Uganda

94% of the population rely on biomass
Population to double by 2040

Scale Goal
Two Years: 6000 → At Scale: 20K - 40K / year

Bidibidi, Yumbe

280,000 people
Lack access to clean cooking & electricity

350,000t wood-fuel
Consumed annually
Problem

Three Stone Stove

- Three-stone fire
- Lots of biomass
- Very smoky
- Deforestation
- Have to collect/purchase fuel
- Ill health from smoke
- High operating costs
- Source of conflict
  + Low upfront cost

Improved Cookstoves

- Improved cookstoves (ICS)
- Still reliant on biomass
- Smoke, air pollution and deforestation still present
- Time/money spent accessing fuel
- Varying post-sales services
- Distance between producer and consumers
- Low quality products sold as ICS leading to lack of consumer trust
Welcome to the ECOCa

Weight: 8kg
Measure: 32 x 32 x 12 cm
Pot: 6 l
Solar panel dimension: 275 W
Battery capacity: 24 Ah
ECOCA Version 2

Adopted by 100% of users

- 1 ECOCA for 1 family
- 3 meals a day
- 2 USB’s for phone charging + other
- Light
- No costs for wood or charcoal
- Income generation
- Local assembly (refugee/host community)
Technical skills:

- Product Development & prototyping
- Production Design & Management
- Process optimization & Implementation
- Change Management

Technical skills:

- Market based approach and financing
- International platforms and scalability
- Inclusive energy access
- Program design and implementation
J2S, Vision:
To provide affordable and accessible renewable electric cooking to a range of people - from those living in refugee settlements to those in peri-urban and urban settings - enabling a clean transition from traditional to modern cooking.
J2S, Main Objectives

- Increase affordability
- Supply chain optimization and codification
- Additional markets adaptation
- Ecoca East Africa SMC Ltd
- Retailer Network
Business Model

- **Investor**
  - Project investment
  - Repayment of investment

- **PESITHO**
  - ECOCA parts
  - Ex-works €330,-

- **ECOCA East Africa**
  - ECOCA delivered

- **End-user**

- **Carbon credit buyer**
  - CER Issued

- **GS UNFCCC Carbon Credits**
  - Carbon saving

- **100% + interest**

- **Long Term Cash-flows**
- **Test B2B through local operators**
J2S, 2 Year Scale Goal

- **Jan 2021**: Achieve GS4GG
- **Willingness to Pay results**
- **First Operator Agreement Uganda**
- **2000 ECOCA’s sold**

- **Retailer Network GO-LIVE**
- **ECOCA EA Operational**
- **First Operator Agreement Kenya**
- **PAYC implemented & tested**
- **4000 ECOCA’s sold**

**Transition to Scale**
- Brokering; governmental institution
- Funding; i.e. Smart Subsidy & financing
- Mentoring on local business

**Business model and budgets**
- **ECOCA EA**
  - Brokering; governmental institution
  - Funding; i.e. Smart Subsidy & financing
  - Mentoring on local business
Partnerships

AARHUS UNIVERSITY

Solutions and Research

Mercy Corps

Market Approach, Sensitization & Scaling

GIZ

Pilots

Caritas Danmark

Local assembly and willingness to pay

Solaris Offgrid

Last Mile Distribution & PAYC Enablers

Angaza

Import, Certification & Taxes

UNBS

UGANDA NATIONAL BUREAU OF STANDARDS

WFP World Food Programme

URA

PESITHO
Lessons Learned

- Shared value partnership
- National regulations and platforms
- Win-win localization
- Leverage existing expertise and networks
- Market assessment to determine payment methods

J2S
Thank you