

A dark green silhouette of a world map is centered in the background of the slide.

# Enabling Access to Sustainable Energy (EASE)



energy services for the poor

# EASE

- ✦ Project funded by Netherlands Ministry of Foreign Affairs
- ✦ Partnership between ETC (Netherlands), Energetica (Bolivia), TaTEDO (Tanzania) and RCEE (established by Vietnam Union of Science and Technology Associations)



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# Rationale

- ✱ 2 billion people lack access to modern energy services
- ✱ Energy as instrument for poverty alleviation
- ✱ Energy services for the poor via
  - ✱ Fuels and appliances
  - ✱ Stand alone energy systems

# Approach

- ✱ Partnership with local actors
- ✱ Demand led
- ✱ Find solutions that are
  - ✱ Economically sustainable
  - ✱ Contain high volume potential
- ✱ Design solutions around
  - ✱ Existing technology
  - ✱ Existing prices
  - ✱ Existing financing structures

# EASE – research and pilots

## Research

### ☀ Questions:

- Where are potential pilots?
- What works and why?

### ☀ Work *directly* with end-users

### ☀ Include monitoring and learning

### ☀ Continually adapt conclusions on scaling up



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# EASE – research and pilots

## Pilots

- ✱ Create new ownership structures
- ✱ Develop approaches for mass diffusion
- ✱ Focus on developing supply chains

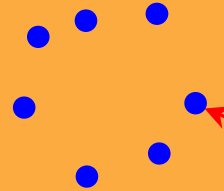


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# Developing supply chains

- ✱ Use market mechanisms
  - ✱ *Work with specialized suppliers*
  - ✱ *Piggy back on trading networks*
- ✱ But accept that markets are imperfect
- ✱ And work around market failures
  - ✱ *Encourage initiative, leadership and create ownership*
  - ✱ *Work with traditional social relationships*
  - ✱ *Use informal sector where necessary*

# Supply chain development – step by step

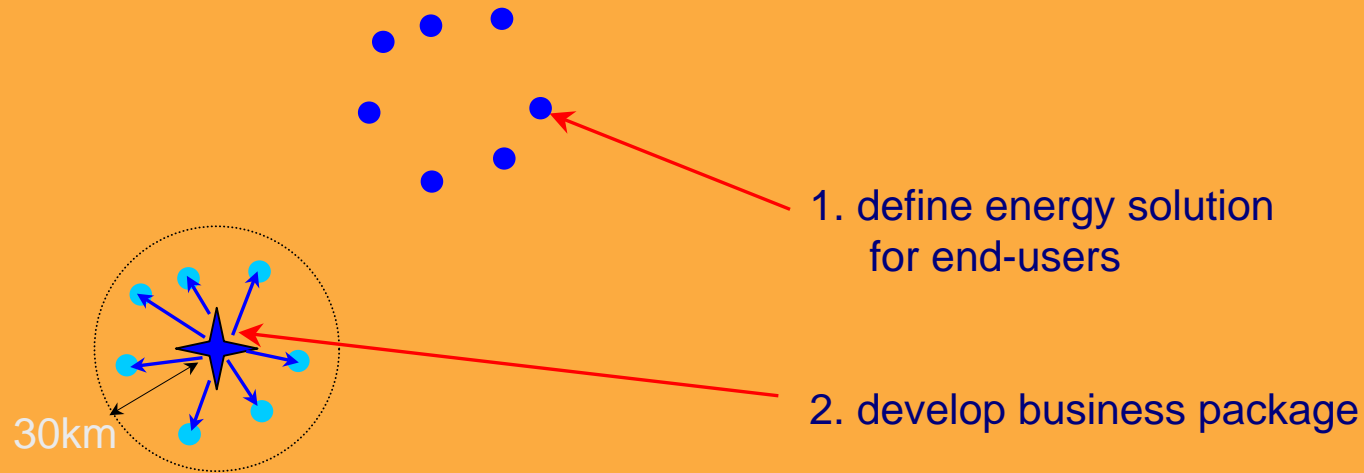


1. define energy solution  
for end-users

- technology product and price
- perception in the mind of the end-user
- (social) positioning of the product for the end-user
- awareness and end-user training
- financing of the product

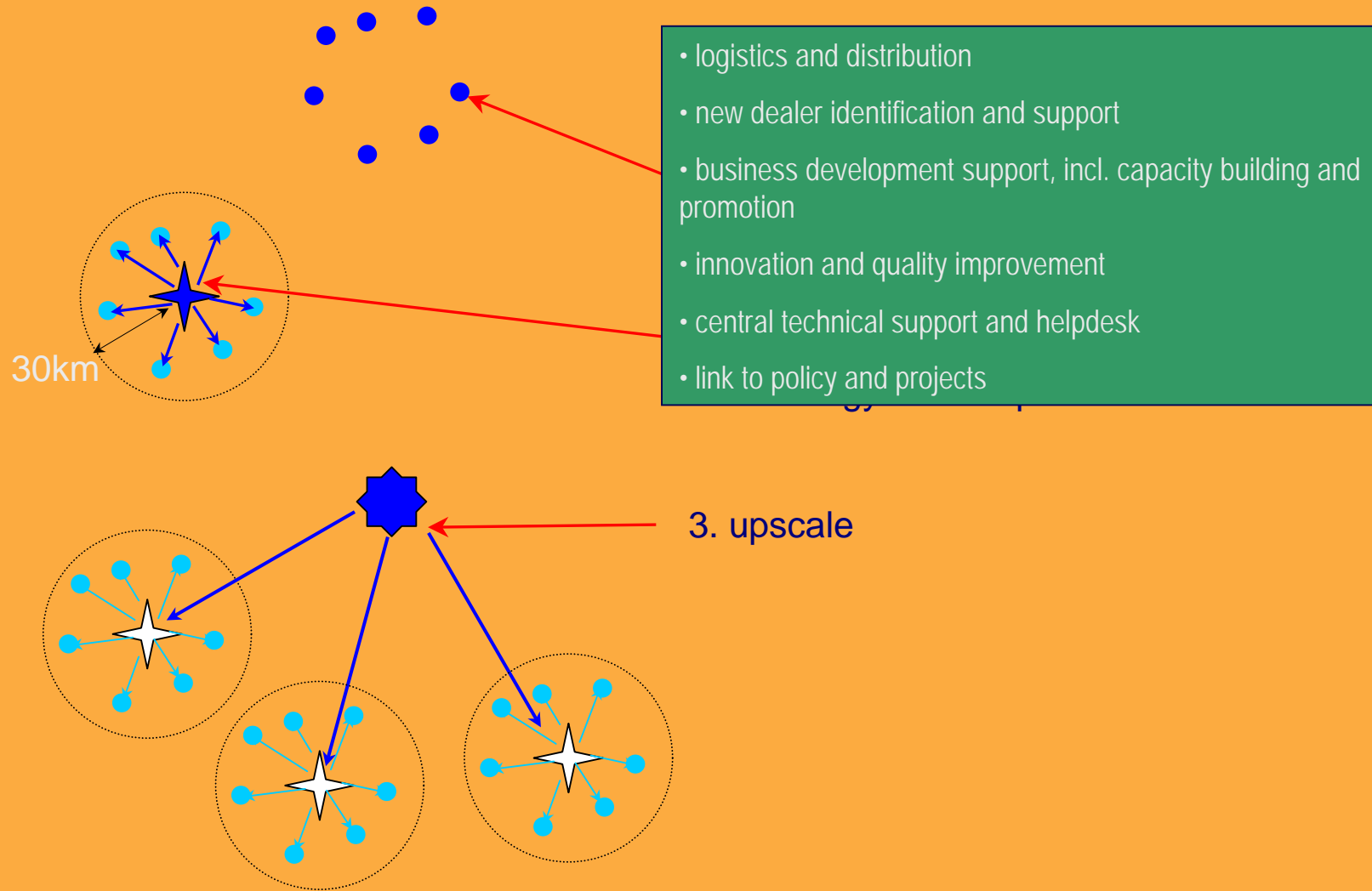


# Supply chain development – step by step

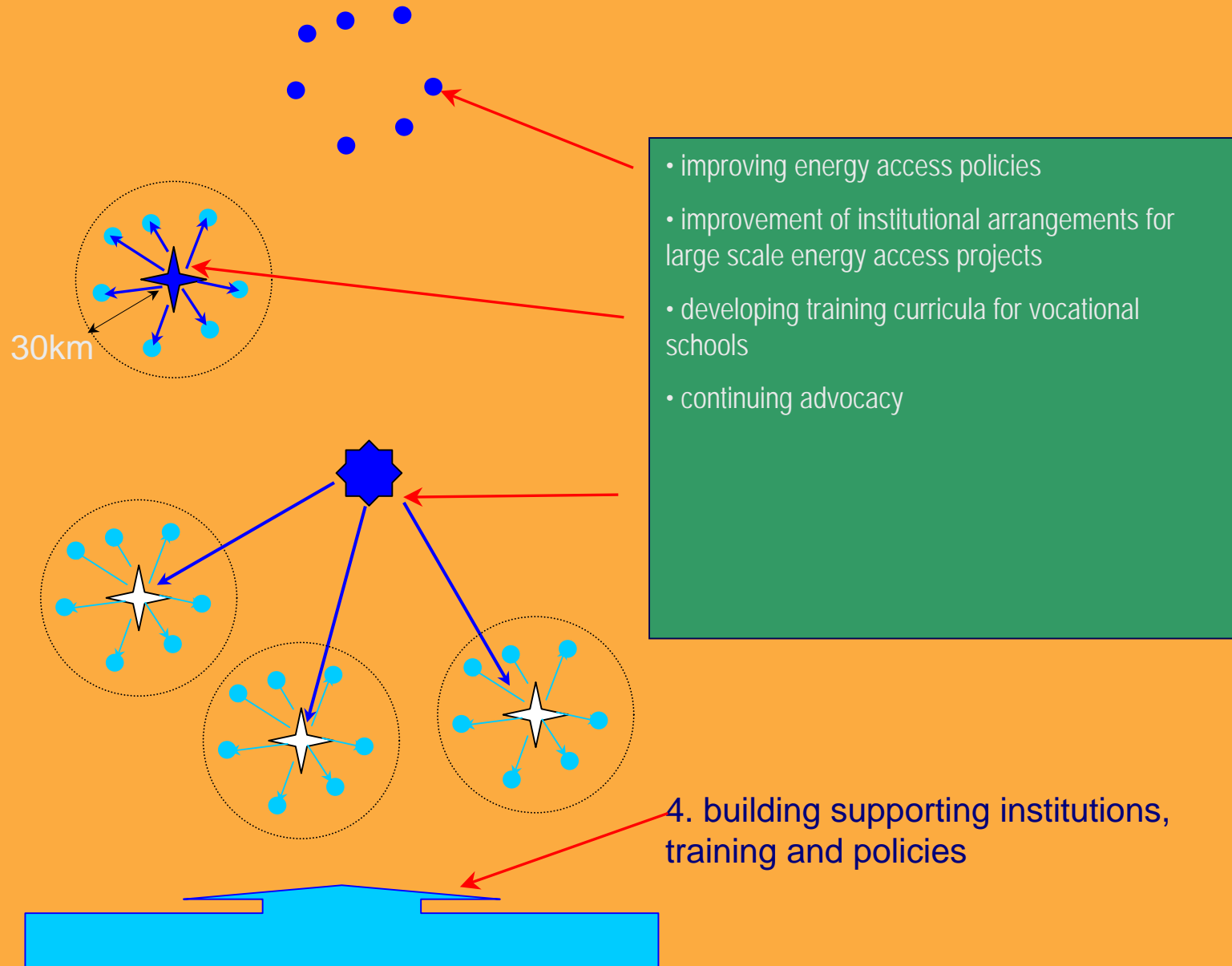


- product availability, financing availability
- sales and after-sales service
- explanation/training tools
- technical support capacity
- promotion tools

# Supply chain development – step by step



# Supply chain development – step by step





Thanks!

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[www.etc-international.org](http://www.etc-international.org)

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