

## Moving from Non Governmental to Commercial Organisation to Increase Impact

Why switch from the award-winning Rural Energy Foundation....



Rural Energy Foundation (REF) facilitates access to renewable energy to hundreds of thousands of rural people in sub-Saharan Africa. It does so by establishing and supporting entrepreneurs and technicians in solar energy products, by implementing awareness campaigns and by facilitating access to finance. The approach works: during the past 3 years REF facilitated access to electricity to more than 443,000 people at a cost of less than EUR 3 per connected person.

to the commercial Solar Now b.v.... ?

SolarNow sells high-quality solar home systems in Uganda, Tanzania, Mali, Burkina Faso and Senegal. SolarNow offers customers a delayed payment option, called "PayPlan". SolarNow leverages a network of 170 certified retailers and installers, who do good installations and offer reliable after-sales services, including warranty.



After proving that non urban populations in sub Saharan Africa had the demand and could be effectively reached for solar generation installation, Rural Energy found that the best organisation to take this forward was ... its own team.

The expertise they had developed in training an installer network and solving the logistics of getting stock to the right place put them way ahead of any commercial organisation following in their footsteps. And with the goal of creating sustained and large scale alternative energy usage within their own reach, they decided to make the leap themselves.

My role was to help this transformation by advising and helping to implement the operational and financial processes to back up an ambitious sales and distribution plan. With a great team, fired up with the confidence of a breakthrough product and service, we worked through the processes, negotiations, systems development, credit and financing development necessary to make the vision a commercial reality.

One of my favourite projects so far combining complexity, innovation and great people – with the potential to achieve breakthrough scale. Watch this new organisation.

Kevin Kennedy, Clearcape Ltd, March 2011