



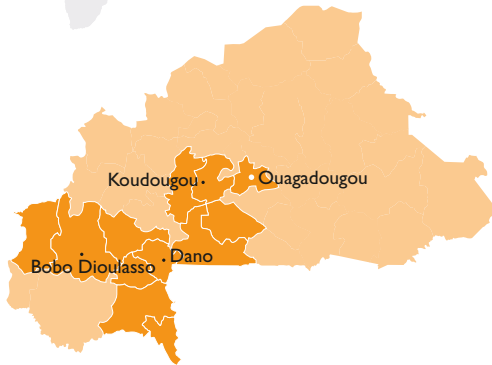
Energy equipment that is clean, efficient and affordable for all

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

Source : <http://hdr.undp.org/en/countries/profiles/BFA>



SDG*



*Sustainable Development Goals

BACKGROUND



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.

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.

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.



CÉCILE
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.



70%
OF BENEFICIARIES
ARE WOMEN

FOCUS

RAPID PROGRESS THROUGH PARTNERSHIP

Nafa Naana launched the «Light Up Africa» project with the French social enterprise LAGAZEL which builds and distributes solar-powered lights in Burkina Faso.



This project, funded by a call for donations on www.kunvi.org, Entrepreneurs du Monde's crowdfunding platform, was able to recruit 100 micro-entrepreneurs and provide them with starting stock and promotional materials. They received training in fuel poverty and techniques for selling solar-powered lighting equipment.

Working with local partners, Nafa Naana also undertook a campaign to raise awareness about fuel poverty and promote its equipment in the Goudebou refugee camp in the Sahel region. This operation was extended to the population of the Sahel region thanks to the «Reaping the benefits!» roadshow, and saw 165 kits distributed.



Nafa Naana also negotiated with the Burkina Faso authorities to set up a special fund for women, energy and the environment. The fund will enable the team to raise awareness and train 1,000 women about fuel poverty and to provide them with stoves with enhanced facilities.



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KEY FIGURES

	No of products sold	No of equipped families	No of new indirect beneficiaries	No of sellers active on 31/12	Turnover (€)	Savings		
						€	CO ₂ (t)	Wood (t)
2017	7,926	6,341	25,363	185	185 K€	1,837 K€	28,386	16,584
2018	8,793	7,034	28,138	255	197 K€	1,898 K€	30,065	17,205
Objectives 2019	11,300	9,000	36,000	280	260 K€	2,637 K€	39,000	23,000

HIGHLIGHTS



The drive to raise awareness

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.

OUTLOOK



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 of 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.

PARTNERS



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ON THE WEB

> www.entrepreneursdumonde.org
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