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SEED AWARDS  
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promoting entrepreneurship  
for sustainable development

Founding Partners



**AFRICA  
WINNER 2015**

Lighting Up Women's Lives has developed a model to support women entrepreneurship and facilitate affordable access to solar lights and chargers to rural villages of the Kavango region by creating synergies with the existing network and supply chain of established handicrafts companies.



## Lighting Up Women's Lives, Namibia

### BUSINESS MODEL

In response to the growing interest in solar energy in Namibia, Lighting Up Women's Lives is creating a rural supply chain and distribution network for affordable solar lighting and chargers by utilising existing networks of female weavers and logistics chains of its partners.

The enterprise will train the weavers as sales agents at the village level, and cost-effectively combine collecting inventory from a solar distributor in a nearby town with crafts delivery there, so that vehicles are filled with goods on both ways.

### ENTERPRISE FAST FACTS:

Location	Rural Namibia
Year founded	2014
Sector	Energy
Product/Service	Solar lights and chargers

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### Social impacts:

- Increasing women's business skills and leadership roles in six rural communities.
- Providing a wide range of benefits from solar lighting and electricity, such as enabling health centres to refrigerate medicine, and school children to study longer and access technology such as computers.

### Environmental impacts:

- Proliferating solar energy by aiming to sell over 1,100 products in the first year of operation.
- Reducing carbon emissions by 100 kg per year for each light switched from kerosene, diesel, gas or fuel to solar.
- Decreasing the dependence on firewood by supplying sustainable lighting.

### Economic impacts:

- Stimulating the local economy by supplying solar power to small businesses
- Strengthening the regional solar energy market by creating replicable synergies with handicraft business activities.

” Lighting Up Women’s Lives is managed by women, and women also make up 95 % of the weavers and potential solar agents.

### Scaling up activities:

- Develop and implement a training program for an initial group of weaver sales agents.
- Target and test marketing and sales messaging and channels to most effectively educate potential customers about the products’ features and environmental, economic, educational and health benefits.
- Upon successful review of the current model, roll out to further craft groups that Omba Arts Trust supports in nine other regions.



### Partnership

- **Lighting Up Women’s Lives** is a social initiative that provides women weavers and their communities with access to purchasing solar lights and chargers.
- **Shankara Crafts** sources from and empowers 150 women weavers in six rural villages.
- **Omba Arts Trust** will provide systems development, training and coaching in financial and administration systems.
- **Elephant Energy** will provide pricing structures, inventory of product and sales training and support.

” Using the handicraft initiative’s networks is an ideal way of ‘piggy backing’ a second enterprise onto an existing system, with added social and environmental advantages.



The 2015 SEED Awards in Malawi, Mozambique, Namibia are supported by the Government of Flanders, which is active in Southern Africa.

### About SEED

SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these enterprises 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@seed.uno](mailto:info@seed.uno) or visit:

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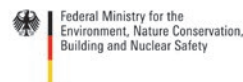
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