**Energy equipment that is clean, efficient and affordable for all**

---

### SUPPORT

* Burkina Faso
  - 19.2 million inhabitants
  - 183rd out of 189 in the HDI classification
  - 22% of forest cover has been lost in 15 years
  - 2% of the rural population has access to electricity

*Human Development Index

---

### SDG*

<table>
<thead>
<tr>
<th>1</th>
<th>3</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>Health</td>
<td>Education</td>
</tr>
</tbody>
</table>

*Sustainable Development Goals

---

### METHODOLOGY

**Developing a sustainable sector**

The team is helping build the fabric of the local economy, launching a range of products, a brand and a network of retail franchises. It works in partnership with local associations and women’s groups, raising awareness, promoting products and setting up financial mechanisms (savings, credit, payment by instalment) at all levels of the manufacturing and distribution chain.

---

### ACCESS TO ENERGY

**Fuel poverty increases women’s poverty...**

The use of rudimentary, low quality cooking and lighting equipment has dramatic economic, health and environmental consequences. The very poorest spend a significant portion of their budget on such equipment, breathing in noxious fumes which every year claim as many victims as AIDS and malaria combined. The widespread use of biomass as fuel for these inefficient cooking stoves also contributes to deforestation. Fuel poverty particularly affects women; it falls on them to collect wood and coal and it is they that are most exposed to toxic fumes.

---

### MISSION

**Improving access to modern, economical energy**

Entrepreneurs du Monde founded NAFA NAANA («Reaping the benefits!» in the local language) in 2012 to help families access modern, economical solar-powered lights, gas stoves and fuel-efficient improved stoves. These have an immediate impact on people’s health, finances and environment, improving their living conditions, costing them less money and helping reduce massive deforestation and indoor air pollution.

---

### BACKGROUND

**Burkina Faso**

- 19.2 million inhabitants
- 183rd out of 189 in the HDI classification
- 22% of forest cover has been lost in 15 years
- 2% of the rural population has access to electricity

---

### CECELIE

Life’s much easier and I’m saving money

I own a food stand. When I first started out I used to balance my cooking pot on a three-stone fire. I was so used to cooking crouched down and breathing in fumes that I didn’t realise I was damaging my health.

A Nafa Naana coordinator came to my entrepreneurs’ association to talk about the advantages of their stoves: fewer fumes and lower wood consumption — meaning lower cost — and a more even heat, meaning dishes turn out better and don’t stick to the bottom as much. I bought my first stove. What an improvement! And I’m saving money! I’ve also bought two lamps, one so I can stay open later for customers and the other so my kids can do their homework. Life’s much easier and I’m saving money.

---

### SUPPORT

Entrepreneurs du Monde acts as an incubator for Nafa Naana. Its support helps the team build a social enterprise that is sustainable from a legal, financial and human resource standpoint. Nafa Naana has already become a simplified joint-stock company under Burkina Faso law. And Entrepreneurs du Monde continues to offer technical and financial support to help it achieve viability and reinforce its social mission.
Nafa Naana led a drive to raise awareness among a women’s collective from the city of Bobo-Dioulasso’s 7th district. The team gave 100 leaders of women’s groups and associations training in fuel poverty and its consequences for the environment and health of mother and child.

Transformation of legal status
Activities were successfully transferred to NAFA NAANA SAS, a social enterprise under Burkina Faso law. The team and Nafa Naana’s Board of Directors are both qualified and 100% committed to achieving their social mission. These advances in terms of structure and governance are key elements in gaining autonomy.

Strengthening the management team
The team has been strengthened and a management committee appointed. Its members have received support to develop their management and team-working skills. Last but not least, the team received training in gender awareness in management and operations.

Ambitious plans
In collaboration with partners from the shea sector such as L’Oreal, Nafa Naana has launched an ambitious promotional campaign for improved stoves in the west of Burkina Faso, benefitting three groups of women shea butter producers. Of 30,000 members, 4,200 women have already benefitted from the first phase of the project. In the second phase (2019-2021), 7,000 others will be given easier access to improved stoves.

A key financial tool
Thanks to innovative Pay-As-You-Go (PAYG) technology, a greater number of households will be able to obtain a solar lighting kit they can pay for in small instalments as their repayment ability allows.

Quality at the heart of our work
The social audit carried out in 2018 led to specific recommendations, one of which was to set up a system for collecting and dealing with complaints made by clients and users of services and products. The team will be implementing a system to maintain the very high quality of its products while continuing to improve the services on offer.

Published on 5 September 2019