

Issue #8 June 2015

Dear members and friends of GOGLA,

The year continues at pace and so too the work of GOGLA. Our recent Annual General Meeting in Amsterdam was a great opportunity for all members to reflect on the activities of the previous twelve months and to agree on our strategic direction for the next three years. GOGLA members also adopted a number of important industry opinions which allow us to speak with one voice and move forward in a concerted manner, confident of our position across a range of issues.



In May, GOGLA was present at the Sustainable Energy for All Forum (SE4All), held at the United Nations General Assembly in New York. Here, GOGLA took part in discussions on the role of the public sector in scaling the off-grid market and acted as a founding partner for Power for All. This is an initiative that brings together public and private organisations dedicated to delivering universal energy access before 2030. More details on Power for All can be found within the newsletter.

Also at the SE4All Forum in New York, GOGLA was proud to co-publish with the United Nations Environment Programme (UNEP), a report, entitled Developing Effective Off-Grid Lighting Policy - Guidance Note for Governments in Africa. More details on this can be found further down the newsletter.

Planning for the 4th International Off-Grid Lighting Conference and Exhibition has intensified in recent months. A large amount of behind the scenes work is underway by the GOGLA team to ensure the success of the event. Indeed, this week, a number of keynote speakers have been announced for the event. This includes Professor Muhammad Yunus, Nobel Laureate and founder of Grameen Bank. As the premier global event for the off-grid solar energy and lighting industry, the conference is a brilliant opportunity for all members. **Attractive sponsorship and exhibition packages** are still available and I would like to encourage anyone interested to get in touch with the secretariat. Registration remains open. Stay in touch with us for regular updates around the event, including information on the program and key speakers.

Koen Peters

New Members

GOGLA would like to extend a warm welcome to our newest members, Rahimafrooz Solar, CREE and Blue Haven Initiative. Be sure to check them out.



[Blue Haven](#)



[CREE](#)



[Rahimafrooz Solar](#)

GOGLE News

GOGLE holds Annual General Meeting



GOGLA members gathered between June 14th and 16th in Amsterdam to assess the work of the association over the past twelve months and to define our strategic direction

over the next three years.



GONGLA's various working groups convened during the AGM, helping to facilitate the adoption of a range of industry opinions (see the next section for further details) during comprehensive discussions. One of the most detailed outcomes from the working groups was the publication of standardised social impact metrics for the off-grid sector, which was presented at the AGM.

Koen Peters, GONGLA Executive Director, presented to members the GONGLA annual report, as well as an update regarding the member sales data collection project. Data collection has shown promising results to date and a concerted drive to improve the scale of collection and a consolidation of the methodology used was announced. The results will be published in a joint market trends report, planned to be launched in October 2015.

GONGLA members also heard from Kristina Skierka, who gave an introduction to Power for All, of which GONGLA is a founding partner. Launched at the Sustainable Energy for All Forum (SE4All) in New York in May 2015, Power for All seeks to unite all relevant actors to advance renewable, decentralised electrification solutions as the fastest, most cost-effective and sustainable approach to universal energy access.

GONGLA members also engaged in a discussion, moderated by Koen Peters and Russel Sturm of Lighting Global, on the future of a quality assurance framework.

Furthermore, attendees at the AGM heard from the newly established GONGLA advisory board. Our governance structure has been reinforced by a newly established advisory board, intended to support GONGLA by providing an external view and to point out opportunities and challenges. For strategic management decisions, GONGLA especially seeks to benefit from their expertise, knowledge and insights. Opposed to the BoD, the advisory board has no formal voting rights on corporate issues but may advise on the general direction of GONGLA (non-binding).

A successful AGM concluded with GONGLA President, Harry Verhaar, providing some encouraging words for the year ahead.

GONGLA Adopts Range of Industry Opinions

At the recent GONGLA AGM, members adopted a range of industry opinions that will allow GONGLA to speak with one voice, enabling a strengthening of our advocacy position. Moreover, these opinions prescribe the optimal conditions for off-grid lighting and energy access, which can help accelerate its uptake.

The industry opinions cover five topics;

- Tracking Energy Access
- The Use of Public and Donor Funding in the Off-Grid Lighting Industry
- Kerosene Subsidies
- VAT and Import Duty Subsidies for Off-Grid Lighting Products and Solar Home Systems
- The Role of Public Funding to Mobilise Investment for Access to Energy



GONGLA publishes joint governmental guidance note with United Nations Environment Programme (UNEP)

In May 2015, GONGLA and the United Nations Environment Programme (UNEP), launched a joint report at the Sustainable Energy For All Forum in New York.

The report, "Developing Effective Off-Grid Lighting Policy - Guidance Note for Governments in Africa", recommends best practices and smart policies enabling the market uptake of off-grid lighting solutions.

The publication was jointly launched by UNEP, GONGLA, and the Economic Community of West African States' (ECOWAS) Centre for Renewable Energy and Energy Efficiency (ECREEE). [Read more.](#)

GONGLA acts as founding partner for Power for All

POWER FOR ALL

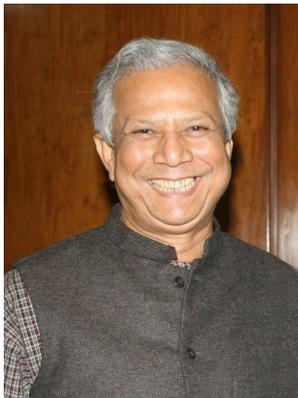
GOGLA is extremely proud to be one of the founding partners of Power for All, launched in May 2015 at the UN General Assembly in New York.

Through global education and advocacy targeted at policymakers, stakeholders, entrepreneurs, and energy customers, Power for All can help to deliver access to energy to 85 percent of the 1.1 billion people living without reliable power before 2030.

Underpinning the foundations of the Power for All campaign is a firm belief in the power of the free market, consumer choice and private enterprise to deliver universal energy access in half the time and at a substantially less cost than current calculations.

For further information on Power for All, please visit the website and read "The Energy Access Imperative".

4th International Off-Grid Lighting Conference and Exhibition



Extensive planning for the Dubai conference continues with a number of high-profile speakers recently announced. Nobel Laureate Professor Muhammad Yunus; H.E Sheikha Lubna Al Qasimi, UAE Minister of International Cooperation and Development; Anita George of the World Bank; and Eric Rondolat, CEO Philips Lighting, have been confirmed to speak in Dubai. This offers an exciting start to the event.

It is particularly exciting that Professor Yunus will attend the conference and act as a keynote speaker. Professor Yunus is a Nobel Laureate, renowned microfinance pioneer, and founder of Grameen Bank and Grameen Shakti.

Koen Peters, GOGLA Executive Director, notes that, "Grameen Shakti has popularised solar energy in Bangladesh using an extremely successful market based social program. This has brought light and power to millions in Bangladesh, helping to transform whole communities in the process".

Please note that **attractive exhibition and conference** packages are still available for the event. It is important that you act now to secure your exhibition space and sponsorship package to avoid disappointment. Put yourself in the best position and avoid losing out to competitors. Contact us today. #IOGL2015

New Additions to the GOGLA Team

GOGLA is pleased to announce recent additions to the team. Anna Wells joins GOGLA

as Senior Communications Adviser on a part time basis (40%). Anna brings extensive experience of the solar sector having worked with SolarAid in their communications department and as marketing manager for a number of years. Anna also brings comprehensive branding and stakeholder communications experience to GOGLA.

Joining Anna at GOGLA is Darragh Cotter, our new Communications and Marketing Officer. Darragh also joins on a part time basis (80%) and he will implement GOGLA's communications and marketing strategies. Darragh has previous experience with the Alliance for Rural Electrification and communications experience with a diplomatic mission, both in Brussels.

Pabla van Heck also joins GOGLA on a part time basis (15%) as GOGLA humanitarian aid and sustainability consultant. Pabla brings broad experience from UNICEF, Philips and as an independent BoP innovation consultant. A big welcome to all.

GOGLEA attends Vienna Energy Forum

GOGLEA attended the Vienna Energy Forum between the 18th and 20th of June. This is a biennial, global and multi-stakeholder forum with a mandate of exploring 21st century developmental challenges from the perspective of sustainable energy and providing a platform for debate on practical solutions to these challenges. During a productive visit to Vienna, Harry Verhaar, GOGLEA President spoke on "The Role of the Private Sector in Clean Energy Development" whilst Johanna Diecker, GOGLEA Project Manager, was a panelist in the side event "Measuring Energy Access – Applying the Methodologies of the Global Tracking Framework in the Field: A Discussion on Monitoring Experience".

GOGLEA Member News



SolarAid announces new SunnyMoney CEO

SolarAid Chairman Jeremy Leggett has announced the appointment of Dr. Caesar Mwangi as the new SunnyMoney social enterprise CEO.

Dr Mwangi announced that his charge is to guide SunnyMoney towards becoming a sustainable social enterprise making a profound difference in the lives of millions of people in Africa. He will lead various initiatives to improve operations within the framework of the challenging market realities in each country that SunnyMoney operates in. Read more [here](#).



Press Release: 10 Million People Now Benefiting from SunnyMoney Solar Lights in Africa's Poorest Regions

SolarAid have announced that their social enterprise, SunnyMoney, has sold close to 1.7 million solar lights, improving the lives of 10 million people. This was achieved with another record-breaking year as 624,468 lights were sold in Kenya, Malawi, Tanzania, Zambia and Uganda. [Read more.](#)



Little Sun partners with Strategic Energy to launch in Tanzania, backed by SunFunder

Berlin-based social business Little Sun has announced a partnership with Tanzanian renewable energy supplier Strategic Energy to distribute Little Sun solar lamps throughout Tanzania, starting in May 2015. Strategic Energy's efforts in the region will be financially supported by a loan from SunFunder, a solar finance business dedicated to unlocking capital for solar energy in emerging markets. [Read more here.](#)

Meanwhile, Little Sun Berlin was [honoured with a GreenTec Award](#) at Europe's biggest environmental technology awards, whilst it has also become a [Certified B Corporation](#). B Corporations are companies that use the power of business to solve social and environmental problems.

Azuri announces mobile industry veteran Alan Harper as Chairman



Azuri Technologies has welcomed Alan Harper as Chairman. Alan will guide Azuri in its expansion of operations to provide pay-as-you-go solar home systems, and its strategic positioning alongside Africa's burgeoning mobile communications industry.

Alan Harper noted, "I am pleased to join the Board of Azuri as its Chairman and look forward to working with the management on its strategic development and business operations. Bringing electricity via Pay As You Go solar to the 600 million people in Africa without any grid connection is a significant business opportunity which can also dramatically improve millions of lives." [Read more.](#)

The logo for BR!GHT, featuring the letters B, R, G, H, and T in white on a black background, with an exclamation mark between the R and G.

SunBell from BR!GHT Products wins design awards

On April 15 the SunBell was awarded 3 new awards from the Norwegian Council for Design Excellence. As the first product in the 50 year history of this Norwegian

award show, the SunBell won the following;

- Award for Design Excellence
- The Environment Award
- The Design For All Award

BR!GHT Products is also pleased to announce that the UNHCR model of the SunBell has reached the victims of the earthquake in Nepal, and is according to the UNHCR doing an important job there. [Read more.](#)



News Release: Access to Energy for Five Million People with Awango by Total

Paris, May 19, 2015 - Total launched the Awango by Total program in 2012 to market solar lamps providing affordable access to energy for communities in emerging economies. Nearly two billion people do not have access

to electricity. To help remedy that, the Group set an objective of improving the daily lives of five million people by selling one million....[Read more.](#)

Sector News

REN21 Publishes Renewables 2015 Global Status Report



The newly released Renewables 2015 Global Status Report is now available. Find out what made 2014 another record year for renewables. First released in 2005, REN21's Renewables Global Status Report (GSR) provides a comprehensive and timely overview of renewable energy market, industry, investment and policy developments worldwide. It enables policymakers, industry, investors and civil society to make informed decisions. The ...

[Read more.](#)

Speaking Truth to Power: Why Energy Distribution, more than Generation, is Africa's Poverty Reduction Challenge



Energy is important to reduce poverty, but increasing electricity generation alone will not solve the problem. In this paper, ODI uncovers that most investment in electricity generation in Africa is not geared towards serving the basic energy needs of the poor, but is instead focused on providing power to growing industries and existing consumers. This paper, therefore, argues that tackling ...

[Read more.](#)

Inclusive Business Accelerator to hold fund pitching bootcamp



Pitching is an essential skill for entrepreneurs. You need to have a solid pitch to convince partners, clients and most importantly, investors. What do you tell investors? How do you explain your business ideas? And how do you convince investors that there is a market opportunity and that you and your team can make an impact? Inclusive Business (IB) Accelerator provides an online ...

[Read more.](#)

Sustainable Energy for All (SE4All) Initiative Gathers Steam



The Sustainable Energy for All initiative held its second annual Forum in the UN General Assembly Hall last week. SE4All is a multi-stakeholder partnership of governments, businesses, civil society, banks, and other international institutions aiming to meet three interlinked goals by 2030. [Read more.](#)

IFC's Lighting Pakistan to Help Bring Affordable Solar Lighting to Millions



The FINANCIAL -- IFC, a member of the World Bank Group, on May 14 launched the Lighting Pakistan program to help provide safe, affordable, high-quality lighting to more

than a million Pakistanis, easing the country's energy crisis. [Read more.](#)

TCX (The Currency Exchange Fund) and Access to Energy

TCX (The Currency Exchange Fund) has since its start in 2008 insured more than USD 3 billion worth of micro-finance funding against exchange rate risks in frontier currencies. TCX is now working with donors and industry experts like GOGLA to make the financing of off-grid lighting products and services more user friendly. By absorbing exchange rate risks in its global USD 2 billion local currency portfolio, TCX can protect consumers from large exchange rate related costs swings. Together with Off-Grid Technology Providers, TCX would like to achieve more sustainable access to energy. For further information please contact [Harald Hirschhofer](#).



PUM: Support for your Solar Business?

PUM's solar energy experts possess in-depth knowledge of solar technology, combined with practical field-experience.

They share knowledge in the fields of off-grid, building-

integrated and solar pumping. They also assist in training, and building networks of contacts. PUM works closely with local business support organisations like Chambers of Commerce, embassies, as well as industry associations and NGOs. Our strength lies in creating synergy and sharing knowledge. Our work is funded by donors, the only costs that occur for you are board, lodging, and local transportation for the expert involved.



Is your local company active in providing people with access to solar power? And do you need business or technical support that is not available locally? Could PUM support your solar business? Contact the local PUM representative in the [specific country](#) or the [PUM Head office](#).

Upcoming Events

June 2015

2nd Sub-Saharan Africa Solar Summit 2015

23 June 2015 - 24 June 2015 Dar es Salaam, Tanzania

[More information](#)

Tanzania Renewable Energy Day 2015

25 June 2015 - 26 June 2015 Masasi, Tanzania

[More information](#)

July 2015

Global LEAP Off-Grid Industry Networking Event 2015

31 July 2015 - 1 August 2015 Dhaka, Bangladesh

GONGLA and the Bangladesh Solar and Renewable Energy Association (BSREA) are examining the possibility of bringing their members together for a roundtable discussion at the fringes of the Global LEAP event.

Many local and international solar home system companies and appliance manufacturers have already confirmed their participation in the event. Global LEAP expects representatives from BBOXX, Grameen Shakti, Rahimafrooz/RSF, Sola Home Appliances, Greenlight Planet, Devery Energy Services, Schneider Electric, Solarland Bangladesh, Fosera, Barefoot Power, Off Grid Electric, and more. It will be a great opportunity for GONGLA members to network and make business connections.

[More information](#)

August 2015

India Off-Grid Energy Summit 2015

19 August 2015 - 20 August 2015 New Delhi, India

[More information](#)

October 2015

SOCAP 2015

6 October 2015 - 9 October 2015 San Francisco, California

[More information](#)

4th International Off-Grid Lighting Conference and Exhibition

26 October 2015 - 29 October 2015 Dubai, UAE

[More information](#)

GOGLA on Social Media

Come find us on Twitter, Google + and LinkedIn for all the latest news.

