

## Country Profile

### Malawi

January 2010

Start date Microsolar: March 2008

Start date Macrosolar: Spring 2010



Map of Malawi<sup>1</sup>

★ SolarAid project area

#### Country Summary

The estimated population in 2007 was 13.9 million<sup>2</sup> with 85% living in rural areas<sup>3</sup>. Only 7% have access to electricity and 65.3% live below the poverty line<sup>4</sup>. Malawi was the location of SolarAid's first project – the installation of a macrosolar system and set up of a microsolar group with Kaliya Youth Group in Nkhata Bay and was part funded by Christian Aid.

There are currently more NGOs registered in Malawi than businesses. Malawi ranks 160 out of 182 in the UNDP Human Development Index<sup>5</sup> and 128 out of 183 on the 'Ease of Doing Business Scale'<sup>6</sup>.

The TRAIID funded Malawi project started in March 08 and focused on training HIV/Aids affected youths to assemble and sell Kadzuwa and Muuni microsolar panels. The focus has now shifted to the recruitment of star entrepreneurs, with the team phasing out local production and instead importing microsolar products. This ensures quality and lowers the end cost to the consumer. Funding has recently been secured to continue the micro-franchise and also install macrosolar systems in schools and clinics.

The office is based in Mzuzu, in the Northern Region. Entrepreneurs have been trained in Rumphi, Chitipa, Nkhata Bay, Karonga, Mzuzu, Mzimba and Balaka (Near Zomba). The products have been sold in these regions and beyond – including Thyolo in the far south through the Satemwa Tea Cooperative.

#### Current Model

Working to the 'Three Pronged Approach' model, work in Malawi is currently focused on scaling up existing franchisees, establishing a network of microsolar retail outlets and identifying other potential distribution networks such as NGOs, co-operatives, MFIs and retail companies.

#### Key deliverables (for the Pro-victimis / Daey Oewens funding period 2010 – 2012)

- To provide training to 80 carefully selected entrepreneurs, enabling them to sell and repair micro-solar products, increase income and escape poverty.
- To sell 16,670 microsolar products in Malawi by 2012.
- To improve quality of life for householders using the microsolar products by reducing energy costs and consequently kerosene related illness.
- To establish strong microsolar distribution networks across Malawi.
- To reduce CO<sub>2</sub> emissions and sell carbon credits in order to scale up work.
- To empower women by ensuring 50% of people trained are female.
- To install sustainable macrosolar systems on 50 schools, 20 clinics and 20 community centres.

#### Main Partners

MFIs: MicroLoan Foundation and FINCOOP. Entrepreneur identification partners: Ungweru Youth Group, Concern Universal (Balaka Pilot), VSO. Distribution partners: Satemwa Tea Estate.

#### In-Country Staff Contacts

Dave Gillooly, Micro-Franchise Manager.

Brave Mhonie, Sales Coordinator.

Karel van Zand, Macrosolar Project Coordinator

Contact address: SolarAid Malawi, PO BOX 1212, Mzuzu, MALAWI.

## • Achievements

Microsolar	
Indicator	Total Nr.
People trained to date (Inc. technical, sales and assembly) :	252 <sup>7</sup>
Active Entrepreneurs	99
Products sold (July 08 to December 2009):	2522 chargers, 4732 lights
End User Beneficiaries <sup>8</sup> :	11,349
Carbon Saving (July 08 to Dec 09):	102 tonnes

Macrosolar	
Indicator	Total Nr.
Installations completed:	1
Routine maintenance people trained to date:	3
Beneficiaries (schools and clinics):	126
Sites identified:	n/a
n.b This refers to an installation on Kaliya Youth Centre with Christian Aid funding prior to the start of the current programme.	

## • Impact

Indicator	Data
Average income from solar sales for all entrepreneurs surveyed:	4163MWK/ month, an increase of 69% from baseline <sup>9</sup> .
Average income from solar sales for star entrepreneur's:	8000MWK additional income / month, an increase of 133% from baseline <sup>10</sup> .
Average reduction in kerosene usage:	Average saving of 2.25 Litres / month <sup>11</sup> .
Average household saving on energy spending:	1607MWK /month <sup>12</sup> .
Energy savings used for:	15.3% of average income of end users. Respondents explained this is mainly spent on food and enabled them to start saving <sup>13</sup> .
Product main use:	75% are using the light for studying or children's homework. 58.3% say that the time spent working in the evening has increased.
Main impacts	48% of respondents say that the incidence of illness has reduced <sup>14</sup> . 41% of respondents felt that saving on energy was the most significant impact on their lives <sup>15</sup> .

## Financial information

Funders	Total Budget Allocated
TRAID	£138,680
Pro-Victimis	€200,000
Daey Oewens	€292,175
Cherie Blair Foundation	£15,000

n.b We are currently seeking match funding for the macrosolar programme.

<sup>1</sup> [https://www.cia.gov/library/publications/the-world-factbook/maps/maptemplate\\_mi.html](https://www.cia.gov/library/publications/the-world-factbook/maps/maptemplate_mi.html)

<sup>2</sup> <http://web.worldbank.org/WBSITE/EXTERNAL/COUNTRIES/AFRICAEXT/MALAWIEXTN/0,,menuPK:355898~pagePK:141132~piPK:141109~theSitePK:355870,00.html>

<sup>3</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/mi.html>

<sup>4</sup> [http://hdrstats.undp.org/en/countries/data\\_sheets/cty\\_ds\\_MWI.html](http://hdrstats.undp.org/en/countries/data_sheets/cty_ds_MWI.html) and [www.nso.malawi.net](http://www.nso.malawi.net)

<sup>5</sup> <http://hdr.undp.org/en/statistics/>

<sup>6</sup> <http://www.doingbusiness.org/ExploreEconomies/?economyid=118>

<sup>7</sup> SolarAid / Traid End of Project Evaluation Jan 2010

<sup>8</sup> Assuming 4.5 people per household as in the Malawi Census 2007

<sup>9</sup> Based on EFUS1 data to July 09. See Country profile December 2009 calculations spreadsheet

<sup>10</sup> Based on EBL1 data baseline data to July 09 (110 respondents) and income of 10 products sold per month per star entrepreneur at 800MK margin per product (Dave Gillooly estimates of monthly sales). This is assuming that no other forms of incomes have been affected.

<sup>11</sup> ACG Market research 2007. 97% of people interviewed stated that they have not used any kerosene since buying the product.

<sup>12</sup> Based on CFUS1 July 09 – note product was subsidised in Satemwa which forms most of the respondents in this data

<sup>13</sup> Based on CBL1 July 09

<sup>14</sup> Based on EFUS1 July 09 - % of total

<sup>15</sup> CFUS1 July 2009 - % of total