



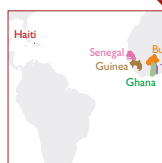
**Providing the most vulnerable families
with access to energy for cooking and lighting**

To fulfil its mission more quickly,
**PALMIS ENÈJI is seeking
new financial partners**

COUNTRY FACTS

- Population: 12 million
- 163/188 on the HDI*
- Life expectancy: 62 years

*HDI : Human Development Index



KEY FIGURES

- 1,645 solar lamps and kits
- 1,186 improved stoves
- 3,604 LPG stoves

MISSION

Battling energy poverty

In Haiti, 62% of households have no access to electricity. For lighting, they use candles or kerosene lamps. For cooking, they use rudimentary, inefficient charcoal cookstoves, which exacerbate deforestation and emit harmful fumes. PALMIS Enèji therefore promotes access to clean, modern and economical energy. After its launch as an Entrepreneurs du Monde programme in late 2012, PALMIS Enèji became a public limited company in 2014.

Adapted equipment and a franchisee network

Palmis Enèji has selected solar lighting kits, gas stoves and improved wood/charcoal cookstoves to meet the needs of their target audiences. To popularise these, it has created a network of micro-franchisee dealers, through three forms

of leverage: economic (revenue creation, negotiation of purchase prices), training (technical, management, marketing) and communications (advertising and marketing).



Funding options

The team offers energy microloans to the poorest families, through a partnership with Palmis Mikwofinans Sosyal (a social microfinance institution incubated by Entrepreneurs du Monde).

2017 HIGHLIGHTS

Partnerships with local manufacturers



The team has worked closely with two blacksmiths in Port-au-Prince to produce professional gas hobs for school canteens, street food vendors, orphanages, etc. This collaboration has helped to develop a model of gas hob that is better suited to the needs of catering professionals. Palmis Enèji now also supplies burners to manufacturers, which allows them to save money and no longer have to deal with supply and manufacturing failures. In the future, Palmis Enèji intends to work with other workshops in other regions, and to gradually become part of the chain of locally manufactured equipment.

Direct imports of solar lamps



Palmis Enèji has received the first lamps supplied directly by the manufacturer. As the middleman is removed from the supply chain, costs are reduced and the equipment becomes more affordable for the target population. This new model of solar lamp, poetically named "Choublak", hibiscus in Creole (a symbol of Haitian culture) has been very well received by the public. Three more import shipments are scheduled for 2018 to continue to increase sales.

ROSITA

Retailer of PALMIS ENÈJI products



The earthquake destroyed our home and my business selling chlorine, shrimps and spices. We were staying in a disaster camp with no money to buy goods and restart my business.

I could see no way out, with our eight children. Last year, I met a Palmis Enèji facilitator, who suggested good equipment for lighting and cooking, and solutions to fund new stock and get sales going. I became a Palmis Enèji seller!

"Do you think the solar lamp is too expensive? The thing is you won't need to buy 365 candles per year any more. Work out the total, compare it to the price of my lamp and you will see what I mean". I repeat the same to my customers, and they buy.

FOCUS

Gas cooking: a sustainable and economical alternative for street food vendors



In Haiti, street food is a major business, using charcoal and firewood. Street food vendors therefore inhale a lot of smoke and are exposed to extreme heat. Some fall ill and end up giving up this business, despite it often being their only source of income.

Since 2012, Palmis Enèji has provided them with access to professional gas stoves. The vendors cook under better conditions and immediately save time and money. It is also easier for them to keep their working environment clean and pleasant.



However, the cost of acquiring the equipment is very high. To help them, Palmis Enèji has made the Kredi Machann Manje Kuit available to them, at 0% interest for 2 months. They can also apply for funds from Palmis Mikwofinans Sosyal, a local microfinance institution assisted by Entrepreneurs du Monde.

Solar lamps: a vital tool for thousands of pupils and students

Most Haitian schoolchildren and students study by the light of a candle or a kerosene lamp. This low-quality light can cause vision problems. Since starting business, Palmis Enèji has distributed more than 20,000 certified solar lamps and kits, which produce much better light. These better studying conditions have a positive impact on their exam results.



INDICATORS

	Products sold	New users	New indirect beneficiaries	Sales generated	Active vendors at 31/12	Savings achieved by the families		
						€	CO ₂ (t)	Wood (t)
2017	6,435	5,148	25,740	282,550	41	520,317	28,701	23,840

OBJECTIVES

Extending their business

In peri-urban areas, Palmis Enèji intends to launch its new Enèji Pro project to facilitate the gas supply of restaurants, schools, hospitals and families through a gas cylinder deposit system.



The team will also expand its business to the southern peninsula of Haiti, where 79% of families live in rural areas, without access to electricity or gas. In particular, it will open a point of sale in the town of Les Cayes, to supply the retail network it has already set up.

Strengthening local manufacturing

There are school workshops in several regions. Palmis Enèji will become part of the manufacturing chain, both to provide burners to these professionals and to market their finished products.



Direct imports

To help to extend their range, the team has started importing propane lamps and stoves directly from the manufacturers. Good-quality innovative products will therefore be brought onto the Haitian market at affordable prices.

FUNDING NEEDS

PALMIS Enèji has raised funds in the form of an associates' current account with its three shareholders: the Yunus Social Business Haiti Foundation, Grameen Crédit Agricole and Entrepreneurs du Monde. Entrepreneurs du Monde, the main shareholder, has raised funds from the

Agence Française de Développement, TOTAL, OFID and KIVA.

PALMIS Enèji can therefore fund its development with an innovative mix of equity, loans and subsidies. They manage to reach the poorest people and gradually build up their sustainability.

PARTNERS



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