

🏆 SAG-SEED WINNER 2016 🏆

SolarTurtle converts shipping containers into mobile solar power stations and solar kiosks called "Turtles". The company empowers women entrepreneurs to operate these secure fold-away power stations in order to sell clean and affordable energy to off-grid schools, clinics and individual community members.



SolarTurtle, South Africa

BUSINESS MODEL

SolarTurtles are deployed in a franchise model and electricity is sold to off-grid institutions, whose consumption is paid for and monitored through prepaid meters. Solar kiosks provide battery recharging stations and sell energy-efficient devices, such as battery packs and home solar kits, to the wider community.

These innovative and secure fold-away power stations deliver a dependable return on investment. The company also sells so-called "PowerTurtles", which are secure power stations without a franchise model.

ENTERPRISE FAST FACTS:

Location	Cape Town, South Africa
Year founded	2012
Sector	Manufacturing & Energy
Product/Service	Solar power stations and solar products

CONTACT

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Social impacts:

- Deploying 16 Turtles in the coming year.
- Promoting education in rural communities by deploying 58 kW of solar power to off-grid schools.
- Enhancing security by providing energy for lighting with 50-200 batteries recharged daily.
- Enhancing health conditions by providing a clean source of energy.

Environmental impacts:

- Reducing carbon emissions by providing 58 kWp of clean electricity to replace paraffin and kerosene as the primary sources of energy in off-grid communities.

Economic impacts:

- Enabling community members to save up to 55 % on energy bills.
- Training one woman entrepreneur, four technicians and three shop assistants per Solar Turtle community business.
- Generating an average of ZAR 5,000 (USD 330) monthly profit for the first community entrepreneur over the last six months.

” SolarTurtle empowers women to operate the SolarTurtle power station and puts a special focus on electrifying schools and clinics.

Scaling up activities:

- Deploy six Turtles in off-grid communities in rural South Africa to support community development.
- Deploy ten “PowerTurtles”-solar power stations without a solar kiosk and franchising model.
- Expand into the South African market by working together with the Department of Basic Education.
- Export the model to two new African countries, namely Mozambique and Nigeria.
- Install 25 home solar installations and generate 3574 kWh of clean electricity per year.



Partnership

- **Ugesi Gold** manages the SolarTurtle franchise. The social enterprise designs and manages the community electrification projects.
- **Greater Capital** is an NGO that manages grant funding and ensures the validation of the project's social impact.
- **Stellenbosch University** incubated SolarTurtle during the pilot phase and still supports the project today with office space and by promoting it through their networks.



The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

About SEED

SEED is a global partnership for action on sustainable development that was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the International Union for the Conservation of Nature at the 2002 World Summit on Sustainable Development. SEED is based on the understanding that the promotion of social and environmental enterprises is pivotal to a world of flourishing communities where entrepreneurship drives sustainable development. The 2016 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project “Promoting Eco-Entrepreneurship in Africa” implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS).

www.seed.uno/sag

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