



# ATE Co.

Helping those living in poverty  
to access energy through an innovative  
hire-purchase scheme

To light up another 900 homes  
ATE Co. is looking for new  
financial partners

## COUNTRY FACTS

- 116<sup>th</sup> out of 187 in the HDI classification
- 13.1% of the population live on less than \$1.90 per day
- 37% of the population in Metropolitan Manila—more than 4 million people—live in shanty towns and substandard housing

\* Human Development Index  
Source : <http://hdr.undp.org/en/countries/profiles/>



Manila

## KEY FIGURES 2017

- 234 kits installed
- 4 vendors

## MISSION

A solar kit to tackle fuel poverty head on

The majority of families living in the shanty towns of Manila have no access to the grid. They use kerosene lamps or candles for lighting. Those who can access the grid are often connected illegally or via submeters which are both very expensive and highly dangerous. ATE Co. helps these families purchase affordable, high-quality, lithium battery-powered solar kits. The kits significantly reduce the risk of accidents and can also be used to charge small electronic devices, all for less than \$0.40/day.



Ensuring accessibility with an innovative payment scheme



Since August 2016 ATE Co. has been developing a hire-purchase scheme for these kits. Vendor-fitters – recruited from within the communities themselves and then trained – install the kits in people's homes. The kits come with innovative built-in PAYG technology, a flexible, cost-efficient and sustainable system which allows clients to pay for the equipment at a pace that suits their financial situation and, eventually, to own it outright.

## 2017 HIGHLIGHTS

ATE Co., Entrepreneurs du Monde's newest energy programme, tested two models and selected the one which best suited the energy needs and financial situation of those living in the shanty towns of Manila: they increase their share of ownership 20 pesos at a time.

### Transition to a new model

Halfway through the year, ATE Co. finished converting its original model (daily battery hire) into a hire-purchase scheme for the Sun King Home Easybuy 60 solar kit, complete with Pay-As-You-Go (PAYG) technology and a mobile phone app developed by Angaza. This technology allows families to acquire the equipment with no initial outlay: instead, the facilitator visits regularly to collect the equivalent of 2-3 days' usage, depending on the financial capabilities of each family. This small payment triggers an activation code

sent via SMS, which allows the family to activate their box. The system is simple and prevents recipients from getting into debt. After a few months leasing the kit, the family owns it outright and can expect to benefit from free, unlimited, high-quality, renewable solar lighting for years to come.



### Adapting and expanding

Since May 2017 employees have received training in prospecting and marketing, installation of the new lighting system, payment collection and after-sales service. The team has shown both flexibility and ambition, expanding into 3 new neighbourhoods.

**ALAN  
GODINEZ,**  
First to  
own his kit  
outright!



I live in Smokey Mountain with my 9-year-old daughter. I have two jobs: farmer and scavenger. Our little houses are so tightly packed together that even in the daytime it's dark inside. But I've been lucky: I signed up to the scheme offered by ATE Co. and their team installed a solar kit on my house. I would never have been able to pay for it up front, so instead I paid 20 pesos a day for a few months... and now I own the equipment! I thought the scheme was great: it suited my needs—and at a price I could afford. It's given me a sense of pride, even if I am just a rag picker: I'm not asking to be rich, just to be a bit better off than we are at the moment. And now we can actually see indoors! It's fantastic!

## FOCUS



## Twice the social impact

ATE Co. works hard to improve the living conditions of beneficiaries—but its technicians benefit too: people like Jong and Moymoy, who themselves come from the shanty towns and have no technical background. The team employed and trained them, and they now carry out around 30 installations each month. In 2018, ATE Co. plans to train and deploy independent fitters, again from the communities it serves.

## ATE Co.: pioneers of PAYG in the Philippines

When ATE Co. first started offering PAYG, its reception was not entirely favourable. This innovative technology appeared difficult to adapt to the Manilan context: problems connecting to the telephone network, technology that was too advanced for the shanty towns, the education level of the local population...

But by the end of 2017, ATE Co. had already provided 234 families with kits, and 6 of them owned their kits outright. The team's determination to respond to the needs of families in the shanty towns soon put paid to those initial misgivings.



ATE Co. is currently the only organisation using PAYG in the Philippines. The team works in close collaboration with Angaza, which developed the PAYG app. This collaboration is vital for ATE Co. as it means the scheme can be constantly improved and adapted to the Philippine context.



New families sign up with ATE Co. every day, both because of the team's dedication and professionalism and because the range of services on offer is so appropriate to their needs.

## INDICATORS

	Number of new users	Number of kits installed	Turnover	Number of agents on the ground
2017	234	1,170	17 K€	4
Objectives 2018	700	3,500	53 K€	5

## OBJECTIVES

## Expanding its reach

In 2018, ATE Co. will be expanding into more shanty towns in Manila and relocation zones on its outskirts. To maximise efficiency, it will be opening a second distribution centre inside one of these zones. The goal is to equip 3 times as many families as at present: 900 by the end of 2018, of which 700 will be new families.



## Making payment easier

As part of its development plan, ATE CO. will be trialling a mobile phone payment service.

## Developing its range

ATE Co. was made aware by its clients of two further needs: more efficient, less harmful cooking equipment, and solar equipment powerful enough to run fans, among other things. In 2018, ATE Co. will be selecting these new products and including them in its range.



## FUNDING NEEDS

ATE Co. is able to expand its activities thanks to the support of the French Development Agency, Synergie Solaire, OFID, the Whole Foods Planet Foundation, the REXEL Foundation and a fund which prefers to remain anonymous.

This first year's activity has enabled the team to acquire expertise and to organise its methods of operation. The Everything is now in order to be able to respond to the considerable needs

of a huge number of families living in extreme poverty.

However, more financial partners are needed to ensure the continuation of this development. We need to finance this highly innovative project's operations. It is currently at an experimental stage, so costs are high. We also need to finance investment in solar kits and cooking stoves.

## PARTNERS



## CONTACTS

## ATE Co.

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