



MIVO Energy helps the most vulnerable to access energy

TOGO

- 7.8 million inhabitants¹
- 165th out of 189 on the HDI*
- 49% of the population live on \$2/day¹
- 8% of the population has access to electricity in rural areas²

*Human Development Index
¹hdr.undp.org/en/countries/profiles/BFA
²Togolais Government



BACKGROUND



Energy insecurity worsens women's poverty

The use of rudimentary cooking and lighting equipment has dramatic economic, hygiene and significant environmental consequences. The poorest people spend a large part of their budgets on it and inhale harmful fumes that kill as many people each year as AIDS and malaria combined. Moreover, the huge use of biomass for cooking on this inefficient equipment contributes to deforestation. Finally, energy insecurity particularly affects women: they are responsible for the supply of wood and coal and are the most exposed to toxic fumes.

MISSION



MIVO facilitates access to modern and lower cost energy

Entrepreneurs du Monde initiated the Togolese association MIVO Energie (We are content in the local Ewé language) in 2013 to facilitate access to modern and efficient equipment: solar lamps, gas stoves and improved fuel-efficient cookstoves. They have an immediate impact on health, finances and environment. Improved cookstoves reduce the consumption of wood or coal and the emission of harmful fumes. As for gas stoves, they completely remove both.

MILLENNIUM GOALS**



METHODOLOGY



MIVO has selected a range of lamps and stoves and has created a brand and marketing materials. It recruits and trains distributors and forges partnerships with large accounts to quickly reach a large number of families. MIVO supports local producers of stoves and also organizes awareness campaigns and develops financial solutions for beneficiaries.

INCUBATION



Entrepreneurs du Monde supports the structuring and development of MIVO on all fronts: legal, operational and financial. The MIVO association is led by a competent and very involved board of directors and an operational team. Entrepreneurs du Monde supports them to the point of independence, especially for the management of social outcomes.

Assiba Delofon: thanks to gas, I am reducing my expenses and increasing my turnover!



The MIVO officer explained to me the benefits of the gas stove and helped me get a MIWOE* credit to buy two gas kits that I quickly made profitable: before, I spent 14,000 FCFA francs (€21) on coal every two weeks for my restaurant; with gas, I spend no more than 7,000 FCFA (€10) every three weeks!

And I cook much faster: four dishes in 15 minutes instead of two in 30 minutes with coal. So, I serve more clients and I increase my income. Gas allows me to reduce my expenses and increase my turnover!

*MIWOE: energy credit granted by ASSILASSIME, the microfinance institution initiated and incubated by Entrepreneurs du Monde in Togo.



48%
**OF DISTRIBUTORS
ARE WOMEN**

FOCUS

STRENGTHEN THE SKILLS OF DISTRIBUTORS



Significant training needs

MIVO Energy has developed its distribution network: today, 145 resellers distribute MIVO equipment. The majority of them run their own businesses after having to drop out of school too early. To increase their skills, MIVO has created a partnership with MIAWODO, the program initiated and incubated by Entrepreneurs du Monde to promote the professional integration and development of very small enterprises (micro SMEs).



Together the teams have developed a tool to assess the entrepreneurial skills of distributors. A large number of interviews were conducted in Lomé and the provinces to identify and respond to training needs. The aim is to strengthen the entrepreneurial approach of these distributors (management of small business accounts, sales techniques, etc.). With each distributor, an individualized support plan has been set up, taking into account the company's history, strengths and weaknesses, and prioritizing training needs.



2-year support

Today, distributors take part in specific training courses and receive one-to-one support. Through this partnership, MIVO is improving the skills of its distributors and contributing to the country's economic development.

KEY FIGURES

	Products sold	New families equipped	New indirect beneficiaries	Sales generated (€)	Savings achieved by the families		
					€	CO ₂ (t)	Wood (t)
2018	5 586*	4 469	22 345	279 842	1 098 010	16 466	19 736
2019	13 813	11 050	55 252	592 498	2 677 946	59 820	73 580
Objectives 2020	18 332	14 666	73 328	832 466	3 577 812	70 067	85 648

*gas cylinder deposit not included (change of calculation method in 2019)

HIGHLIGHTS



Safe use of gas

In Togo, many households do not use gas because they are afraid of it. MIVO has therefore carried out several training courses on the safe use of butane gas and on the instructions to follow in the event of a leak. 160 beneficiaries have been trained and now release the message among their communities. MIVO Energy doubled its sales in 2019, largely thanks to new financial services that have enabled many households to switch from coal to gas.



Strengthened team

New employees have been recruited to key positions of the association (financial manager, operations manager). A steering committee has been established to produce and direct the strategy in consultation with the Board of Directors. Finally, six skill-enhancing sessions were held for employees in their respective fields, which helps MIVO going ahead towards autonomy.

OUTLOOK



Improved Social Impact

MIVO will revise its social charter to incorporate more advanced monitoring indicators, such as the rate of use of equipment. The data will be collected in satisfaction surveys. The team will also set up a mechanism for collecting complaints from beneficiaries and investigating the integration of women into the distribution network.



Registration at Carbon Finance

MIVO is coming to the end of the long process to be approved by Gold Standard, an organization which certifies carbon credits issued. This registration will help to quantify the reductions in greenhouse gas emissions achieved through the distribution of gas kits, to contribute to the sustainability of the association. The team will conduct regular follow-up studies of beneficiaries, to comply with the requirements of the Gold Standard and to improve its financial and non-financial services.

PARTNERS



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ON THE WEB

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