

# Implementing PURE DSS | Tuesday 5<sup>th</sup> November 2024 – 14.00 CET

## Concept idea

Following from the first PURE End-User Subsidy (EUS) Lab, an emphasis on the second webinar will be delving into nascent and emerging PURE markets, which require more direct interventionist approaches, where affordability is the biggest challenge and there is limited in-house or third-party end user financing.

A DSS subsidy should be designed for both improving end-user affordability and strengthening the PURE ecosystem as well.

Options are limited to some form of price reduction to increase the customer base and incentivize suppliers to enter the market. The role of DSS here should be to build resilience as part of a long-term strategy, to incentivize a Finance Institution (FI) or a supplier to enter the PURE market, and for PURE solutions to help build the local economy. Customers reached by DSS will not necessarily be the poorest ones, but also hard-to-reach customers with different levels of income.

As the ecosystem gets stronger, and therefore the ecosystem maturity, support should shift from more 'interventionist' pricing discounts (cost reduction) to less interventionist third party financing (with risk mitigation tools). However, a limited number of programs exist that currently cover the less interventionist areas (perhaps many based in South Asia but not in SSA). In addition, we need to bear in mind that markets are very different, hence one solution does not have to fit all.

Based on the above, the second webinar aims to present specific case studies of ongoing PURE DSS schemes in a diverse number of geographies and with a neutral PURE technology lens, focusing on rather mature PURE solutions and technologies ready for scalability. The webinar will present 3 different cases, in a way forming a storytelling, starting with the more interventionist DSS program and ending with a less interventionist DSS program, showcasing how maturity gears into the way programs are designed and implemented.

Presenters will deep dive into the success stories and lessons learned from selected case studies, aiming to share technical knowledge of the subject with other professionals and institutions.

Period of implementation time for examples selected – At least 1 year but desirable more years of implementation.

Technologies – Technologies to be covered should at least include the following ones: Solar PV irrigation & Solar PV fridges. Solar PV Cold Chambers pending from good examples.

## Proposed agenda

- Ice Breaker – Carlos Sordo, Senior Project Manager PURE, GOGLA
- Pools for participants

## End Users Subsidy Examples:

- Malawi Solar Irrigation Project (Maeve) – Maya Khonje-Stewart, founder of Maeve Project

- EASP Uganda Energy Access Scale-Up Project (UECCC) – Fred Tuhairwe, Program Manager Productive Use of Energy, UECCC
- Inclusive Markets for Energy Efficiency in Uganda / IMEU program - Peace Kansiime, Program Manager, SNV