What Did We Do?

• Solar Hub Development
• Pay-It-Forward Program Development
• ACCESS Development
• Had lots of fun!!
HYBRID DISTRIBUTION CHANNELS

- Replication, Scale & Diversification
- Partnership & Program Development
- Performance & Impact Evaluation
- Product Marketing & Distribution

- ACCESS (MFIs/Coops)
- Commercial Distributors
- Institutional Sales
- Stiftung Solarenergie Foundation
- Customer Service

Solar Hub
Typhoons & Storms Lead to the Lack of Accessibility
- 8-9 tropical storms reach land in PH each year
- 8/10 deadliest cyclones hit PH with death toll of 1000-2000 people
- PH is most exposed country in the world to tropical storms (more than 7000 islands)
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ACCESS NETWORK

Social Distributor

- Solar Hub
  - Area Manager
  - Admin
  - Technician
  - Solarista

- Product Distribution
- Maintenance
- Training
- After sales service

Community Partners

- Barangays
  - People’s Organization
  - Cooperatives
  - Microfinance Institution
  - Accredited Technicians
  - Solusyonista

- Marketing
- Training
- Financing
- After sales service

End-Users

- Entrepreneurs
- Fisherfolk
- Farmers
- Craftspeople
- Livestock Owners

- Solar User Forum
- Become Solusyonistas
ACCESS PROGRAM PHASES

Program Development
- Initial visit
- Identify potential partners

Impact Investment
- Customer satisfaction checkups

Capacity Building
- Introduction to solar products
- Targeted product demos
- Meet community leaders
- Secure local partners

Community Launches
- Program launch
- Market & distributed
- Develop network of solusyonistas & accredited technicians

Expansion
- Regular orders
- Continued maintenance and aftersales service
Reaching the BOP

- **Urban Areas**
- **Relatively Accessible Geographically**
- **Strong Presence of MFIs**
- **Hard to Reach** (rugged terrain, interior barangays, island barangays)
- **Little Presence of MFIs**
- **Strong Presence of Community Organizations** (PO, Coops for fishermen and farmers)

- **Electrified Communities**
- **Unelectrified or Underserved by Grid**
Innovative Approach: Pay-It-Forward Model

GLOW

Donation to purchase solar lamps

Stiftung Solarenergie / Hybrid Social Solutions

1. Consign solar lamps
2. Provide training & maintenance

Community Members

Pay back lamps

Community Partners

Distribute solar lamps
<table>
<thead>
<tr>
<th>Barangay, Municipality</th>
<th>Cahicsan, Mondragon</th>
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<tbody>
<tr>
<td>Number of members</td>
<td>37</td>
</tr>
<tr>
<td>Number of HHs in Barangay</td>
<td>220</td>
</tr>
<tr>
<td>Primary livelihood</td>
<td>Coconut farming (copra, seedlings, buko); rice farming; livestock raising (swine, chicken); other crops include banana, cacao, and ube</td>
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<tr>
<td>Electrification quality</td>
<td>The village center is connected to electricity lines provided by the electric cooperative and managed by the Barangay Power Association; however, power supply is very unreliable and expensive. Brown outs can last for weeks.</td>
</tr>
<tr>
<td>Most common source of alternative energy</td>
<td>Common alternative lighting used are gas lamps or petromax (Coleman), wick lamps, candles, and to a limited extent, generators.</td>
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</tbody>
</table>
| Potential use for solar | 1. Household lighting  
2. Studying  
3. Farming  
4. Livestock raising  
5. Vinegar production |
| Interest in solar       | High                |

Prioritization for Pay-It-Forward Pilot Program: 1
Working in the Field

- Baler, Aurora & Catarman, Northern Samar
- Field objectives:
  - To scale up the ACCESS program by strengthening partnerships with MFIs, Cooperatives, and POs
  - To gather information needed for Solar Hub development and for the validation of key business model assumptions
  - To start the recruitment and training of Solar Hub team members and provide basic kits and tools
  - To gather information necessary to further Pay-It-Forward program pilot (Catarman only)
Where Can I Find All This Documentation? Google Drive!

- Operations Manuals
  - Solar Hub
  - Pay-It-Forward
  - ACCESS
- PowerPoints & Briefers
- Kit Materials
- Photos from site visits
My Favorite Moments
What an Amazing Summer!