

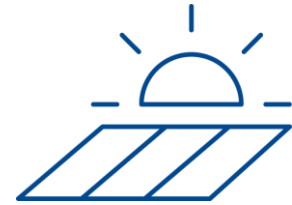


USAID
FROM THE AMERICAN PEOPLE



POWER AFRICA OFF-GRID PROJECT CONNECTING A CONTINENT, BEYOND THE GRID

The USAID-funded Power Africa Off-grid Project (PAOP) provides technical assistance and targeted grant funding to support the development of Africa's off-grid solar home system (SHS) and mini-grid sectors. Through a team of resident technical advisors across East and West Africa, PAOP works with companies, investors, and governments to advance the role of the private sector in extending energy access.



By offering broad-based market intelligence to investors/financiers to inform financial product design, advising governments on establishing supportive policy frameworks, and providing hands-on support to companies, PAOP is helping to build the off-grid market to accelerate private sector-led energy access. Specific focus areas:

- **Policy and Regulatory.** Enabling environment activities increase the ease of doing business and attract private sector partners to participate in the off-grid sector. PAOP supports the mini-grid and SHS sectors, as each of these sectors faces a different set of policy challenges. PAOP helps governments design and implement policy frameworks that are supportive of private sector off-grid solutions.
- **Market Intelligence.** To serve the off-grid sector more broadly, PAOP gathers and disseminates market intelligence to companies, investors and governments to inform them about the latest sector developments and support their making informed decisions.
- **Business Performance.** PAOP offers targeted interventions meant to improve sales and business performance of individual companies, providing deep operational support in areas such as C-suite recruiting, business model development, sales strategy, product sourcing and strategic partnerships.
- **Access to Finance.** Off-grid companies require consistent access to financing. PAOP works with companies to raise equity or debt through executive coaching and pitch deck development, as well as supporting successful grant applications. The team also works directly with local financial institutions and investors to develop bankable pipelines and perform due diligence.
- **Cross-Sectoral Integration.** The links between energy and other sectors such as agriculture, health, and education, represent key opportunities for off-grid companies to reach new markets, develop new product lines, and multiply their impact. PAOP's Regional Advisors in both East and West Africa support companies and USAID missions to understand and execute opportunities for the integration of productive uses of energy into their businesses and activities.

OFF-GRID ADVISORS ON THE GROUND ACROSS AFRICA

The PAOP Technical Advisory Team comprises:

- Nine in-country technical advisors
- East and West Africa regional advisors
- Cross-cutting advisors specializing in:
 - Digital Finance
 - Energy and Agriculture
 - Finance
 - Gender
 - Market Analysis
 - Policies and Regulations





A mother helps her daughter with homework in rural Senegal with help from the light from a solar home system. (Photo: Xaume Olleros for Power Africa)

ILLUSTRATIVE INTERVENTIONS

Energy remittances programs in Ethiopia. Remittances programs could provide a solution to Ethiopia's FOREX gap challenge. The product providers of remittances platforms can receive payments of their products in foreign currency, which will allow them to use the funding to acquire more products. PAOP supports remittance platforms and off-grid companies in Ethiopia to forge new partnerships.

Rural electrification planning in Niger. The rural electrification agency in Niger (ANPER) and the Ministry of Energy are developing a Rural Electrification Master Plan with the goal of electrifying 1,000 villages by 2022. PAOP supports the plan through the creation of a coordination unit to support its implementation.

Business advisory services and capacity building in Ghana. Off-grid companies in Ghana are ramping up their capacity to reach last-mile customers and need new sales tactics and tools. PAOP supports companies in Ghana with hands-on advisory and capacity building.

Integration of off-grid products into direct consumer financing businesses in Kenya. MFIs and mobile money platforms play an important role in extending consumer financing to off-grid customers. PAOP works with market leaders in both the SHS and financial sectors to identify potential credit guarantees and other securities that will enable them to offer direct asset financing for off-grid products.

Productive use pilots in Senegal. The rise of agricultural productive use and mini-grid demand stimulation are two mutually reinforcing trends in Senegal's off-grid sector. PAOP maps the productive use of the energy market to introduce new technologies and suppliers to Senegal's SHS and mini-grid companies.

ABOUT US

Started in November 2018, the Power Africa Off-grid Project (PAOP) is a four-year program to accelerate off-grid electrification across sub-Saharan Africa to support Power Africa's goals to double access. RTI International implements PAOP in collaboration with Fraym, Norton Rose Fulbright, Practical Action Consulting, and Tetra Tech.

ABOUT POWER AFRICA

Power Africa is comprised of 12 U.S. Government agencies, over 145 private companies, and 18 bilateral and multilateral development partners to support sub-Saharan governments by working together to increase the number of people with access to power. Power Africa's goal is to achieve 30,000 MW of new generated power and 60 million new connections by 2030 to reach 300 million Africans.

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