



EUROPEAN  
MICROFINANCE WEEK 2015  
FINANCIAL INCLUSION FOR SUSTAINABLE DEVELOPMENT



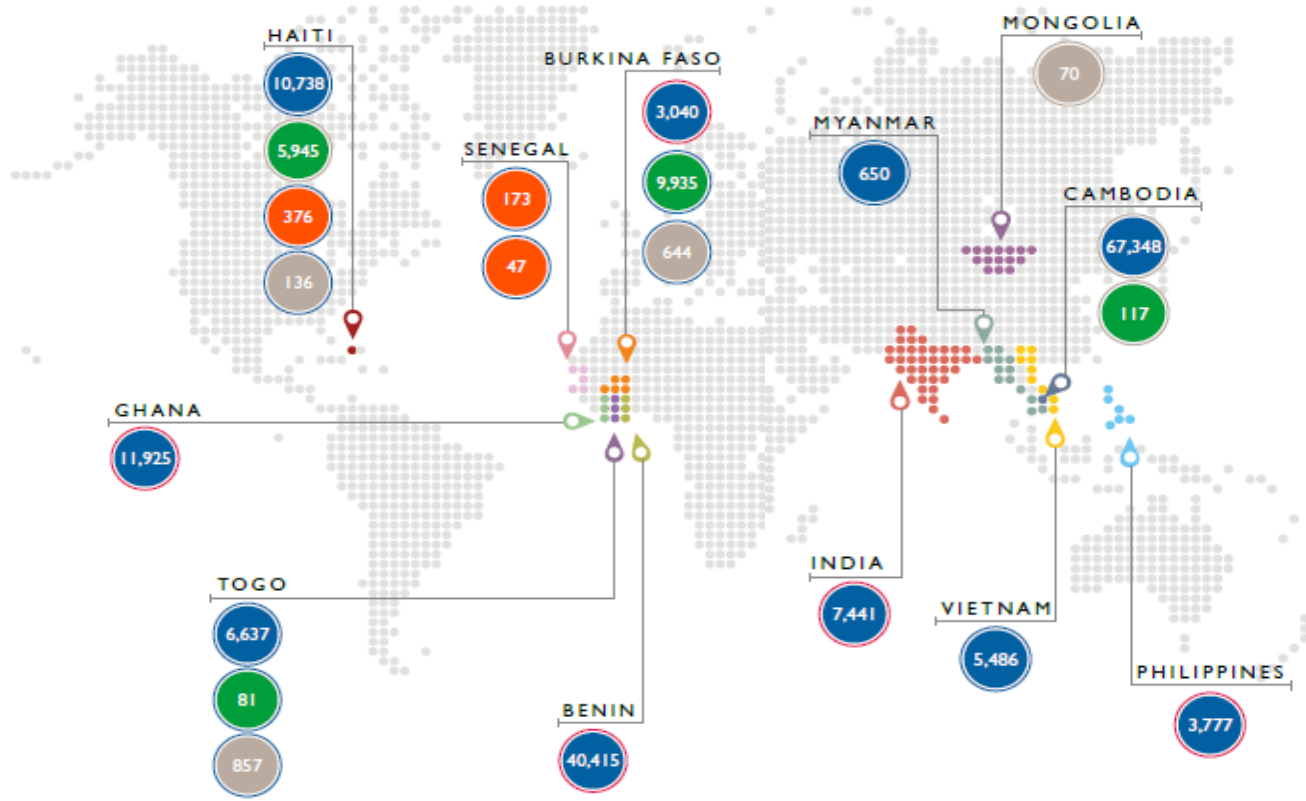
A SOCIAL BUSINESS INITIATIVE BY **ENTREPRENEURS**  
*du Monde*



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12 countries 21 partners 175,838 beneficiaries



**ENTREPRENEURS DU MONDE IS AN INCUBATOR FOR:**

- ⊙ Programmes (12): business activities are set up and developed by Entrepreneurs du Monde until they are ready to evolve into locally governed entities with a local legal structure.
- ⊙ Partners (5): the partners are already recognised as local legal entities and are self-governing. Two of them are former programmes that have become independent.
- ⊙ Affiliated companies (4): these social enterprises were set up by Entrepreneurs du Monde, who play a key role in their governance.

In this manner Entrepreneurs du Monde gave its support to 21 projects, partners and affiliated companies in 12 countries in 2014:

- = 10 in social microfinance
- = 8 in social entrepreneurship (4 in access to energy, 3 in nutrition and 1 in housing)
- = 3 to support the creation of very small businesses (VSBs)

Number of beneficiaries

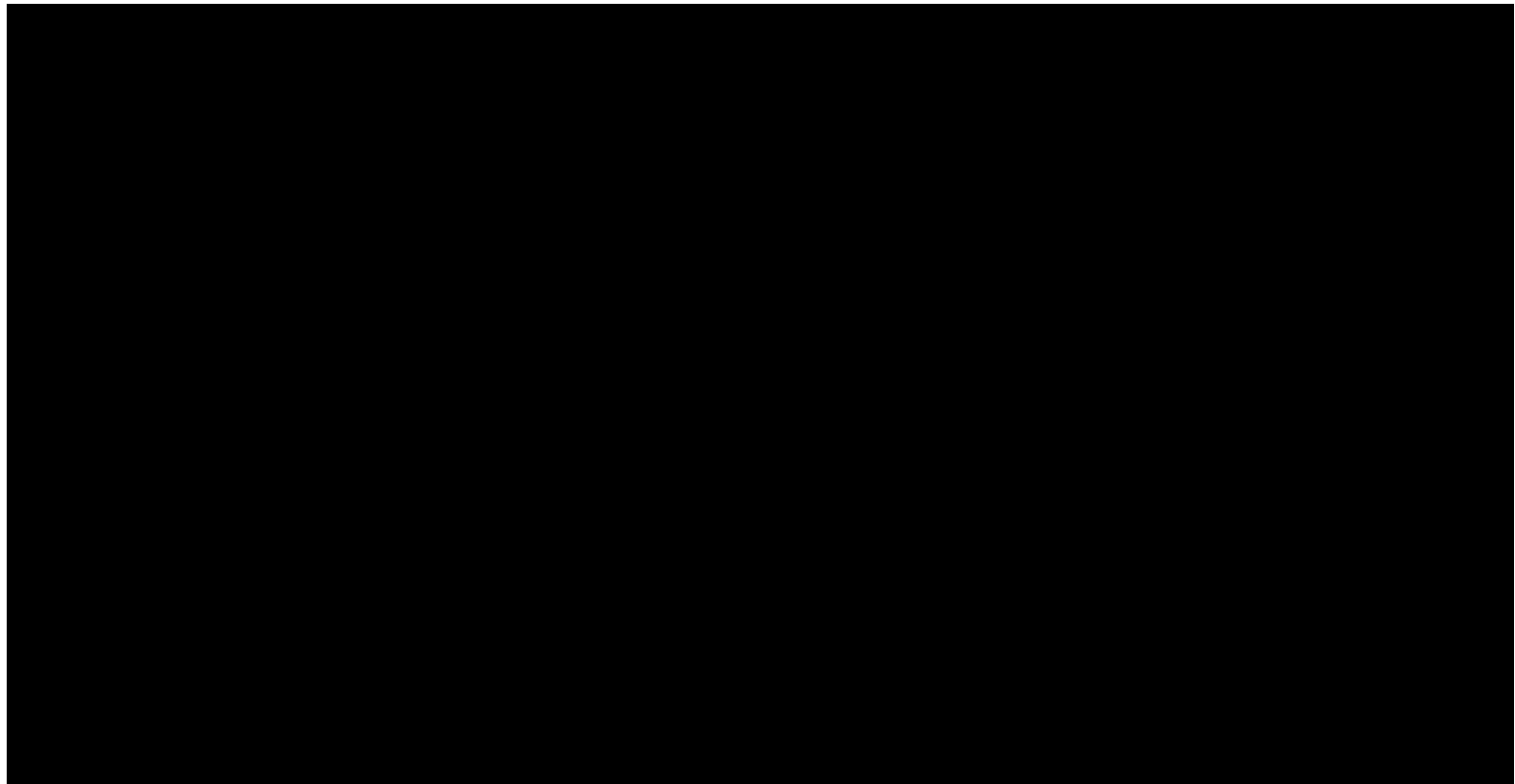
- Social microfinance
- Energy
- VSBs creation
- Nutrition or Housing



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**BACKGROUND: BURKINA FASO A COUNTRY WHERE 87,4 % OF HOUSEHOLDS STILL RELY ON WOODFUEL FOR COOKING**





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## MISSION: MAKING CLEAN AND AFFORDABLE ENERGY PRODUCTS AVAILABLE TO THE POOREST HOUSEHOLDS OF BURKINA FASO

EXISTING COOKING EQUIPMENTS			FUTURE PRODUCTS	
<p><b>Roundé stoves</b></p> 	<p><b>LPG stoves</b></p> 	<p><b>Tilgré stove</b></p> 	<p><b>Berkeley Darfur Stove</b></p> 	<p><b>Double-burner LPG stove</b></p> 
<ul style="list-style-type: none"> <li>- Wood savings : 30-45%</li> <li>- Lifetime : 2 years</li> <li>- Payback period<sup>4</sup>: 2 to 3 months</li> <li>- Satisfaction rate : 100%<sup>5</sup></li> </ul>	<ul style="list-style-type: none"> <li>- Single-burner LPG stove</li> <li>- Efficiency : 55-65%</li> <li>- Lifetime : 5 years</li> <li>- Payback period : 4 months</li> <li>- Satisfaction rate : 97%<sup>6</sup></li> </ul>	<ul style="list-style-type: none"> <li>- Charcoal savings : 37%</li> <li>- Lifetime : 5 years</li> <li>- Payback period: 3 to 4 months</li> </ul>	<ul style="list-style-type: none"> <li>- Designed by the Berkeley National Laboratory</li> <li>- Wood savings: 65%</li> <li>- Reduction of harmful emissions: 50%</li> </ul>	<ul style="list-style-type: none"> <li>- Triple-burner LPG stove</li> <li>- Efficiency: 55-65%</li> </ul>
EXISTING LIGHTING EQUIPMENTS				
<p><b>CB Yelee solar lights (small and large)</b></p> 	<p><b>D. Light solar lights (S20 et S300)</b></p> 	<p><b>Sun King solar lights (Eco, Solo, Pro 2)</b></p> 	<p><b>Solar home systems (BBOXX and CB Yeele)</b></p> 	

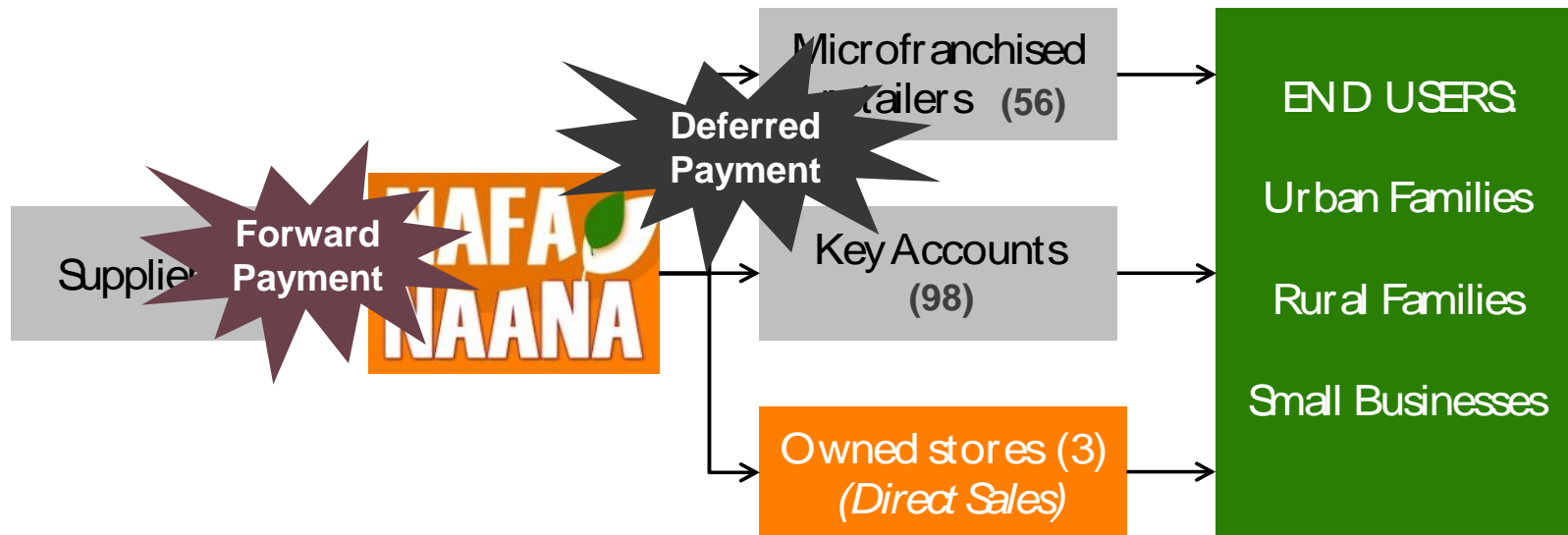


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## A DISTRIBUTION NETWORK DEDICATED TO COOKSTOVES AND OTHER OFF-GRID ENERGY PRODUCTS

Nafa Naana was launched after a two-year pilot project conducted in partnership with several MFIs which did not succeed because of 1) low interest in selling low price products and 2) lack of skills to manage supply and sales (sourcing, stocking, after sales services).





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## **FINANCIAL SERVICES TO MICROFRANCHISED RETAILERS : 3 MONTH PAYMENT TERM WITH 20-30% INITIAL PAYMENT**

- Retailers are categorized according to their experience and performances: Level 1,2 or 3.
- Level 1 : FCFA 200,000 credit limit (EUR 300) - Level 3 : FCFA 800,000.
- In-fine payment (except 1st order).
- Premium on product price: 3%
- No collateral or guarantor.

### **Financial indicators :**

- FCFA 36 million disbursed to date in 2015 (EUR 55,000).
- 90% on-time repayment rate.





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## **FINANCIAL SERVICES TO KEY ACCOUNTS: ASSOCIATIONS OR FEDERATIONS WHICH THEN SELL PRODUCTS TO THEIR MEMBERS WITH PAYMENT PLANS**

- Credit limit : FCFA 1 million (associations) or 3 million (federations). EUR 1500 to 4500.
- 30% initial payment.
- Maturity: 90 days. Monthly collection.
- Other conditions :
  - legal recognition and 1 year of existence.
  - associations must offer financial services to their members (or conduct income generating activities).

### **Financial indicators :**

- FCFA 66 million disbursed in 2015 (EUR 101,000).
- 80% on-time repayment rate.



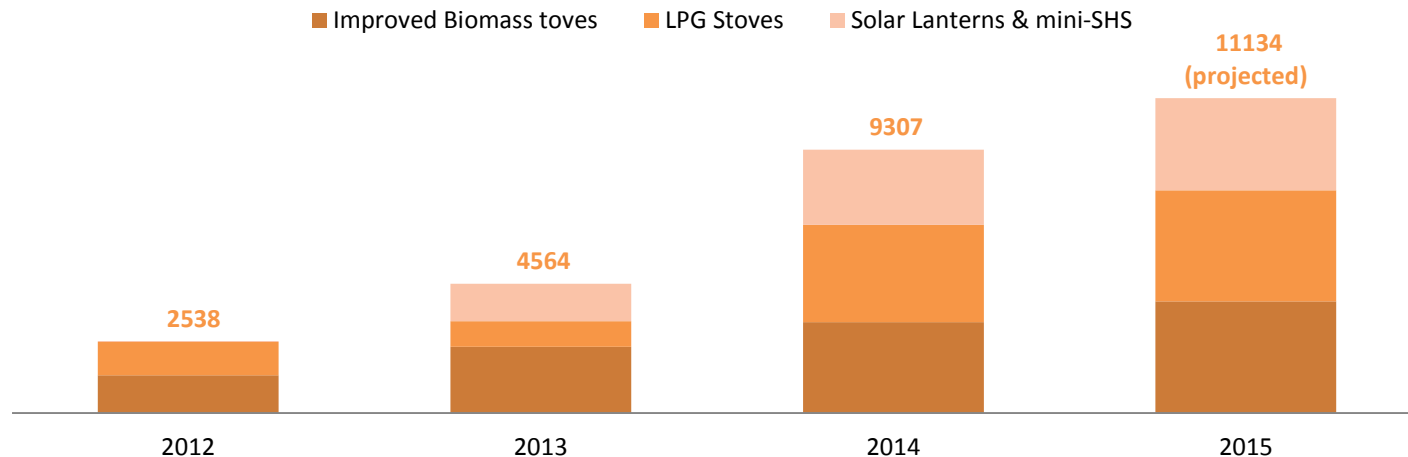


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# RESULTS: MORE THAN 27,500 PRODUCTS DISTRIBUTED SINCE 2012

### Sales Volume by Product Category



Nearly half of these products were sold through payment plans offered by Nafa Naana's network of key accounts !



#### Share of Products Sold via Key Account Payment Scheme

	2013	2014	2015
Solar Lanterns & mini-SHS	46%	35%	37%
Improved Biomass toves	83%	46%	52%
LPG Stoves	57%	57%	53%
<b>TOTAL</b>	<b>67%</b>	<b>47%</b>	<b>48%</b>



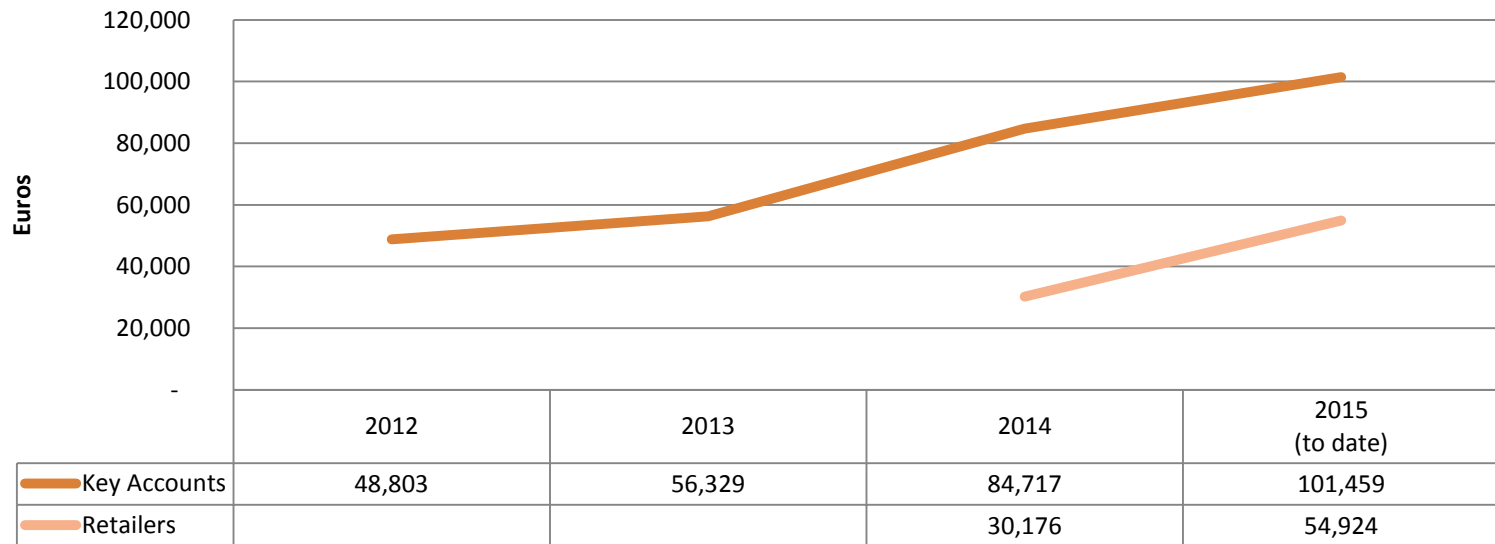


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**MORE THAN EUR 375,000 DISBURSED FOR PAYMENT PLANS SINCE  
2012 (RETAILERS AND KEY ACCOUNTS)**

**Yearly Amount of Deferred Payments  
per Channel (in Euros)**





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**ESTIMATED IMPACTS (INCLUDING 2010-2011 PILOT PROJECT)**



**51,928 tons of  
wood saved.**



**111,300 tons of  
CO<sub>2</sub> eq avoided.**



**More than Euro  
3 million in savings.**



**64 million hours of  
lighting >25 lumens.**

Or...

- 2,700 adult oaks saved.
- The yearly CO<sub>2</sub> emissions of 12, 300 European citizens avoided.
- 3.5 months of light from a renewable source of energy for a city of 100,000.



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**THANK YOU !**