



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



AFRICA WINNER 2014

Powered By Nature (PbN) provides affordable clean energy devices for households by importing and locally sourcing products, training entrepreneurs and sub-distributors in marketing them, and retailing through its own stores. Through its activities, the enterprise reduces energy poverty in Malawi.



Powered By Nature, Malawi

BUSINESS MODEL

The enterprise improves energy accessibility with three kinds of products: micro-energy solar kits like lanterns and PV panels, energy-efficient cook stoves and smart agricultural tools like solar or human-powered irrigation sets and processing machines. These products are either imported or created by enterprise-trained artisans, then sold through wholesale and retail partners.

As the first private enterprise in Malawi focusing purely and holistically on quality-proven household-scale clean energy devices, Powered by Nature educates the public about clean energy technologies by partnering with various stakeholders.

ENTERPRISE FAST FACTS

Location	Blantyre
Year founded	2013
Sector	Energy / Renewables
Product / Service	Micro-solar devices, energy-efficient cook stoves, power-smart agri-tools

Social impacts:

- Reducing indoor air pollution, thus reducing respiratory diseases that particularly affect women and children.
- Reducing the likelihood of severe burns from open fires or paraffin use.
- Improving conditions at health centres and schools.
- Increasing hours of productivity and educational outcomes through improved lighting conditions.

Environmental impacts:

- Decreasing deforestation by reducing firewood consumption.
- Reducing household carbon emissions.
- Reducing potential of conflicts regarding forest resources.

Economic impacts:

- Offering entrepreneurial opportunities for local businesses and women groups.
- Offering innovative payment modes and schedules to increase affordability for the poor.
- Increasing household savings from energy-efficient cook stoves and lighting systems, in turn promoting investment in education, business development or health services.

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” In Malawi, we are the first private enterprise focussing on quality-proven household-scale clean energy devices and bringing together a whole spectrum of solutions to energy poverty for different target groups.

Scaling up activities:

- establishing an additional 19 sub-distributors in the main trading centres and 190 basic energy entrepreneurs as their linked community agents and producers of stoves and biomass briquettes. 40 % of these entrepreneurs will be women.
- Expanding the programme to more branches of the existing retail chain partners and potentially other chains.
- Training more sales staff and conduct trial marketing in at least 40 semi-urban and rural branches using a mobile marketing team.
- Diversify the range of products offered.



” We combine the high risk of penetrating a developing economy with modern technology with a strong social vision and the will to be economically viable.



Partnership

● **The Oyster Ltd.** is the legal company under which Powered by Nature was started and implemented and by which the operations, marketing activities and trainings are coordinated.

● **Capital Radio** is a local radio station that has agreed with PbN to produce and air programmes on energy poverty, its impacts on Malawian society and its connection to environmental and economic challenges, to assist the enterprise in educating the public.

● The **Department of Energy Affairs** at the **Ministry of Energy, Environment and Climate Change** in Malawi provides expertise to awareness raising campaigns, officially launches nation-wide campaigns and liaises with other ministries.



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



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