



7 July - 14:00 to 15:30 CEST

**Paving the Way for a Clean
Energy Transition with
Decentralised Renewable
Energy (PW CET) Series**

Stimulating Demand for Productive
Use of Renewable Energy Solutions
in Local Communities

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Alliance for
Rural
Electrification
Shining a Light for Progress

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

PWCET Series – 2nd Event

Stimulating Demand for Productive Use of Renewable Energy Solutions in Local Communities

Introduction

Under the new joint initiative ‘Paving the way for Clean Energy Transition with Decentralised Renewable Energy (PW CET) Series’, the [Alliance for Rural Electrification](#) (ARE) and the [Green People’s Energy](#) (GBE) organised the second event titled “Stimulating Demand for Productive Use of Renewable Energy Solutions in Local Communities” on 7th July 2021 at 14:00 – 15:30 CEST.

The webinar was conducted on the platform GoToWebinar which **attracted 828 registrations** in total. **388 people (47%) attended the webinar** with an **average attentiveness of 99.74%** which was a remarkable feat for the PW CET Series webinar.

The webinar delved into what it takes to stimulate demand for and an uptake of PURE solutions in rural communities and under a holistic approach addressed the different aspects of the productive use of renewable energy (PURE) ecosystem.

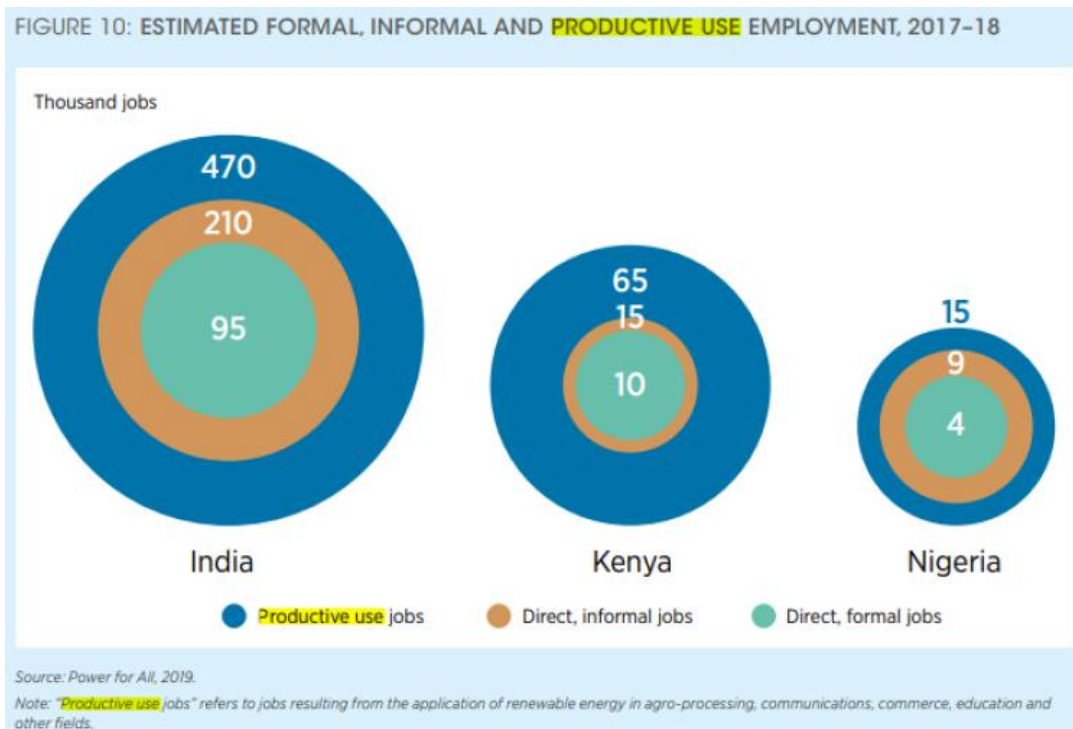
Event Summary

The webinar was opened by **Mr. David Lecoque, CEO of ARE**, who introduced the PW CET series to the audience, followed by a quick introduction to ARE.

Mr. Deepak Mohapatra, Policy & Business Development Officer, ARE carried on with the proceedings of the session as the **moderator**.

Mrs. Bärbel Höhn, Special Representative for Energy in Africa, The Federal Ministry for Economic Cooperation & Development (BMZ), gave a **keynote speech** where she introduced the GBE initiative and its objectives.

She emphasised the challenges of universal electrification and outlined the importance of PURE to catalyse energy access for all, enhance economic activity, create jobs (see figures below), increase productivity and hence contribute to poverty alleviation and the achievement of the Sustainable Development Goals (SDGs). She also reiterated the crucial point on knowledge and technology transfer from developed regions, e.g. Europe, to developing and emerging economies.

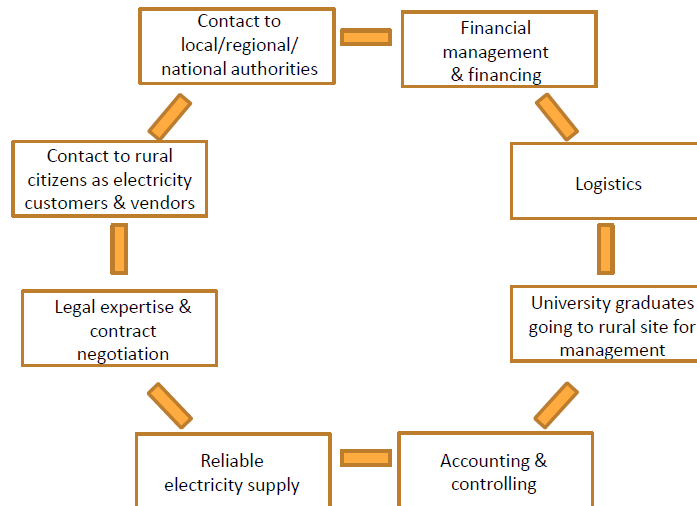


ARE Member **INENSUS**, represented by **Mr. Nico Peterschmidt, CEO**, introduced their successful business model ‘**KeyMaker Model**’ which aims to enable rural industrialisation with the help of mini-grids. This model focuses on a near market approach with local synergies whereby the local

communities and the mini-grid operators could work in tandem to make the best use of locally available resources.

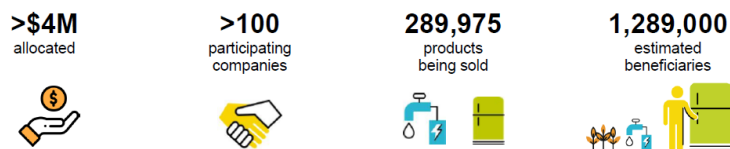
The example highlighted was fish sourcing, preservation and sales in local markets instead of importing them from China. The model helps create stable income opportunities for locals enabling livelihood development.

Synergies between mini-grid business & additionally coupled value chain



Ms Elisa Lai, Manager, CLASP, presented the topic of accelerating clean energy access through **high-performing productive use equipment**. Appliance efficiency plays an important role in the long-term sustainability of productive use activities. Quality assurance of the off-grid appliances and equipment is vital and continuous data collection and sharing with extensive field testing help better understand the end-user needs.

She also highlighted the work of CLASP in this regard and presented the outcomes benefiting more than 1.2 million local end-users.



ARE Member **WaterKiosk represented by its CEO Dr. Hamed Beheshti** presented their best practice of productive use of renewables in Africa focusing on **providing access to clean water with decentralised renewable energy (DRE)**. He highlighted the grave issues created by lack of access to water such as barren land, malnutrition, improper sanitary conditions, infectious diseases, etc.

These problems can be addressed with a holistic approach that WaterKiosk has adopted with its solution by delivering high-quality drinking water and water for irrigation, fish farming and sanitation from any kind of high saline and polluted water resources. Waterkiosk aims for inclusivity in its model of operation by ensuring impact-oriented results, engaging community stakeholders and promoting women as kiosk operators.



Ms. Eileen Lara, Chairperson of the Women Renewable Energy Association of Uganda presented a case study from her country. Following a short outline of the Ugandan energy sector, she presented gender statistics and the work that WREA is doing transform the lives of women through skills development.



She went on to present the opportunities for PURE activities in local communities, such as milling, cooling, ice production, food drying, etc., as well as the challenges that need to be tackled at different levels to ensure the success of PURE and empowerment of local communities, particularly women. In conclusion, she recommended the following to promote income-generating end uses and emphasised the importance of building partnerships to stimulate PURE activities in the local context:

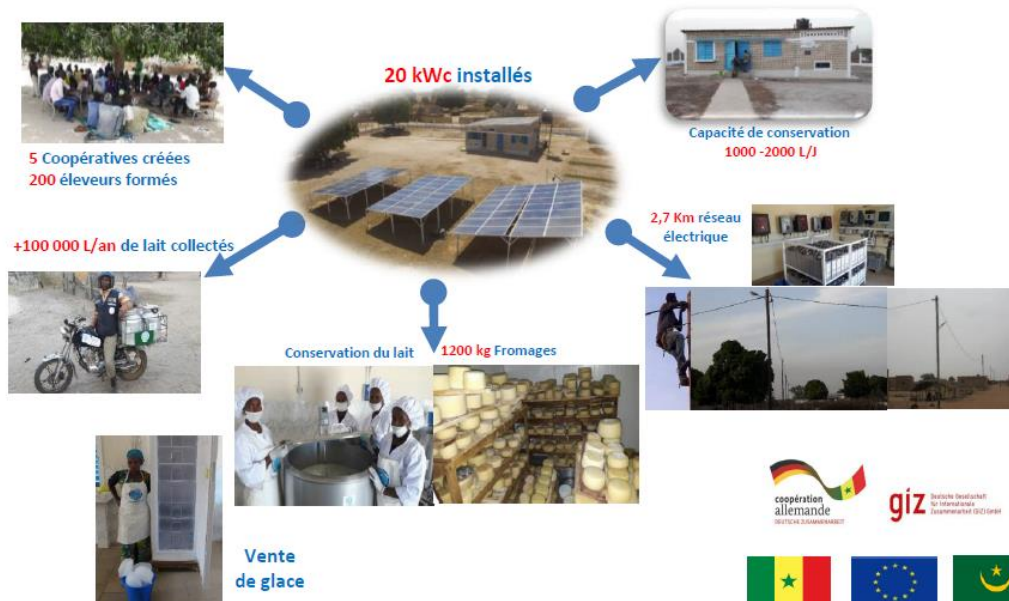
- Business start-up loans
- Training and capacity building
- Asset financing
- Creation of community business hubs.

The final contribution was done by **Mr. Abdou Ndour, Programme Coordinator, Enda Energy** who provided insights on their programme to support the upgrading of the milk value chain through improved access to sustainable energy services under the initiative “Energy Security for Food Security” (SESAL).

With this initiative, Enda Energy is providing farmers with DRE solutions in four different dairy regions in Senegal and Mauritania to address the problems related to milk production, processing and conservation. In doing so, providing additional opportunities for local entrepreneurship, clean energy access, the creation of local income-generating activities, community participation and many more.

Mr. Abdou insisted on the need for establishing local partnerships, raising local awareness and developing local infrastructure to bolster PURE demand. He further presented the remarkable outcomes from the established renewable energy milk value chain which not only ensured food (milk products) security but also access to electricity, clean water, and cooling solutions (ice production).

PROGRES-Lait : Regional Milk and Solar Energy Value Chain Program



Thereafter an engaging panel discussion took place where the audience also had the opportunity to actively interact with the panellists by asking questions via the chat.

The interventions as well as the moderated panel discussion confirmed that the DRE sector is essential and can play a pivotal role in the way towards clean energy transition and PURE offers a huge opportunity to catalyse the universal electrification efforts.

After the panel discussion, **Ms. Elina Weber, Head of Programme, GIZ, GBE** took the floor to announce their **latest challenge call 'Small Projects Fund'** and invited the participants to take part in it. Followed by that, Mr. Mohapatra thanked the panellists for their contributions and the audience for their active participation.

To **close the session**, **Mr. Lecoque** once again thanked everyone for the successful proceeding of the second event under PWCET Series. Furthermore, he also called for the audience to get in touch with ARE and GBE to learn more about how they can be assisted with their journey in the DRE sector.

Annex: Webinar Programme

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> <ul style="list-style-type: none"> - 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.

	<ul style="list-style-type: none"> - Training & capacity building: In order to ensure the long-term functionality and sustainability of PURE products or systems, proper use and repair & maintenance are 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. <p>The second webinar under the PWCET series will explore what it takes to stimulate demand for and 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.</p> <p>The interventions will be followed by a moderated panel discussion including interaction with the audience.</p>
<p>Programme 90 Minutes</p>	<p>Opening and welcome remarks – 5 Minutes Mr. David Lecoque, CEO, ARE Moderator – Mr. Deepak Mohapatra, Policy & Business Development Officer, ARE</p> <p>Keynote speech – 10 Minutes Mrs. Bärbel Höhn, BMZ Special Representative for Energy in Africa</p> <p>Speaker interventions - 40 minutes:</p> <p>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</p> <p>Moderated discussion and audience Q&A – 30 Minutes</p> <p>Small Project Fund CFP announcement by GBE – 5 Minutes Ms. Elina Weber, Head of Programme, GIZ, Green People’s Energy</p> <p>Closing remarks Mr. David Lecoque, CEO, ARE</p>

Partners’ description

About GBE

Dr. Gerd Müller, the Federal Minister for Economic Cooperation and Development, announced a new initiative, named Green People’s Energy for Africa (GBE) in June 2017. This initiative aims to enable, expand and secure the supply of sustainable energy in rural Africa. It is part of the Marshall Plan with Africa and relies on the broad participation of small and medium-sized enterprises, municipalities, cooperatives, public associations and citizens.

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About ARE

Established in 2006, the Alliance for Rural Electrification (ARE) is the global business association representing the whole decentralised renewable energy sector for rural electrification in developing and emerging countries.

With more than 175 Members, ARE aims to promote a sustainable decentralised renewable energy industry for the 21st century, activating markets for affordable energy services, and creating local jobs and inclusive green economies. ARE enables improved energy access through advocacy and business development support for its Membership comprising the whole value chain of off-grid technologies.

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