



PWCET Series – Second Event	
Date/Time	07 July 2021 – 14:00 CEST
Title	Stimulating Demand for Productive Use of Renewable Energy Solutions in Local Communities
Description	<p>Decentralised renewable energy (DRE) solutions have the potential to drive green, sustainable and inclusive rural transformation, reduce poverty and improve the livelihoods and climate resilience of rural populations as they provide access to affordable, reliable and clean energy. Productive use of renewable energy (PURE) can be a significant driver of economic growth and social progress in developing countries.</p> <p>PURE comprise solutions for agricultural, commercial and industrial activities, powered by renewable energy sources, which generate income for local businesses and communities.</p> <p>Access to clean, affordable and reliable energy of smallholder farmers and small businesses in particular has the potential to generate increased income and create additional jobs. PURE therefore constitutes a cornerstone of any sustainable approach to rural development.</p> <p>Current activities and research on how to foster an uptake of PURE solutions often focus more on the supply side than on the demand side of PURE appliances and equipment. However, without proper demand creation, low energy consumption in rural communities coupled with low affordability will render DRE businesses financially unviable.</p> <p>Therefore, an ecosystem approach needs to be adopted and the following key aspects need to be addressed for a successful establishment of productive use activities at a local/community level:</p>

- **Awareness raising & education:** Increased information and awareness among local communities about existing productive use solutions, their benefits and prospects for income generation will increase demand for PURE appliances and equipment
- **Tailored technical solutions:** No ‘one size fits all’ solutions – The design and technical specifications of productive use solutions need to be tailored to the needs and specific conditions of each community, such as type of agricultural and other economic activities, climatic conditions, affordability, cultural and socio-economic aspects etc.
- **Business models:** Similar to technical solutions, there exists no ‘one business model fits all’. Many factors, like the local policy & regulatory framework, local culture and traditions, education levels, the availability of skilled labour, technical knowhow, entrepreneurship & organisational ability, income levels in a community etc., will determine the most suitable business model for the distribution of PURE solutions. Therefore, it is important to adapt the PURE business models to the local context and ensure maximum community engagement.
- **Training & capacity building:** In order to ensure the long-term functionality and sustainability of PURE products or systems, proper use and repair & maintenance is required. Therefore, extensive training of the end-user as well as of local energy entrepreneurs who can provide installation, repair and maintenance services is key to the successful adoption of PURE solutions by the communities as well as for the development of sustainable PURE markets.

The second webinar under the PWCET series will explore what it takes to stimulate demand for and an uptake of PURE solutions in rural communities and will under a holistic approach address the different aspects of the PURE ecosystem mentioned above. The interventions will identify the challenges and barriers, present examples of innovative solutions and highlight the opportunities of productive use activities to improve the livelihoods of rural communities.

The interventions will be followed by a moderated panel discussion including interaction with audience.

**Programme
90 Minutes**

Opening and welcome remarks – 5 Minutes

Mr. David Lecoque, CEO, ARE

Moderator – Mr. Deepak Mohapatra, Policy & Business Development Officer, ARE

Keynote speech – 10 Minutes

Mrs. Bärbel Höhn, BMZ Special Representative for Energy in Africa

Speaker interventions - 40 minutes:

Mr. Nico Peterschmidt, CEO, INENSUS

Ms. Elisa Lai, Manager, CLASP

Dr. Hamed Beheshti, CEO, WaterKiosk

Ms. Eileen Lara, Chairperson, Women in Renewable Energy Uganda

Mr. Abdou Ndour, Programme Coordinator, ENDA Energy

Moderated discussion and audience Q&A – 30 Minutes

Small Project Fund CFP announcement by GBE – 5 Minutes

Ms. Elina Weber, GBE Head of Programme

Closing remarks

Mr. David Lecoque, CEO, ARE