

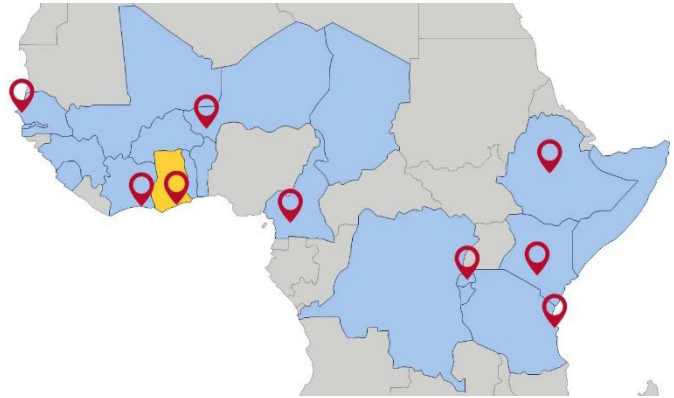


USAID
FROM THE AMERICAN PEOPLE



POWER AFRICA OFF-GRID PROJECT (PAOP) GHANA

With a goal of 100 percent electricity access by 2030, the Government of Ghana (GOG) can leverage off-grid solutions to increase access across the country. The solar home systems (SHS) market in Ghana has been growing at a healthy pace and steadily contributing to this intended outcome. However, most SHS sales are concentrated in the southern part of the country, which enjoys better access to infrastructure and higher household income levels. A few companies have established successful operations in northern Ghana, but international companies continue to shy away.



PAOP ENGAGEMENT IN GHANA

Supporting Regulatory and Policy Reforms. PAOP supports the GOG's regulating bodies on off-grid electrification policy and regulatory reforms. The team focuses on the revision of taxation and import duties, quality standards, and environment taxes. PAOP works closely with interested companies and regulatory bodies to improve mini-grid business and financing models to promote private sector engagement. Throughout, PAOP facilitates dialogue between development partners, companies, and public institutions to promote the mini-grid sector and improve accessibility of electricity to underserved Ghanaian populations.

Assessing Market Dynamics and Providing Intelligence. To inform future activities, PAOP's off-grid market assessment in Ghana maps ongoing and upcoming donor activities, existing market intelligence resources and services, market potential, regulatory environment and financial landscape. On an ongoing basis, PAOP will provide valuable insights to investors, companies, and donors to inform and assist with the development of partnerships within the sector, including between U.S. businesses and local distributors and clients.

Increasing Business Performance and Access to Finance. To boost business performance and access to finance of mini-grid and SHS companies, PAOP supports the deployment of innovative payment and finance options to reach Ghana's poorest. The team will also work with financing institutions and donors to educate potential funders on the mini-grid and SHS solutions available. To increase access to electricity in northern Ghana, PAOP assists with market entry and expansion in the region by micro-grid and SHS companies. By developing relationships with non-governmental organizations, farmers associations, village savings and loan associations, and mobile network operators, PAOP facilitates entry into the last-mile market for both local and international SHS companies. PAOP also provides these companies with business advisory services and capacity building. Such activities help to increase the number of Ghanaians in poorly served areas with access to modern electricity services.

Expanding Cross-Sectoral Integration. To support the growth of energy-agriculture projects and products in Ghana, PAOP supports productive use models, collaborates with relevant



A PEG sales agent (in orange) demonstrates an off-grid energy product to members of a Village Savings and Loan Association as part of the company's efforts to increase the number of female sales agents and female customers in remote northern Ghana. (Photo: Laura

USAID projects and partners, and assists the GOG in its interventions to increase energy access. Activities produce agricultural solutions in areas such as small-scale irrigation and food processing. PAOP's other cross-sectoral activities in Ghana include energy and health, energy and gender, and digital payments for energy services.



Mini-grids, like this one built by Black Star Energy Ltd., are providing affordable, sustainable electricity to rural Ghanaians for the first time. (Photo: PATRP)

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 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 while integrating gender considerations into all its work streams.

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. In every country, PAOP works to raise awareness of pay-as-you-go (PAYGO) models among microfinance institutions in addition to supporting other existing business models.
- **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.

ABOUT PAOP

Starting 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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