

MIVO ENERGIE



MIVO Energie helps the poorest people gain access to energy

MIVO Energie is looking for new financial partners to develop its distribution network.



COUNTRY FACTS

- 7.3 million inhabitants
- 73% of the forest cover destroyed between 1990 and 2015
- 54% of the population living below the poverty line
- only 9% of the population has access to electricity in rural areas

Sources : <http://hdr.undp.org/en/countries/profiles/Togo>



2017 KEY FIGURES

- 1,602 lamps and solar kits sold
- 1,335 cookstoves and gas kits sold
- 38 vendors, including 23 women
- 80 major account partners

MISSION

Fighting women's economic insecurity

The use of traditional fuels and poor quality equipment for cooking and lighting has terrible socioeconomic, health and environmental consequences. The most deprived, especially women, use up to 25% of their budget in those equipments while breathing in toxic fumes that claim as many victims each year as AIDS and malaria put together.

Facilitating access to cost-effective energy

In 2013, Entrepreneurs du Monde created the MIVO Energie project (*We feel fulfilled* in the local Ewe language) to make modern equipment such as solar lamps, gas cookstoves and improved fuel-saving cookstoves accessible to Togolese households.

and developing a sustainable sector

MIVO is supporting local cookstove manufacturers, setting up a viable distribution network, developing financial solutions and organising awareness-raising campaigns. Entrepreneurs du Monde is helping MIVO organise and expand all aspects of its operations in order to become viable and autonomous.



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2017 HIGHLIGHTS

Assessing rural needs

Populations in rural areas are more vulnerable than those in urban areas. In 2017, MIVO Energie undertook a study in northern Togo, in the Kara and Sokodé areas.



The study showed that 75% of rural households were cooking with rudimentary and energy-intensive wood-burning cookstoves and

that most of them used flashlights or candles, which make lighting very expensive. The team decided, therefore, to respond to the needs revealed by the study. They drew up a development plan, met with a lot of groups and microfinance institutions and began collaborating. New equipment (solar lamps, wood-burning cookstoves...) is being evaluated before being incorporated in

the range to meet these families' specific needs.

First steps towards empowerment

MIVO Energie has obtained the status of local association. It means its work in the field is recognised by the authorities. Achieving this status is the first step towards an autonomous programme. New members have already joined the association's board of directors. They are experts in the social entrepreneurship and distribution network sector. They bring a great deal of support to the development of the programme.



BASSOUMBINI has energy to sell, thanks to MIVO Energie!



I've always liked business a lot and I am appreciated by my clients. I was looking for products to diversify my business and to set myself apart from the neighbourhood's other vendors. I heard about MIVO Energie and my interest was immediately piqued. Tassondi, the facilitator, showed me all the equipment and explained the terms of purchase and I went ahead! I walk around the neighbourhood with solar lamps, improved stoves and gas kits so the neighbours can see them. The products are economical, so people are interested!

Thanks to the training sessions, I learned to manage my money. The facilitators are always available to give me advice about the new products and to support me in my work. I am building a shop next to my home to showcase even more products.

FOCUS

PROMOTING BUTANE

A modern source of energy beyond the reach of the poorest people

In Togo, only 7.7% of households use butane gas as their main fuel source.



This low figure is due to two major obstacles: insufficient distribution networks and the targeted populations' low financing capacity. And yet, gas is an attractive energy option.



Its use helps reduce the use of biomass and significantly decreases greenhouse gas emissions. It contributes to reduce inhalation of toxic fumes and creates a much more comfortable cooking environment.

Entrepreneurs du Monde conducted an impact assessment to measure the benefits of this type of fuel.

Financial and non-financial services to make a difference

MIVO took measures to remove the barriers to the adoption of this way of cooking by creating distribution networks, setting up innovative financial services, raising awareness... A total of 1,741 gas kits have been distributed through a network of 40 microfranchised resellers. Almost a third of these kits were sold thanks to an energy credit granted by ASSILASSIMÉ, the MFI created and developed by Entrepreneurs du Monde.



In 2018, both teams will continue their efforts to strengthen financial services and expand distribution networks in Togo's northern region.

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	2,937	2,350	11,748	€78,883	38	586,582	5,617	6,422
2018*	6,500	5,200	26,000	€279,842	60	1,284,835	15,438	18,094

* Objectives

OBJECTIVES

A growing distribution network

With the opening of a depot in northern Togo, MIVO Energie will expand its distribution network. In particular, it will recruit and train microfranchised retailers.



Supporting the well-being of their community by selling energy equipment will make them feel valued. The team will sign partnerships with new microfinance institutions so that they can equip the most vulnerable families as quickly as possible, thanks to an energy microcredit.

A range suited to rural areas

In 2017, several studies and surveys were conducted to improve the range of equipment offered by the programme. MIVO Energie will therefore begin to distribute gas refills in suburban areas. A study will be launched on setting up a high capacity solar equipment installation service, especially for the productive requirements of small businesses (hair salons, SMEs in the processing and marketing sector, grocery stores, etc.). Finally, a large wood-burning stove and new solar lamp models will be introduced into the programme's range. All these new products will be tested during household trials.



FUNDING NEEDS

In 2017, MIVO Energie received the support of the French Development Agency, OFID, the Raja Foundation, the Air Liquide Foundation, the Urbis Foundation, Microfinance Solidaire and a fund wishing to remain anonymous. This support has allowed it to develop awareness-raising activities among vulnerable populations, to provide the distribution networks with communication tools and to offer appropriate financial services. As the project has not yet achieved operational

self-sufficiency, MIVO Energie needs additional funding, in particular to carry out important awareness-raising campaigns as it begins its activities in the North.



PARTNERS



CONTACTS

Entrepreneurs du Monde Togo

Country coordinator: Elarik Philouze
 > elarik.philouze@entrepreneursdumonde.org
 Energy program manager: Elodie Le Bachelier
 > elodie.lebachelier@entrepreneursdumonde.org

Entrepreneurs du Monde France

Africa Area Manager for Energy Programs: Stéphanie Dietsch
 > stephanie.dietsch@entrepreneursdumonde.org
 > www.entrepreneursdumonde.org