



Nishati Safi Kilimanjaro – Part of Go Green

Annual report April 2017 - March 2018

A partnership with Senterpartiet

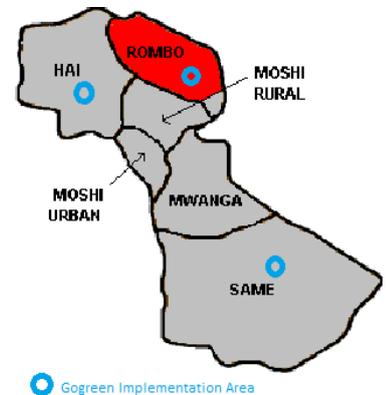
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Introduction

CARE Tanzania is implementing the Go Green project, a three-year project working in Hai, Same and Moshi rural districts in Kilimanjaro region. Go Green aims to increase the number of women in Tanzania adopting and directly benefitting from clean energy products and increase the number of women entrepreneurs. In Year 1, the project kicked off with selection of village saving and loans associations (VSLA) training of women entrepreneurs, and facilitation of supplier-distributor linkages. Experiences and lessons learnt in the field during the first year of implementation, resulted in certain adjustments of the business model.



Our partners, the two civil society organisations: *Floresta* covering Moshi Rural and Hai districts and *Voice of Empowered Women Foundation (VOEWOFO)* covering Same district continue to support the project.

Main results:

In the period of April 2017 up until March 2018 the support of Senterpartiet has contributed to:

- **30 women received entrepreneurship training** to establish clean energy business (target 30)
- **2,110 clean energy products sold** within intervention district (target 2,110)
- **More than 25,000** people reached with awareness raising activities (target 21,220)

Thank you for your important and generous support!

Results in reporting period

Despite identifying challenges in making the business model sustainable, the project delivered on all targets set for the 2017/2018 reporting period besides the set-up of district network hubs. Instead the project adopted the suppliers' local agents and existing kiosks as hubs for the supply of products in line with their supply chain as the set-up of district hubs were deemed unfit with the business model.

Result 1: Women entrepreneurs in clean energy

In Tanzania, women lack access to a lot of basic resources needed – such as land and credit – to be able to engage in economic opportunities. For female entrepreneurs seeking to start (or expand) a business, such financial exclusion can seriously hinder their ability to achieve their full potential. By providing financial service – both formal and informal - to women and including them in the financial market, they are provided with an opportunity to invest in their future, opening the potential of raising income, improved health, better education and greater participation in their communities.



CARE has proven experience and expertise in promoting gender empowerment through its work with Village Savings and Loans Associations (VSLA). VSLAs offers women a safe way to save money and access loans. No outside capital is needed. Only a lockbox, three keys and some basic financial training.

Starting with only 100 members in 1991, CARE VSLA membership crossed the 1 million-person mark in 2007 and today there are more than 5 million members across the globe. CARE VSLA members are turning financial independence into better lives – for themselves, their families and their communities. Go Green targets women members of VSLAs and supports them towards expanding their entrepreneurial opportunities in the clean energy sector.

The project partners initiated implementation in 2017 with identification and selection of 5 Community Based Trainers (CBTs) who supported the recruitment and training of 30 women entrepreneurs. The training included entrepreneurship, introduction to the business model, clean energy products, and marketing skills. 3 clean energy suppliers were linked to the women entrepreneurs. One financial institution was also linked to the entrepreneurs. However, in the reporting period no entrepreneurs accessed loans for purchasing clean energy products. Responding to this challenge, discussions were initiated with other financial institutions on terms, conditions and financial products services to improve loan products that are beneficial to women.

Result 2: Increased uptake of clean energy products and practices

Without increased understanding and appreciation of why a household should adopt clean energy products – particularly clean cook stoves and solar lamps – sales and behavior change will remain low. Awareness campaigns continued and approximately 25,000 people were reached through radio infomercial broadcasts aired by local and national radio. In addition, a total of 7,541 people, among them 5,398 women and 2,143 men, were reached with information of clean energy products through public fora and VSLAs meetings, village assembly meetings, religious gatherings, market gatherings and door to door. The sales number have started to pick up and to date 1,775 solar lamps and 335 cook stoves are sold, supplying 2,110 households with clean energy products.



Moving forward

In the first quarter of 2018, CARE Tanzania has reflected on the project design, focusing on the creation of a viable and sustainable income opportunity and increased last-mile distribution of clean energy products. A private sector consultant was assigned to meet with project stakeholders in the target districts, including suppliers, women entrepreneurs, VSLAs, and the local NGOs, and developed a set of financial projections for the range of clean energy products. Some key challenges were identified:

- The project was initially designed with the assumption that a woman entrepreneur can access credit through loans. CARE needs to a greater extent to work with financial institutions to ensure access to credit.
- With the growth of the clean energy market in terms of supply and demand in rural areas, there is an increase in scams of products sold. This erosion of trust has changed the market, requiring community endorsement and cohesion.
- There is a need to improve relationships between the clean energy suppliers and entrepreneurs, as well as explore viable supply schemes that build confidence in both the customer and supplier with the entrepreneur as a middleperson. The local hub model is not as effective for distribution and sales, given suppliers' parallel infrastructure and other model preferences.

The next phase of the project will focus on the following three result areas:

1. Increase business acumen and opportunity for VSLA Business Groups, comprising of rotating women entrepreneurs, to create the last-mile link for clean energy suppliers and sell competitive products in rural areas of Kilimanjaro Region
2. Increase understanding among clean energy entrepreneurs of their business case and business tracking results to increase sales of clean energy products.
3. Increased awareness among energy sector stakeholders - throughout the value chain - of key barriers and drivers for adoption of new clean energy technologies.

Sustainable Development Goals



CARE works to combat poverty and has long placed a focus on empowering women and girls, as gender discrimination is one of the most extreme barriers to sustainable development. The emphasis on the most vulnerable women and girls is a key contribution to the overarching principle of ‘Leave no one behind’. CARE’s work to combat poverty relates to SDG 1 while our work on gender equality and women’s rights relates to SDG 5. In addition, the Go Green project also relates to goal 7 on affordable and clean energy. These SDG’s are closely interlinked. In addition, the focus on gender equality and women’s rights contributes to the cross-cutting need to apply targeted gender interventions to realise all the SDGs. Partnerships with the private sector is also important for achieving all the SDG’s and is particularly covered in SDG 17.

Future Collaboration and opportunities for Senterpartiet

CARE and its partners are very grateful for the generous support received from Senterpartiet the past years. The support is fundamental for Go Green to reach its targets. As a part of CARE’s global efforts to leverage VSLAs as business incubators, reducing transaction costs and creating incentives for group investments, Go Green provides a focused, learning-oriented, bottom-up platform to test, research, and deliver a sustainable model with growing sales.

Based on research and lessons learned throughout Go Green in the clean energy value chain, opportunities to expand across other value chains will be developed. It is anticipated that with the updated approach that sales of clean energy products will be higher than originally planned, and that empowerment of women as entrepreneurs and key decision-makers will be enhanced through increased agency and access. Sales are expected to rise as the businesses learn, understand, and plan their growth-oriented financial models and increase trust as last-mile distributors on behalf of clean energy suppliers.

Further, the project works across the spectrum of empowerment and decision-making – first with women entrepreneurs increasing income opportunities, to setting executive decisions in business groups and household finances.

Results framework

OVERALL OBJECTIVE:					
Contribute to increasing the number of women in Tanzania adopting and directly benefitting from clean energy products					
GOALS	INDICATORS	TARGET	ACTUAL 31.03.18	ON/OFF TARGET*	COMMENT
RESULT 1 30 women receive entrepreneurship training to establish clean energy businesses	# of women receiving entrepreneurship training	30	30		
	# of women linked to private clean energy distributors	30	30		All 30 women trained were linked with 3 private suppliers
	# clean energy hubs established	1	0		District hubs, as a modality, did not fit current business model. Therefore, no new hubs were established, but the project (successfully) applied other modalities such as local supplier agents.
RESULT 2 Increased uptake of clean energy products and practices in one district of Kilimanjaro Region	# of clean energy products sold (solar lamps and cooking stoves)	300	2110		
	% increase in household level income of entrepreneurs	N/A	N/A		Anecdotal evidence exist that the use of clean energy products has diversified women's income generating activities.
	# of people reached through awareness raising on energy efficiency through radio infomercials and community outreach session	21,220	25,000 (32,541)		In addition, 7541 people were reached in person through community meetings.

	On target within 20 %
	Off target more than 20 %
-	No target set