Employment Promotion via Sustainable Energy

Presented by Rubelyn (Ruby) Alcantara, CEO – HERi Madagascar
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SESSION OBJECTIVES

Aware of the challenges ahead, the proposed panel aims to take stock of ongoing and past activities for employment promotion via sustainable energy and to identify the most promising approaches for the future, focusing on factors allowing for replicability in other contexts.

• Which approaches have proven particularly successful in creating jobs?
• What are some of the best ways to prepare young people for the skills needed to excel in those jobs?
• How can employers and job seekers find each other on the nascent labor market for green jobs?

Session Concept Note: COP22 GIZ - Employment Promotion via Sustainable Energy
Innovative approaches to foster job creation through renewable energy and energy efficiency measures, focusing on Africa and the Middle East
ABOUT US

Based in Anatanarivo, Madagascar
For-profit Malagasy company created in 2012.

Solar-powered kiosk franchise network that aims to generate wealth into communities
• providing access to clean energy
• farmer trainings to grow high-value crops.
YOUR PRESENTER

• CEO of HERi Madagascar since July 2016

• African-focused for the past 10 years
  ▪ Lived and worked in Tanzania, Nigeria, South Africa, with short periods in Kenya and Egypt
  ▪ Oversaw and managed teams in Cameroon, The Gambia, Uganda

• Previous African-related positions
  ▪ Chief Marketing Officer, Homestrings – Investor in Africa
  ▪ Managing Director of Push Observer, Six Telecoms Group
  ▪ Regional Director, AFA Group – Promotional country-focused campaigns to attract investment into Africa
How to **identify** and **retain** good staff?
Creating impact

every day
HERi MANAGES A NETWORK OF 72 kiosks* IN 8 REGIONS

serves daily more than 15,000 customers

impacting the life of 75,000 people daily

*As of October 2016
OUR OFFERING
Generating Wealth

HERi Madagascar
A Solar-Powered Kiosk Franchise Network - Franchise lies at the heart of community.
• Built in off-grid rural areas of Madagascar.
• Kiosk offers a wide range of electrical and consumer products.

HAGRI
Identifies, organizes and trains small holder farmers for high-value crops.
• Artemisia annua, a medicinal plant that grows during the counter season.
• Centella asiatica, used in cosmetics and pharmaceuticals.

BeGrid
An innovative pilot project introduce village-sized smart solar mini-grid to provide clean and modern electricity up to the home of low-income population in Malagasy rural areas.
GENERATING WEALTH INTO A COMMUNITY
2012
HERi is founded in Madagascar to give access for rural communities to innovative and clean quality services and products linked to energy. The first HERi energy kiosk opens in Mahavelona, in Analamanga region. A fund from PSI (public-private Dutch governmental fund) supports the implementation of 70 kiosks from the headquarters in Tana.

2013
HERi opens 6 kiosks in Analamanga. The business model evolves: initially managed by local employees, the kiosks are now run under a franchise model by local female entrepreneurs.

2014
7 kiosks open in 2 new regions: Itasy and Vakinankaratra. These mark the first expansion outside the original region.

2015
HERi receives a fund from EU to extend its network with 80 kiosks in South-East regions, from headquarters in Fianarantsoa. 30 kiosks open this year in 4 regions, to reach the number of 44 in operations. Moreover, HERi completes its vision launching 2 new activities: HAGRI, aiming at linking farmers to markets to support local micro economies and BeGRiD, aiming at connecting households and local income generating activities through smart solar mini-grids.

2016
HERi continues to expand its network of kiosks to reach 168 by 2017 in 8 regions of Madagascar. The COI finances the implementation of 8 new kiosks in Vatovavy-Fitovinany. In October, HERi serves 15000+ customers daily, impacting the life of 75000+ people. HERi Group, shaped from the three companies HERi, HAGRI et BeGRiD is created.
OUR IMPACTS

95%
Villagers spend up to 95% less on lights for festivities like funerals and weddings.

66%
of the HERi customer replaced lamps with the HERi lamps.

150%
The time children study at night went up by 150%.

900
Over 300 direct and 600 indirect jobs created.
PROMOTING EMPLOYMENT THROUGH SUSTAINABLE ENERGY

Jobs created by HERi’s Approach

1. **Direct employees:**
   a. Kiosk Operations (Supply chain management, logistics, construction, technicians, kiosk security)
   b. Franchise Sales & Marketing (Regional Sales Teams, Product & Services Development: Energy, Agriculture, Rural Consultancy and future development)
   c. Support Services (IT, Finance, HR, Audit, Legal)

2. **Kiosk Franchise**
   a. Franchise Entrepreneurs – Kiosk operators
   b. Franchise assistants
   c. Smallholder Farmers
OUR PEOPLE

73 directly employees
90% of them being Malagasy.

72 female entrepreneurs are running a HERi Kiosk in 8 different regions of Madagascar.

Each kiosk employs between 1 to 6 assistants.

Our solutions are used by any small businesses.

More than 800 farmers have produced new crops in 2016, providing them with an additional income.
HERi kiosks are all managed by female entrepreneurs native from the community where a kiosk is installed.

All HERi entrepreneurs must have prior experience running a business and be in good standing within the community.

HERi supports and develops its entrepreneurs through initial training and continuous education.

Entrepreneur’s motivation is key to the kiosk’s success.
OUR INNOVATIVE DISTRIBUTION NETWORK

1. Kiosk’s village
2. Entrepreneur
3. Assistants
4. Communities reached
HERi kiosks are stand-alone buildings designed to house a range of appliances, which are charged via rooftop solar panels.

6 solar PV installed (total capacity of about 1 kW (870 Wp)).

The are built at the heart of villages not connected to a grid.

Their size is adapted to the market (7 to 15 square meters depending of the villages).
OUR IMPACTS
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