



**SEED** | 10 YEARS OF  
SEED AWARDS  
2005-2015  
promoting entrepreneurship  
for sustainable development

Founding Partners



**AFRICA  
WINNER 2015**

RISE sells solar products to smallholder farmers in rural Tanzania by leveraging innovative consumer financing, and utilising existing distribution networks by its partners. RISE's purpose is to make renewable energy services available and affordable to consumers in Tanzania's most rural regions.



## RISE, Tanzania

### BUSINESS MODEL

RISE imports high-quality, modular solar systems that are designed to provide light and mobile charging, and transports them to remote rural trading posts. Working with complementary partners, the enterprise offers innovative consumer financing, and utilises existing distribution networks in rural areas.

RISE trains local sales agents in business and sales skills, and on benefits, uses, and technical aspects of solar technology. Thus, the agents are able to successfully market the products while creating awareness in local communities.

### ENTERPRISE FAST FACTS:

Location	Rural Tanzania
Year founded	2014
Sector	Energy
Product/Service	Modular solar systems

### Social impacts:

- Increasing educational attainment and commercial activity through solar lighting that allows children to study at night and shops to remain open later.
- Reducing household safety risks from burning fossil fuels such as fires, and lowering health hazards from smoke pollution.

### Environmental impacts:

- Reducing greenhouse gas emissions by over 790 tons of carbon equivalent in the first 12 months by targeting consumers who currently use fossil fuels for lighting.

### Economic impacts:

- Generating income for 500 local community members, estimating an average of up to 240 USD per month per fulltime RISE sales agent in the first two years of operation.
- Spurring economic development in rural villages by providing access to electricity.

### Contact

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” This partnership represents an innovation in rural distribution that will enable the uptake of renewable energy solutions by sub-Saharan Africa’s truly last-mile bottom-of-the-pyramid consumers.

### Scaling up activities:

- Recruit a dedicated manager and two more staff members to oversee the enterprise’s implementation and growth.
- Recruit a strong group of motivated sales agents.
- Automate as much of the distribution process as possible to ensure low distribution costs and rigorous up-to-date tracking of all sales and distribution. Explore suitable software solutions and implement a new system in the next six months.
- Contribute retained earnings to financing the project, in addition to other funding options that will be explored as the enterprise grows, such as further debt facilities and corporate equity from its partner Sollatek.



” Access to energy services is a pivotal requirement for economic development.



### Partnership

● **RISE** is an entrepreneurial partnership which leverages innovative consumer financing provided by Sollatek Tanzania and the extensive distribution network of Olam Tanzania to sell solar products to smallholder farmers in rural Tanzania.

● **Sollatek Tanzania** is an experienced rural renewable energy distributor and has led the planning, partnership formation, and implementation of RISE since late 2014.

● **Olam Tanzania** is one of Tanzania’s largest agricultural commodity traders and contributing access to its extensive network of rural trading posts and smallholder farmer trading partners.

● **NIWA** is RISE’s first supplier partner, and has made the bulk of its product line available to RISE on terms that will enable Sollatek to affordably finance their distribution.



The 2015 SEED Awards in Ethiopia, Tanzania, Uganda and Kenya 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 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:

[www.seed.uno](http://www.seed.uno)

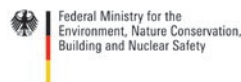
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