

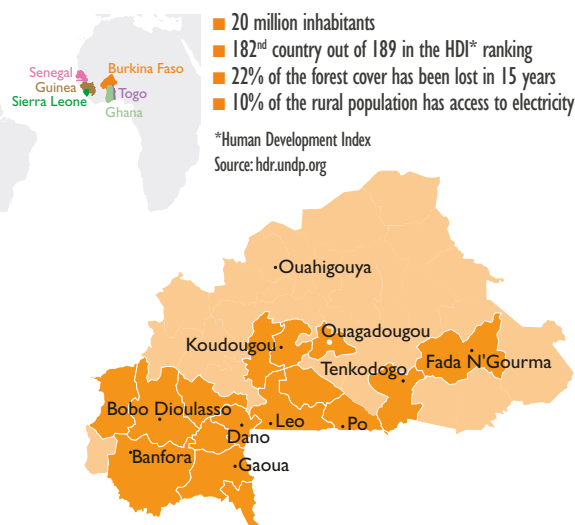


Clean, efficient and affordable  
energy equipment for all

## BURKINA FASO

- 20 million inhabitants
- 182<sup>nd</sup> country out of 189 in the HDI\* ranking
- 22% of the forest cover has been lost in 15 years
- 10% of the rural population has access to electricity

\*Human Development Index  
Source: [hdr.undp.org](http://hdr.undp.org)



## MILENIUM GOALS



## BACKGROUND



### Fuel poverty increases women's hardship

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 charcoal and it is they that are most exposed to toxic fume.

## 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 contributes to the local economy by 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 installment) at all levels of the manufacturing and distribution chain.

## SUPPORT



Entrepreneurs du Monde acts as an incubator for Nafa Naana. It helps the team build a social enterprise that will be sustainable from a legal, financial and human resources standpoint. Nafa Naana has already become a simplified joint-stock social 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.

### Rimpougnoma OUEDRAOGO

The first  
representative  
of Nafa Naana  
in the Centre  
Ouest



Rimpougnoma is a self made man who, after 15 years experience and hard work, is accepted today to be an essential link in the distribution of quality goods in the Centre Ouest zone. He has been a key partner for Nafa Naana since July 2019, particularly for marketing cooking appliances and domestic gas. He has already distributed 1,112 appliances during this time, and has been able to increase his own income as a result of this partnership.



# 70% OF BENEFICIARIES ARE WOMEN

## FOCUS

### PAYGO : A TECHNICAL AND FINANCIAL INNOVATION, SUITED TO THE MOST VULNERABLE

Interview with **Serge Eloi**, Director of Nafa Naana

**How did the idea of trying PAYGO (pay as you go) come about?**

We had wanted to supply a complete solar package to vulnerable families but the purchase price was too high and we were looking for a way of financing it. We exchanged frequently with our colleagues at ATECO, the Entrepreneurs du Monde team in the Philippines, who have been using the system successfully for 2 years. We were persuaded to start a pilot in March 2019 to test the application and the feasibility of PAYGO in Burkina Faso.



### How does it work?

An individual solar panel feeding 3 lamps and a telephone charger is installed in the recipient's house by NAFA NAANA's technicians. The system is wired to a connection box. When the user makes a small payment, a code is sent to his phone which lets him unlock the equipment for the number of days corresponding to the amount paid.



### Was the pilot conclusive?

YES! We have managed the pilot for 6 months in the Centre Region. The results were conclusive early on and we decided to extend the offer to all the zones we serve, from the last trimester of 2019. By 31/12/2019 we had already installed 128 kits.



## KEY FIGURES

	Products sold	Equipped families	New indirect beneficiaries	Turnover (€)	Savings		
					€	CO <sub>2</sub> (t)	Wood (t)
2018	8,793	7,034	28,138	197 K€	1,898 K€	30,065	17,205
2019	11,327	9,062	36,246	303 K€	2,673 K€	25,820	14,350
Objectives 2020	12,000	9,000	38,600	370 K€	2,737 K€	38,972	22,433

## HIGHLIGHTS



### ECED Mouhoun Project

Nafaa Naana has been selected for the project "Energy and sustainable growth in the Boucle du Mouhoun" financed by the Canadian Department of Global Affairs and the Burkina Faso government through the fund for rural electrification. Nafa Naana has already made more than 1,000 people aware of the use of solar lamps and has trained and equipped 11 resellers. Their objective is to sell 3,000 lamps and solar kits by the end of 2021.



### Extension in rural areas

Nafa Naana has been assisted to distribute, as of now, its cooking and lighting appliances in the Cascades region at Banfora and to reinforce its presence in the Sud-Ouest region at Gaoua.

### Strengthening the team

NAFA NAANA has recruited two technical sales staff to promote PAYGO and a commercial director to establish the Sales and Marketing strategy.

## OUTLOOK



### 5 new regions

Nafa Naana is going to expand its distribution network in 5 regions: Centre-Ouest (Léo) Centre- Est (Tenkodogo), Est (Fada N'gourma), Nord (Ouahigouya) and Centre-Sud (Po). They will establish partnerships with women's groups and associations, as well as the young, to reach a large number of families very quickly.

### Financing solutions

The team will also foster partnerships with microfinance institutions to help the poor to purchase some equipment.



### Increasing the range

Up until 2019, Nafa Naana had primarily looked after the domestic for cooking and lighting needs of households in fuel poverty. Today the team wants to also cater for their business requirements. They will therefore add appliances such as solar powered pumps, solar fridges and freezers, etc. to its range in order to help agricultural producers, caterers and merchants to enhance their income generating activities.

## PARTNERS



### CONTACTS

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### ON THE WEB

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 > **NAFA NAANA**  
 > **Prix Finansol**

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