets and sells LPG. The company focuses on finding financial solutions for those who struggle to afford clean energy - offering hire-purchases, creating pay-as-you-go community kitchens and allowing rural customers to pay for gas with produce.



## Bringing gas nearer to people, Uganda

### BUSINESS MODEL

The business model is based on the innovative idea of selling a 'clean cooking energy solution' as a product, rather than LPG gas itself. The company offers families and businesses an alternative fuel source to charcoal or firewood, as well as selling add-ons like cook stoves and cylinders for refilling.

WANA reaches predominantly lower socio-economic status communities: Customers can buy its products through hire purchase or on a credit scheme, making an otherwise unaffordable product accessible to more people.

### ENTERPRISE FAST FACTS

Location	Wakiso District
Year founded	2008
Sector	Energy
Product/Service	Liquid Petroleum Gas (LPG), cook stoves

### Social impacts:

- Creating employment opportunities for rural women by training them to run a WANA franchise.

### Environmental impacts:

- Cutting greenhouse gas emissions through substituting traditional energy sources like firewood and charcoal with LPG.
- Reducing deforestation for firewood and charcoal.

### Economic impacts:

- Creating fuel savings for return customers who can refill canisters at a lower cost than purchasing a new canister.
- Offering jobs to women as franchisees to sell WANA's products outside of the company's main delivery areas.

### Contact

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” The inherently clean characteristics of LPG are critical for reducing household air pollution to improve the health of both women and children in Uganda.

## Scaling up activities:

- Begin market expansion to include schools in central Uganda that currently use firewood as energy source for cooking.
- Continue its rural pilot programme to use community development officers as sales people in their communities.
- Continue to develop the concept of a community kitchen enabling those who cannot afford to buy LPG and a cook stove on credit to cook there.
- Increase workforce from 15 to 25 staff members, and add five more women franchisees to the existing six.



## Partnership

• **WANA Energy Solutions Ltd.** was founded to close a market gap of access to clean energy in Uganda. The company manages the complete value chain of LPG distribution in its line of business. In addition to importation of LPG, it stores and fills the gas in cylinders of various sizes and trains women to become franchisees.

• **Okapi Trading Limited** supplies WANA with LPG cook stoves, offering the company a 10 % discount on wholesale prices.

• The **Ministry of Energy and Mineral Development Uganda**, currently enacting a policy that promotes LPG use in Uganda, works with WANA to draft baseline safety standards for the fuel's use.

• **Uganda National Alliance for Clean Cooking** is a non-profit organisation that works with WANA to develop a nationwide marketing strategy to encourage the use of LPG as clean energy. In its capacity as a member of the Alliance, WANA also works closely with its international partner, the Global Alliance for Clean Cooking.

” Income shouldn't be a restricting factor to using clean energy. So we've implemented a service where rural customers earning less than USD 2 per day can pay with produce.



The 2014 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are largely 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](mailto:info@seedinit.org) or visit:

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

## SEED Partners



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