



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

Electricity4All provides solar battery kits that can power households and small-to-medium businesses, independent from the grid, by using renewable solar energy. By implementing a network of solar energy kiosks, Electricity4All improves access to affordable and sustainable electricity in rural communities.



Electricity4All, Malawi

BUSINESS MODEL

The enterprise rents out and sells solar battery kits including appliances. The kits are rented out through solar electricity kiosks operated by the enterprise, or sold directly to distributors, retailers and customers. The kiosks are installed in off-grid communities, especially in areas where there are no plans to expand the country's grid.

Rented kits can be re-charged at the kiosks. One electricity kiosk serves 150 to 500 customers who have the option to use their mobile phone to pay for the rental.

ENTERPRISE FAST FACTS

Location	Southern Malawi
Year founded	2013
Sector	Energy / Renewables
Product/Service	Solar battery kits, including energy-efficient appliances

Social impacts:

- Improving electricity access for 100,000 households.
- Improving security in villages through street lighting.
- Improving education and information dissemination as locals have more opportunities to study during the night, watch television or listen to the radio.

Environmental impacts:

- Reducing deforestation by replacing wood as a fuel source.
- Reducing indoor air pollution and carbon emissions due to decreased use of polluting fuels.
- Creating cleaner communities due to decreased use of disposable batteries which leach toxic elements into the soil.

Economic impacts:

- Reducing household energy expenditures.
- Increasing household income due to greater potential to start and maintain private businesses, such as shops or barber salons, due to increased electricity availability.

Contact Mr. Arjan Visser

✉ arjan.visser@electricity4all.com

🌐 www.electricity4all.com

” Electricity4All offers high quality solar battery kits that are lower-priced than similar systems currently available in Malawi.

Scaling up activities:

- Increase marketing initiatives to generate greater awareness of the enterprise's products in off-grid communities, as solar battery kits are new to Malawi.
- Focus on selling the solar kits to commercial and non-commercial distributors and retailers that are not yet active in the solar PV market.
- Reach more than 10,000 customers and reduce the usage of paraffin, candles and firewood as household energy sources.
- Together with the supplier, develop a tool to remotely monitor the batteries, allowing for a more efficient renting and pay-as-you-go system.



” Electricity4All is a new player in the market of off-grid electrification in Malawi offering a new type of product and related services.



Partnership

- **Electricity4All** is a social enterprise that implements solar electricity kiosks and distributes solar energy products in Malawi.
- The **Scottish Malawi Foundation** helped to pilot the electricity kiosk concept in Malawi. Since 2005, SMF has empowered women in Malawi through projects in cooperation with microfinance organisations.
- **BBOXX** is a company operating in more than 14 countries that supplies the solar equipment used by the enterprise and provides maintenance and remote monitoring services.
- The **Program on Energy and Sustainable Development (PESD)** at Stanford University is monitoring the impact of electricity kiosks and will evaluate their socio-economic impact in Malawi.



Flanders
State of the Art

The 2014 SEED Awards in Malawi, Mozambique, Namibia are supported by the Government of Flanders, which is active in Southern Africa.

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

SEED Partners



SEED Corporate Partner



SEED Founding Partners



SEED Hosting Partner

