



MIVO Energie improves access to energy for the most vulnerable

TOGO

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

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



BACKGROUND



Energy insecurity exacerbates female poverty

When poor quality equipment is used for cooking and lighting the economic, health and environmental consequences are very damaging. People in the most deprived communities use up a large part of their budget in this way, whilst breathing in noxious fumes that claim as many victims each year as AIDS and malaria put together. Heavy reliance on biomass for cooking on such inefficient equipment also contributes to deforestation. Energy poverty particularly affects women: they are the ones who have to provide the wood and charcoal and who are also the most exposed to toxic fumes.

MISSION



Improving access to modern, economic energy sources

Entrepreneurs du Monde created the MIVO Energie project (“We feel fulfilled” in the local Ewe language) in 2013 to make modern efficient equipment, such as solar lamps, gas stoves and improved fuel-saving cookstoves, accessible to Togolese households. This has an immediate impact on the user’s health and budget and also the environment. The improved cookstoves reduce both wood/charcoal consumption and the emission of noxious fumes. The gas stoves do away with both problems completely.

MILLENNIUM GOALS*



METHODOLOGY



MIVO has selected a range of products and created a marketing pack. They recruit and train sellers as well as forming partnerships with major accounts in order to rapidly reach as many families as possible. Upstream, MIVO supports the stove producers. Downstream, it develops financial solutions for its clients and organises awareness-raising campaigns.

SUPPORT



Entrepreneurs du Monde created MIVO in 2014 and since then has provided support for the project’s structuring and development on all fronts (legal, operational and financial). In 2018, a law firm provided support to MIVO to revise its articles of association. The team is a leading advocate for the creation of a status of social enterprise in Togo.

BOUCHIRATOU broadcasts MIVO’s existence throughout Togo!



Since 2010 I’ve been president of the AFJRD, an association that supports marginalised women and children. I met the MIVO Energie team and attended one of their equipment presentations. I very much liked the project and found the equipment perfect for our needs! I bought a solar lamp to test it and was convinced. So I decided to help as many women as possible to benefit from them and now, every time I meet one of the 20 groups of women that the association keeps up with throughout Togo, I present and sell MIVO lamps and stoves. They are good quality and very economic products, and the women of AFJRD are very happy with them.



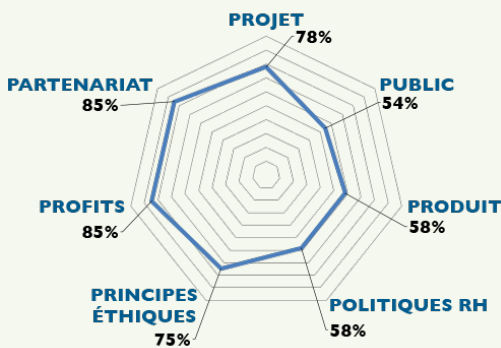
41%
OF SELLERS
ARE WOMEN

FOCUS

AN INCREASINGLY SOCIAL PROGRAMME

An improving social record

In 2015, MIVO Energie created a social charter that defines the values and social mission of the programme. In December 2018 an external consultant came to evaluate how well the social objectives had been met using the Social Business Scorecard developed by CERISE.



The audit showed an improvement in the score: it had risen from 63 points out of 100 in 2016 to 70 two years later. This improvement is the logical outcome of the measures taken after the first audit: the inclusion of butane gas in the product range, the development of financial services for clients and the extension of services to outlying and rural areas.



Further challenges to meet

In spite of this welcome advance, the team still has to work on understanding the profile of their beneficiaries so that its services can be better adapted to their needs. A complaints management procedure also needs to be formalised to guarantee optimal protection for the clients. MIVO also needs to define an environmental policy, especially in relation to end of life recycling of products, to completely achieve all of the objectives listed in the social charter.

KEY FIGURES

	Products sold	Families equipped	New indirect beneficiaries	Active vendors at 31/12	Sales generated (€)	Savings achieved by the families		
						€	CO ₂ (t)	Wood (t)
2017	2,937	2,350	11,748	38	78,883	586,852	5,617	6,422
2018	5,586*	4,469	22,345	99	279,842	1,098,010	16,466	19,736
Objectives 2019	7,260**	5,808	29,040	140	282,550	1,425,771	21,539	25,818

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

HIGHLIGHTS



MIVO has passed the milestone of 10,000 products sold!

Since 2014, MIVO Energie has distributed 12,510 products to households living with energy insecurity. To reach these vulnerable communities, its activities have been extended to 2 secondary towns: Kpalimé (120 km from Lomé) in 2016 then Kara (420 km from the capital) in 2018. The association is therefore now active in 3 regions. In Lomé, Kpalimé and Kara, MIVO Energie has set up a diverse distribution network,



made up of microfranchised resellers and major account partners: associations, groups of women or producers, etc.

MIVO is committed to male-female equality

Several activities took place in 2018 to better take into account the question of gender in our approach. MIVO was also selected by ECOWAS's centre for renewable energy and energy efficiency as a "Gender and Energy" focal point for the Togolese community.

OUTLOOK



New areas, new partnerships

Following on from Lomé, Kpalimé and Kara, MIVO Energie will establish itself in a fourth area, Atakpamé, in 2019. This is a major agricultural area producing crops such as cotton and soya. The team will build partnerships with groups of producers to rapidly equip a large number of households. They will also distribute their products via village savings and loans groups that are widespread throughout the area.



Extending the product range

3 new solar-powered lamps will be added to the product range. Beneficiaries will be helped also to acquire equipments for their income generating business which will work with solar power. MIVO will also do further research into gas technologies such as domestic biodigesters and pay-as-you-go (PAYG) systems.

PARTNERS



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ON THE WEB

> www.entrepreneursdumonde.org
> MIVO ENERGIE
> Testimony

MORE DATA