Draft national EELA

Uptake and Private Sector Engagement
Outcome 1: Improving the institutional conditions for a sustainable EELA market

This overall outcome captures a number of conditions that need to be in place for a transition towards a quality EELA market. Hence, this key outcome draws from the programme’s objective to support such a transition which goes beyond the market itself.

Output 1.1 Key EELA stakeholders organized for increased coordination and market regulation at a national level

Key Activities
Identification and mobilizing of national stakeholder platform for EE
Information and communication platform to support the coordination
Regional sharing and communication thru SACREEE and other networks (also regional donor programmes, embassies’ cooperation)

Output 1.2 Private sector (EELA sub-sector) participating in joint initiative to regulate market on voluntary basis

Key Activities
Launching and running a Code of Conduct project
Holding national CoC workshops
Coordinating with regional CoC programs (and if possible participate at such workshops)
Developing a modality for the CoC members to apply quality EELA approach (Monitoring and verification).
Coordinating and channelling other activities through the CoC; e.g. supply chain development, awareness, MEPS platform draw to a great extent on CoC members’ participation.
Support the formation of an EELA Association
Outcome 2: Access to quality assured EELA products has improved

This second outcome addresses access through improved supply. However access has to be distributed to various market segments in order to be effective. The supply of quality EELA is supported by 3 main outputs: i) procurement guidelines in place for importers, ii) supply chains extended and quality assured in Tanzania, iii) financing options for supply chains piloted.

Output 2.1 Supply capacity of EELA sector increased (downstream)

Key activities

Supporting development of EELA supply chains (safeguarding that quality EELA penetrates the whole supply chain). This subcomponent focuses on the larger importers and wholesalers and the structure of the sales to smaller towns.

Quality assurance of the supply chain by identification and training of dealers and shops in urban centres (both small and large towns). Linking initiatives to link those dealers with appropriate suppliers/importers in Dar/Mwanza.

MEPS platform development in cooperation with the private sector (mainly targeting key importers).

Output 2.2 Procurement support and guidelines in place (upstream)

Establishing a procurement service under the CoC (technical advice linked to the MEPS platform) This service is a procurement platform that provides information on overseas suppliers that mitigates business risk of selecting/finding new EELA suppliers.

Output 2.3 Financing options for the supply chain piloted

Financing options for supply chains (innovative supplier credit models piloted. Possible cooperation with IFC and SNV support to off grid lighting suppliers)
Outcome 3: Customer preferences and buying behaviour towards quality EELAs enhanced

The stimulation of user preferences is critical for demand creation. The programme will provide generic EELA marketing and awareness campaigns; thus it will not favour specific brands. Marketing of brands is the private sector’s mandate. Though there will be information on sub-standard and poor performing appliances. The main outcome is the enhanced understanding of buying quality EELA for energy savings which lower the overall spending over the appliance’s life time. There will also be interventions that will pilot selected incentive models by testing financing/credit offers to consumers.

**Output 3.1 Energy savings are increasingly driving the EELA market**

Key activities
- Awareness of use, savings, etc in relation to CFLs and older technologies
- Baseline on needs assessment. Market research on EELA quality in the market (requires knowledge of MEPS).
- Information material for dealers to hand out
- Attitude and motivational influencing campaigns (may include TV & Radio ads, newspaper ads, etc)
- Demonstrations and road shows
- Marketing in connection with REA grid extension programmes

**Output 3.2 Testing and evaluating the role of consumer financing for EELA diffusion**

Financing, voucher schemes (pilots) in cooperation with TANESCO, Vodacom, FSDT-T, Sunref and/or other interested partners
- Baseline on purchase power (constraints), in particular in the BoP segment
Outcome 4: The EELA market is prepared for MEPS

MEPS is normally a mandatory tool used by governments to control the entry of energy consuming appliances. Successful implementation requires coordination and cooperation among a number of stakeholders, in particular for MVE. It is envisaged that the launch of MEPS draws on the preparation and mobilization of the stakeholders. It is therefore deemed that the EELA programme will focus on establishing the platform (rather than actually guaranteeing that MEPS are in place). The long-term vision is however to deploy MEPS for EELAs in Tanzania. This outcome draws considerable on inputs provided by the regional programme.

Output 4.1 Establishment of a MEPS platform

Key activities
- Stakeholder identification and mobilization (partly done under 1.1)
- Environmental issues (disposal of CFLs e.g.)
- Design of MEPS (cooperation with regional EELA program)
- Discussions and agreement on which appliances to select for MEPS (drawing on Regional EELA-SADCSTAN)
- Platform for introducing MEPS – what standards, testing, labelling
- Baseline and analysis of stakeholder capacity to establish MEPS for EELA (customs, TBS, test labs, importers, lighting expertise, etc)
- Preparing Enforcement framework (MVE)
- Training stakeholders on MEPS
Outcome 5: the EELA market system has transformed (1)

The final outcome factor focuses on so-called market system conditions; i.e. outside the business transactions per se, but important to the long-term growth of the EELA market. The market system includes the role of policies and regulations (outside MEPS), public procurement policies, consumer rights, streamlining retrofit in existing building and safeguarding that new buildings are equipped with lighting that meet specifications. Some innovative models will be tested under this outcome such as early adoption linked to grid extension programs, retrofit campaigns for large buildings, LED street lighting specification and promotion. (several of the activities are piloting a specific intervention and are limited in scope. The assessment during inception may narrow the scope of this component)

Output 5.1 Supporting functions for EELA market established
- Identification and need for regulatory framework
- Consumer protection (rights) and product warranty
- Addressing the need for supporting policies
- EWURA cooperation on curricula development of technical training
- VETA training for electricians assessed and adjusted to EEL needs

Output 5.2 Corporate/public bulk procurement
- Interventions in various market segments like public, corporate procurement, street lighting
- Baseline/Inventory of EEL in larger public and private buildings
- Public procurement addressing EEL (e-procurement, guidelines, training seminars, etc)
- New housing projects and retrofit campaigns
- Include EEL products in the Catalogue of Common Use Items and Supplies of GPSA and MSD as well as e-procurement models in the PPRA
Outcome 5: the EELA market system has transformed (2)

Output 5.3 Innovative diffusion models for specific segments tested
- REA – TANESCO grid extension campaigns for subsidized distribution of LED lights (the CoC network should be involved)
- RBF model piloted for distribution to public/municipality buyers

Output 5.4 Improved match-making between suppliers and buyers
- Establish a market platform (both physically and IT based) that brings the corporate buyers closer to the main EELA suppliers in Tanzania
- Helping the private sector to market EELA by making a business case for EELA comprising LCC for various technologies, price/performance assessments
- Key stakeholders capacity to include EEL in plans (identification of such stakeholders such as architects, contractors, ministries, etc)
- Match-making events comprising large bulk buyers and main suppliers
- Match-making events between small shops/dealers in small towns with large importers/wholesalers

Output 5.5 Enhanced understanding in the building sector of EELA
- The role of architects, electricians, contractors, etc in driving the EELA market. Workshops and trainings on the importance of EELA.
- Prepare EELA information material such as product catalogues for professionals, architects, builders, etc