Peg solar ghana logo

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PEG Africa est une jeune compagnie de distribution de panneaux solaires dans les communaut?s rurales et p?ri-urbaines d''Afrique de l''Ouest. L''entreprise fonctionne sur la base d''un paiement quotidien par les utilisateurs (moins de 50 centimes par jour), qui en deviennent propri?taires une fois le syst?me pay? dans son int?gralit?. La soci?t? a d?marr? ses activit?s au Ghana.

PEG s''est associ? ? M-KOPA, le leader sur le march? des technologies solaires pay-as-you-go en Afrique. M-KOPA a ainsi d?velopp? ses produits et sa m?thodologie aupr?s de plus de 200000 foyers en Afrique de l''Est.

Hugh Whalan, PDG de l''entreprise, travaille sur les enjeux de l''?nergie et du financement en Afrique de l''Ouest depuis plus de 6 ans. Il a lanc? le premier site de crowdfunding d?di? ? l''?nergie et une entreprise de distribution de produits solaire au Ghana, qu''il a revendu ? un investisseur bas? ? New-York. Il occupait pr?c?demment la fonction de directeur de d?veloppement commercial au sein d''une des entreprises am?ricaines leader sur le march? des cr?dits carbone.

Nate Heller, Chief Operating Officer de l''entreprise, a plus de 13 ans d''exp?rience en d?veloppement international, au sein des Nations Unies et de multiples entreprises sociales. Il a pass? 6 ans ? d?velopper des canaux de distributions innovants pour les consommateurs ? bas revenus en Afrique de l''Ouest.

Solar power has the potential to revolutionize water use in agriculture, providing an attractive means for farmers to irrigate their crops. This is especially the case in sub-Saharan Africa, which has among the lowest electrification access in the world and irrigation potential in dry-land regions of an additional 6-14 million hectares, 84 percentof which is small-scale irrigation.

Private sector companies are eager to capitalize on this potential by expanding the market for small-scale solar irrigation. For these companies,serving small-scale irrigators, who have traditionally been perceived as high risk,can beprofitableif the right business models are applied.

In 2019, we decided to add solar water pumps to our product line, using the same financing and after-sales model. The decision followed a series of field-based tests we conducted in Ghana to verify the suitability of the technology as well as market surveys to understand demand for solar pumps among small-scale irrigators in rural and peri-urban areas.

The results showed that there is a considerable level of demand as the solar pumps offer an affordable and efficient alternative to conventional diesel pumps, which are costly to maintain, have a shorter lifespan, and can have adverse health and environmental effects. Moreover, we were aware that women farmerstend to prefer solar pumps to other water-lifting technologiesbecause theydecreasethe labor required to extract water

for domestic and other uses such as agriculture.

These findings served as a strong basis for PEG Africa to venture into the sale of solar pumps, although we continue to encounter significant barriers to the adoption and scaling of the technology.

We identified two main challenges. The first is limited input and output market linkages (poorly developed distribution channels, inadequate input supply, information asymmetry with regard to determining price, and securing markets for produce), which ultimately constrain farmers" productivity and profitability. The second is gender-based constraints to information and financial resources that affect women"s ability to invest in solar irrigation technologies.

Anewagreementaimsto facilitate the development of innovative solutions to these challenges by de-risking private sector engagement in small-scale irrigation. Initiated by the USAID-fundedFeed the Future Innovation LabForSmall Scale Irrigation(ILSSI), the agreement comes with a monetary award of USD 725,000 to support the trial of new business and financing models over three years.

Following acall for proposals, PEG Africawas announced astherecipientof the award on August27, 2020during the second Farmer-Led Irrigation-Multi-StakeholderDialogueevent in Ghana. Hosted by IWMI, which leads ILSSI"s scaling research, the dialogues bring together relevant actors, including the private sector, tokickstart system-level collaboration on scaling small-scale irrigation.

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