



SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



LOW CARBON WINNER 2014

L's Solution Ltd. is a social enterprise that provides rural communities in Northern Tanzania with efficient and clean solar and cooking technologies. The enterprise imports, markets, sells and installs power systems, pumps and industrial installations to households and larger local organisations.



L's Solution Ltd., Tanzania

BUSINESS MODEL

Operating on the model of 'going where the customers are at the right time', the enterprise promotes and sells energy-efficient cook stoves, solar lamps and chargers at village trade fairs and general hardware shops. The enterprise also installs larger-scale operations such as water pumps, solar PV panels and electricity installations.

During village trade fairs the enterprise strengthens its distribution network by appointing local entrepreneurs to become dealers and sales agents. The marketing team demonstrates the products to the public.

ENTERPRISE FAST FACTS

Location	Arusha
Year founded	2007
Sector	Energy / Renewable
Product/Service	Cook stoves, solar packs, solar lamps, solar and water installations

Social impacts:

- Decreasing indoor air pollution by 80 % and reducing potential for respiratory diseases.
- Increasing hours spent on education, studying or family time due to improved lighting conditions and 60 % less time spent gathering traditional fuel materials.
- Reducing cooking time by 50 %.

Environmental impacts:

- Decreasing deforestation through the substitution of firewood and charcoal as energy sources.
- Reducing fuel consumption by 60 %.
- Reducing carbon dioxide emissions by 120,000 t within five years through 24,000 cook stoves.

Economic impacts:

- Generating income for at least 45 distributors and 12 mobile vendors.
- Creating entrepreneurial opportunities for rural villagers as distribution partners.
- Offering job opportunities in marketing and logistics.

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” The combination of advance technology stoves with effective distribution channels is bringing a compelling innovative solution to the cook stove challenges facing most African countries.

Scaling up activities:

- Purchase two additional trucks to transport the cook stoves to village trade fairs and roadshows. Road shows demand approximately 12,000 stoves whereas the enterprise's trucks currently have capacity for 400.
- Increase product marketing capacities through radio adverts at local stations. These radio sessions will assist the enterprise in answering questions and explaining product safety features and usage.
- Increase the import capacity of cook stoves from 6,500 pieces to 9,800 in a three-month period and sales from 1,000 pieces per month to 2,000.
- Increase the product distribution network from 46 to 90 distributors within a year.



” Our technologies enable people to remain healthy, save a lot of money and save their environment.



Partnership

● **L's solution Ltd.** is the lead partner, in charge of importing, distributing and selling the solar devices and efficient cook stoves.

● The **Bustani House Initiative** is a local women organisation that organises the distribution and selling of the enterprise's cook stoves to women groups, ensuring a sustainable supply chain. The organisation also assists the enterprise in capacity building.

● The **Epitome of Excellence Ltd.** links the enterprise with rural communities in the Morogoro region, where it assists with capacity building and the distribution of cook stoves through village community banks and established women groups.

● **Care International** is a non-profit organisation that helps to organise partnerships with village agents to promote and sell cook stoves.



Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety

The 2014 SEED Low Carbon Awards are largely supported by the International Climate Initiative (ICI) of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB).

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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