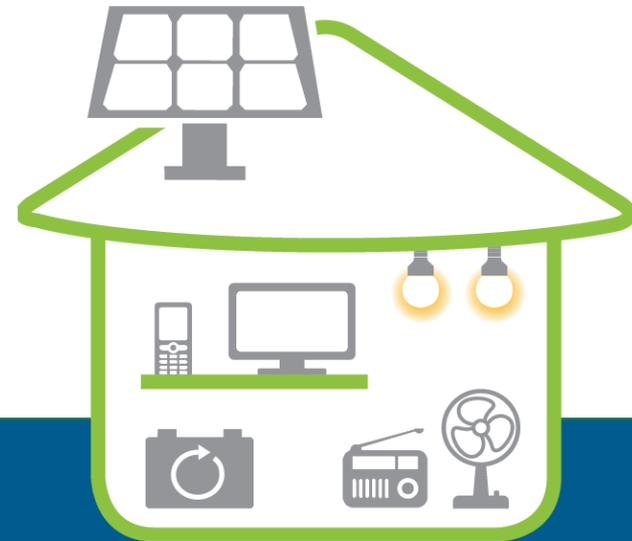


Global LEAP+RBF

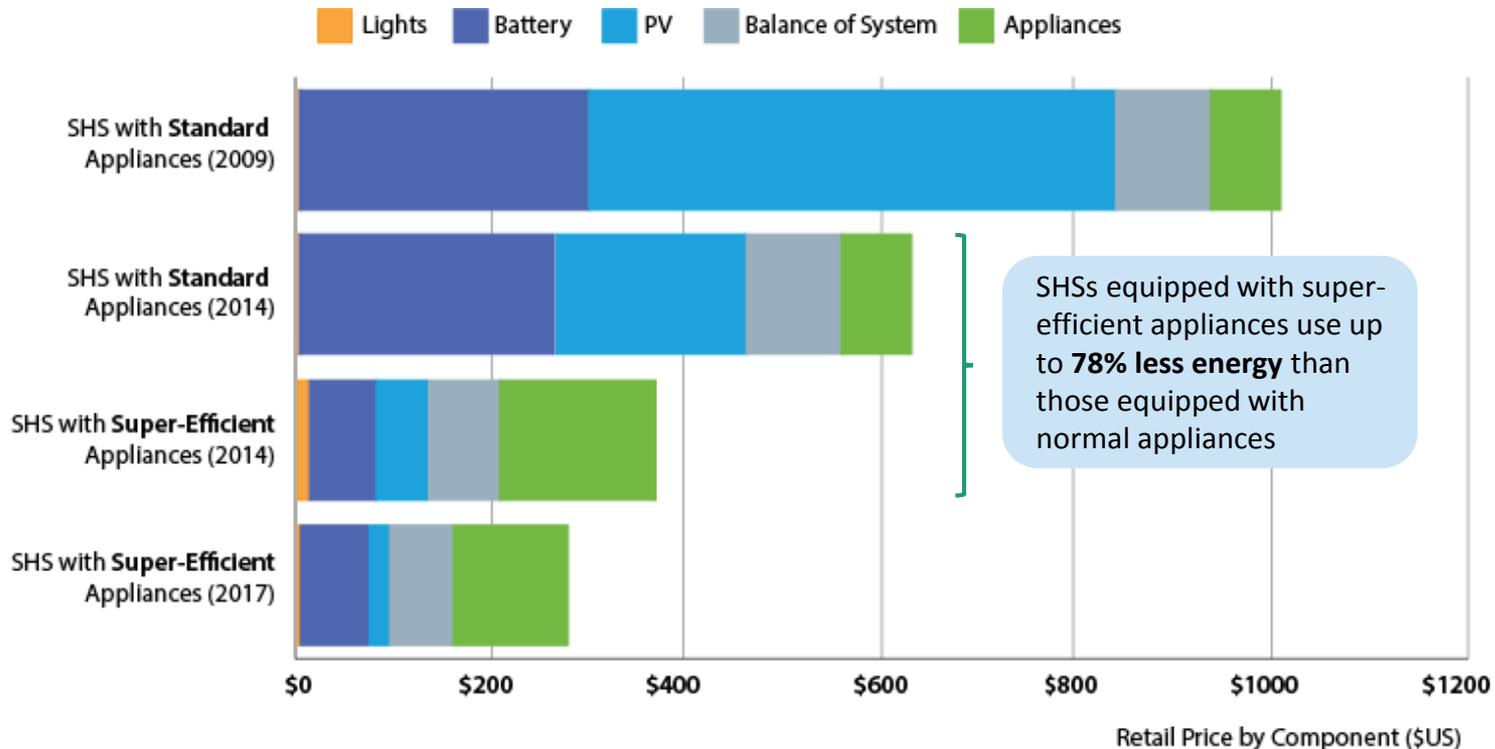
An effort to catalyse global markets for off-grid appliances through targeted technical assistance and procurement incentives

29 October 2015



Super-Efficient Appliances Drive Cost and Performance Benefits for Off-Grid Energy Systems

SHS Purchase Price Based on Appliance Type



*Systems provide energy for 4 lights, a 19" color TV, a radio, and mobile phone charging

* Appliance use assumption: lights = 4hrs/day, TV = 3hrs/day, radio = 6hrs/day, mobile phone = 1 charge per day

Source: Phadke, et al., "A Home Energy System in just 25 Watts: Super-Efficient Appliances Can Enable Expanded Energy Access Using Off-Grid Solar Power Systems" (1.usa.gov/1K6yfyn)

Critical Barriers to Development of the Off-Grid Market

The global off-grid clean energy market needs a complementary market of high-quality, super-efficient off-grid appliances to reach its full potential, but **significant barriers inhibit that market's development:**



Product design and development: Off-grid solar companies struggle to identify or develop great appliances, and appliance manufacturers are typically unaware of off-grid market design needs



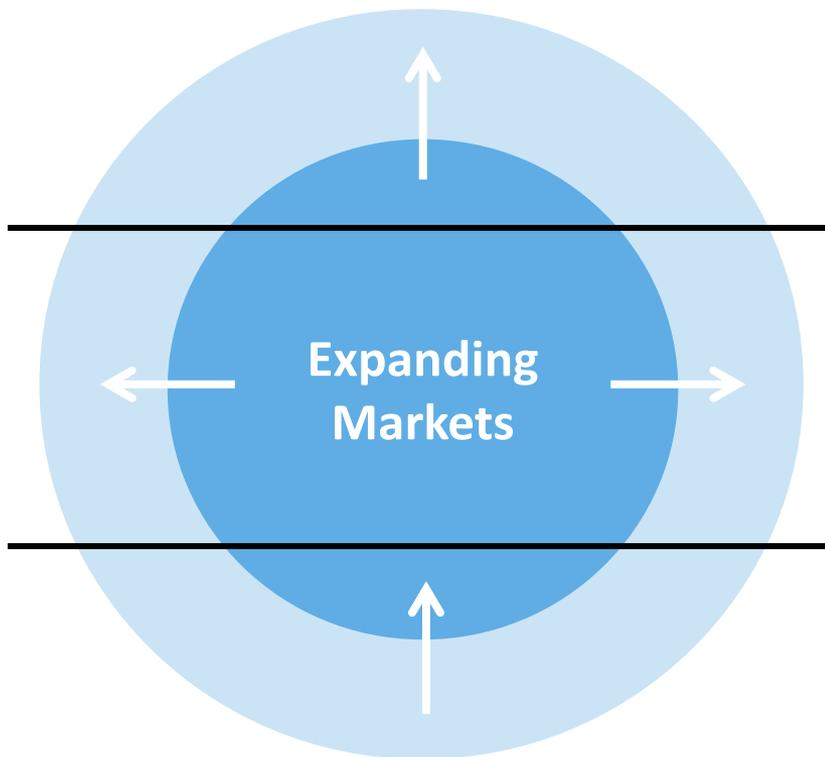
Market intelligence: Many appliance manufacturers are not aware of the off-grid market opportunity, and those that are aware struggle to find clear paths into the market or find the market too risky



Capital constraints: Off-grid solar companies often lack financing to expand appliance product offerings or switch appliance vendors

These barriers **inhibit growth** in the global off-grid clean energy market and **exclude off-grid communities** from the socioeconomic, health, and environmental benefits of improved modern energy services

Global LEAP Off-Grid Appliance Market Development Activities



Raising the Market's Ceiling

Global LEAP
Awards and RBF
incentives

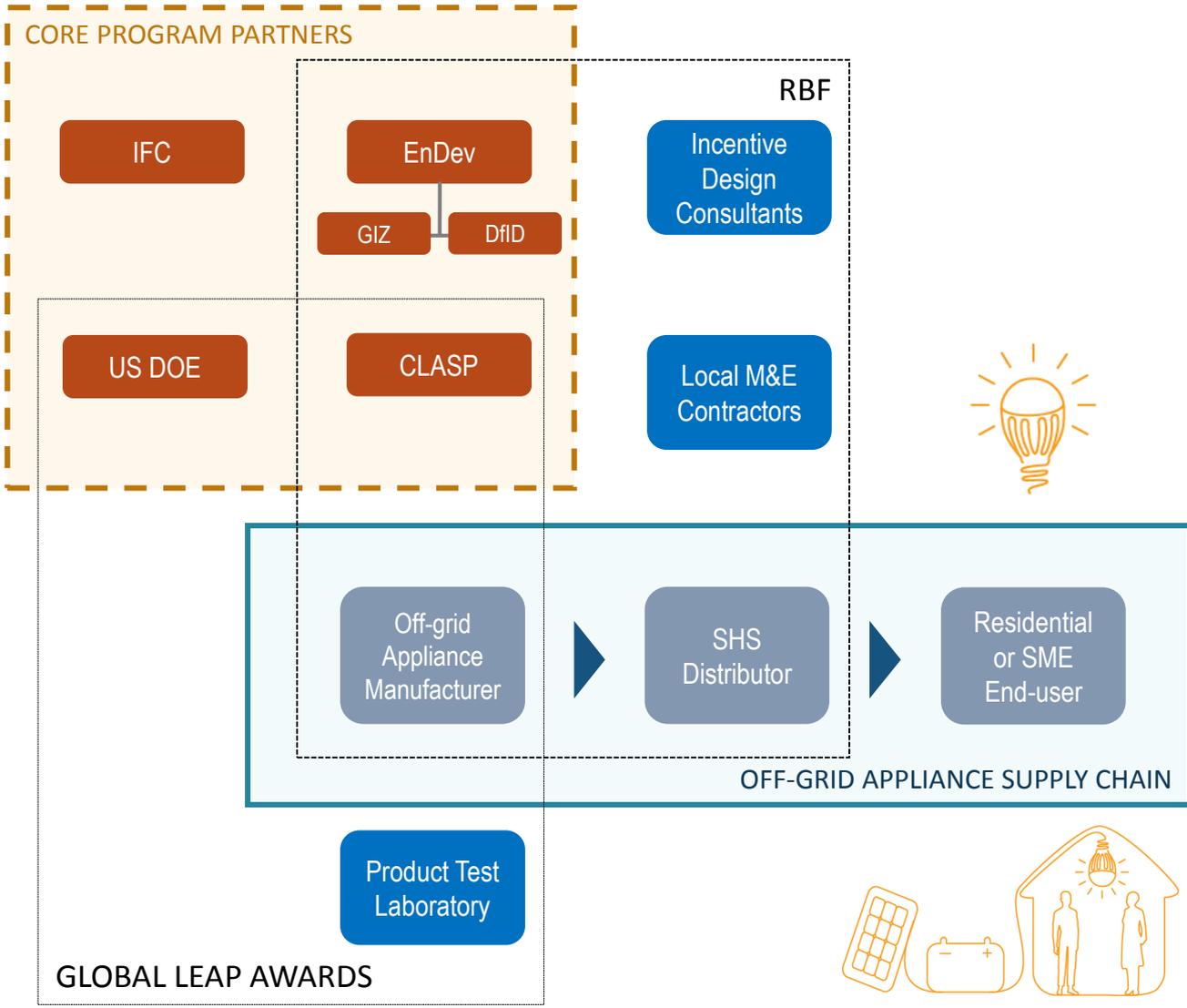
Providing Market Intelligence & Technical Assistance

Market research, business-to-business networking, technical capacity development, policy support

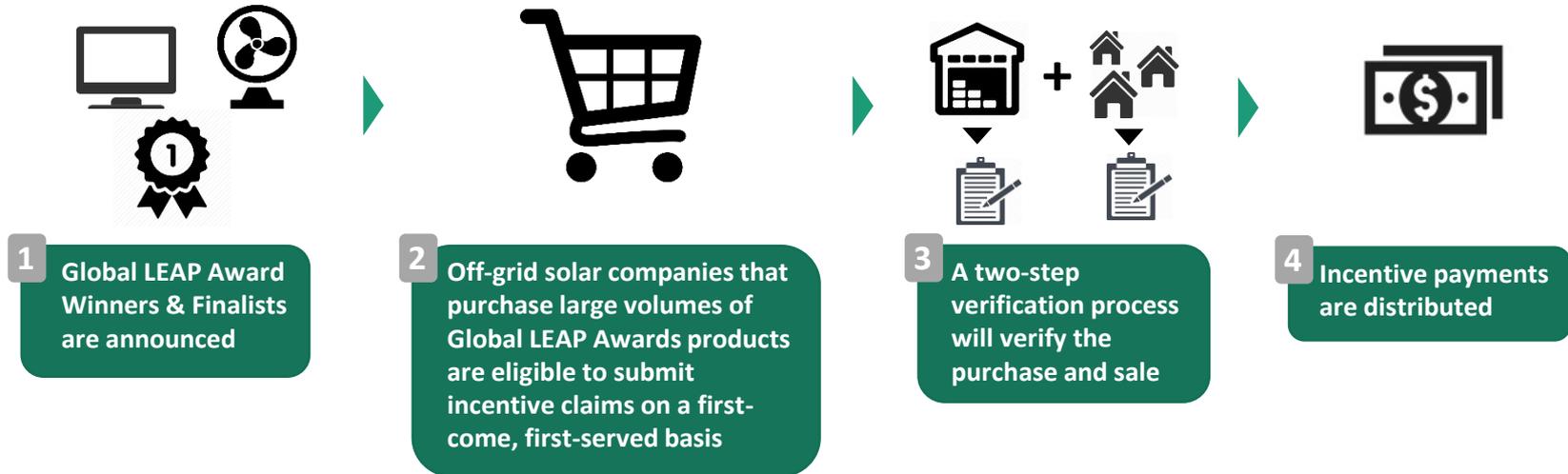
Raising the Market's Floor

Off-Grid Appliance
Data Platform

Global LEAP+RBF Program Structure



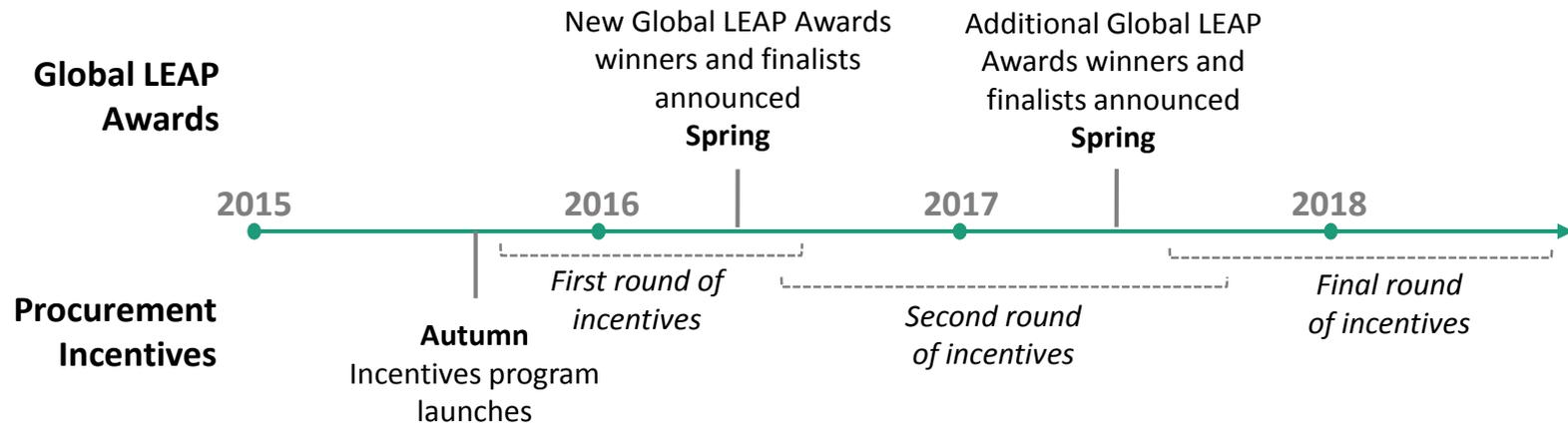
Program Structure



Key Benefits

- Off-grid solar companies receive credible information about high-quality, energy efficient appliances
- Off-grid solar companies have the risk of new product ventures reduced
- Verification data will provide valuable insights on off-grid customer preferences and purchase decisions
- Appliance manufacturers will have a clearer path into the off-grid market
- Off-grid appliance market develops and scales up
- Appliance manufacturers recognized

Indicative Global LEAP+RBF Program Timeline



Global LEAP Awards

- **Test method development:** Drafted world's first test method for off-grid fans, and revised test method for off-grid TVs used for the previous Global LEAP Awards, leveraging existing IEC test methods, in partnership with a global network of industry leaders, researchers, and lab technicians
- **Awards competition scoping:** Drafted terms and conditions for upcoming competitions including eligibility requirements, nominations process, and evaluation criteria
- **Stakeholder engagement:** Developed initial suite of comms collateral; leveraged relationships and diverse platforms to raise awareness of upcoming competitions
- **Manufacturer recruitment:** Initiated broad recruitment campaign; 13 verbal commitments secured

RBF

- **Sub-contractor selection:** Implemented a competitive bidding process to identify incentive design, Bangladesh M&E sub-contractors, and warehouse sampling sub-contractors
- **Incentives program scoping:** Initiated engagements with incentive design sub-contractors and identified data requirements for modeling and analysis of incentive mechanism
- **Stakeholder engagement:** Developed initial suite of comms collateral; conducted an extensive round of in-person 1:1 meetings with key players in the Bangladeshi off-grid market, including industry leaders and government stakeholders

Immediate Next Steps

Global LEAP Awards

- Continue manufacturer recruitment
- Go-live with nominations portal and all relevant web updates
- Finalize contracts for awards lab testing

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- Finalize design of incentive mechanism
- Complete inception phase report
- Initiate M&E contractor engagements
- Plan for Bangladesh launch