

BRIGHT IDEAS

Azuri is leading next-generation energy in Africa. Our pay-as-you-go solar technology works to generate energy access, improve lives and economic opportunities, build sustainable markets, and combat climate change.



Off-grid solar helping rural children continue education

Azuri is helping off-grid children across Kenya to continue education while schools remain closed due to the Coronavirus.

With more than 15 million primary and secondary students at home, the Ministry of Education announced it would broadcast lessons up to 8hrs daily through radio and TV channels.

Azuri solar-powered satellite TV is helping rural children across the country to access the new education channels and ensures they are equally benefiting from the national initiative as fellow students in urban areas, connected by the grid.

Thanks to off-grid systems like AzuriTV, rural households can access the government approved education channel featuring daily lessons including English, Kiswahili, Maths and Science, along with hygiene and nutrition lessons to help inform students and families on ways to help defeat the spread of Coronavirus.

Azuri is committed to supporting off-grid households through this

challenging time and we want to do all we can to ensure that children in rural Kenya are not left behind in terms of learning progress due to the crisis facing the nation and the world," said Azuri CEO Simon Bransfield-Garth.

Azuri-powered off-grid households can also access learning via Radio Taifa, with lessons broadcast weekdays.

"The children miss their friends and being at school, but thankfully they can continue with their education from home. Because we have Azuri solar TV and they can watch and learn the same as at school," said Hellen Awour, mother of 4 from Ngunya, Siaya, Kenya

Rose Adeny, from Kolwenge, Siaya in Kenya, who has 3 school children at home added: "Thanks to Azuri solar, we are able to listen and keep up with the news and government directives, but just as important, the children can continue their studies and not get behind."



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Azuri 'Brighter Lives' helping more women into solar

Azuri launched its Brighter Lives Initiative in February with the aim of bringing more rural women into the off-grid solar sector.

The Brighter Lives Initiative was launched at Azuri's inaugural Women in Solar event at the British High Commission, Nairobi, during the GOGLA Off-Grid Forum 2020.

The Brighter Lives Initiative will provide employment and training to 250 new female recruits. Women currently make up 35% of Azuri's rural workforce in Kenya.

Azuri is committed to increasing female representation, with the objective that 50% of all new hires in 2020 will be women.

"At Azuri, we are committed to equality, fairness and respect and we recognise the solar energy sector offers women a source of well-paid employment with strong opportunities for career advancement," explained Azuri CEO Simon Bransfield-Garth. "We understand that empowering women brings huge benefits to our business and on the social front is critical to eradicating poverty and accelerating economic development."

"Despite the challenges presented by the COVID-19 pandemic, Azuri is fully supporting its agents on the ground while continuing to recruit in and around local communities. This is being done while adhering to the strict local government guidelines.

The company has fast-tracked the rollout of new technology which will support agents with day-to-day customer management during social distancing and provide online training to new agents.



Azuri VP of Product Development Nigel Preston explains the Azuri lighting system to the British High Commissioner.

The Brighter Lives initiative includes tailored recruitment specifically targeting rural women who are largely under-represented in the workplace. It also provides enhanced training and guidance on balancing work with family duties and unlocking financial services.

Speaking at the event, British High Commissioner, Jane Marriott said, "The Brighter Lives Initiative is a significant step towards tackling some of the barriers women face. This Initiative will light the path for many more women to step up and change Africa's future for the better."

New recruits will be equipped with an Azuri Smartphone to help manage and track tasks and access learning and coaching tools. Via the app agents can also connect with other women to learn, share and grow in their roles and responsibilities.

Through a partnership that commenced in 2018, leading consumer goods company Unilever's Sunlight Brand will also add a boost to this initiative and reinforce its synergy with Azuri. The two firms came together in 2018 to bring solar to millions of off-grid homes across Kenya.

Justin Apsey, Unilever East Africa CEO, commented, "Unilever welcomes Azuri's Brighter Lives Initiative as we expand our Azuri-Sunlight partnership in rolling out renewable energy and sustainable solutions that respect gender equality. By creating and supporting opportunities for women in society and the economy, there couldn't be a better way to lead in creating a brighter future for all Kenyans as we turn the world into a more prosperous place to live for everybody."

The Brighter Lives Initiative also boasts a Mentorship Programme that supports women in developing their leadership potential.

Azuri's Women in Solar Event was attended by representatives from the off-grid solar industry.

[> Read more on 'Brighter Lives'](#)



Azuri CEO Simon Bransfield-Garth officially launches the Brighter Lives Initiative to help bring more women into solar.



British High Commissioner Jane Marriott (left) gains insight on how solar is helping women like Beatrice Kariyaka and Hellen Awuor.



Azuri Programmes Manager Rita Gakii (left) welcomes Azuri customer Beatrice Kariyaka.

Azuri's initiative includes tailored recruitment specifically targeting rural women who are largely under-represented in the workplace

Off-Grid Solar in Africa a \$24 billion per year opportunity

The commercial opportunity for off-grid solar power in Africa is estimated at \$24 billion per year, according to a new report.

The report, by Kleos Advisory, was published during the the UK-Africa Investment Summit held in London in January.

The UK is one of the leading players in the African off-grid sector, combining solar and mobile phone technology in order to provide affordable power for the 600 million people that still lack access to grid electricity.

Some 5 million pay-as-you-go solar home systems have been sold in the last 4 years and this figure is accelerating with over one million systems sold in the first 6 months of 2019.

With 8 of the 15 fastest growing economies in the world now based in Africa, the UK government aims to harness the potential of the continent and strengthen ties with UK business.

Energy is one of the key requirements for African countries where fewer than one in two people are connected to the grid.

Azuri off-grid solar power enables households to access modern digital technologies such as TV and the Internet without the need for a grid connection.

The report entitled 'The grid won't connect Africa, but solar can' states that 'given the ability of solar-fintech solutions to deliver power to African households along with the affordable financing to pay for it, solar could be the breakthrough technology that finally connects Africa's vast off-grid communities'.

According to the report, the combination of solar and fintech is driving an economic transformation in Africa, making the 'unbankable' bankable and embedding African consumers in the digital economy.

[> Read the full report](#)



Azuri named in Global Cleantech 100

Azuri has been named by Cleantech Group in the prestigious 2020 Global Cleantech 100.

Contested by over 8,000 innovators from 80 countries, the Global Cleantech 100 is an annual guide to leading companies in sustainable innovation.

Only the top 100 companies best positioned to solve tomorrow's clean technology challenges are included.

[> Read more](#)

Azuri ranked 370th fastest-growing company in Europe

Azuri Technologies has been ranked the 370th fastest growing company in Europe by the Financial Times in their annually compiled FT1000 list.

The ranking is based upon annual growth rate in revenue between 2015 and 2018 and those that make the list are considered to be at the forefront of business and innovation.

Azuri ranked 370 on the list, having achieved a 460% revenue growth during the four-year period. This is the second consecutive year the company has been ranked in the FT1000.

Azuri was the only off-grid solar company listed and the company's growth can be attributed to the need for affordable, off-grid energy solutions in sub-Saharan Africa.

"Azuri continues to go from strength to strength and we are delighted for the ongoing recognition for our work and continued expansion across sub-Saharan Africa," commented Azuri CEO Simon Bransfield-Garth.

[> Read more about our success](#)



'The FT1000 results show that innovative technology solutions can thrive while also making a difference to the lives of millions'



PayGo solar helping Moses net new customers

For fisherman, Moses Oluoch, work and life has 'never felt easier' since installing pay-as-you-go solar.

Moses is one of 2 million Kenyans who rely on fishing for their livelihood and together contribute to some 0.5% of the GDP per annum. For years fishing from Lake Victoria has provided a modest income, but Moses was sure that pay-as-you-go solar could change his fishing fortunes.

Moses is an Azuri Quad customer. He lives with his wife and 3 children in a small house he built on his father's homestead in Rarieda, Siaya County. His Quad system comes complete with 4 x LED lights, rechargeable torch and radio and mobile charging port.

While Moses admits having light for his family at night was desirable, his reason for installing solar was the access to new energy reliant services that would help him increase his income, by connecting him to buyers.

"I'd wanted to buy a smartphone for years but what was the point in having one if I couldn't use it properly."

With his old basic phone, Moses would have to drop it off at the local supermarket early in the morning and leave it there to charge until noon when he would return to pick it up. It would on average KSh700 a week and he would lose 4-6 hours a day of usage.

"I knew if I had a smartphone then I could do more, connect with more buyers, sell more fish without the struggle of going to market and hoping to find customer. When I heard about Azuri PayGo solar from others in my community, I moved quick to install the system and the same day I purchased my smartphone."

Moses joined a WhatsApp group of buyers, including hotel owners and market sellers from across the region and each day he uploads photos of his catch for buyers to view and buy.

"Sometimes I would bring Tilapia fish to the market and no one wanted to buy Tilapia that day. I would have to walk around for hours trying to sell to stores or anyone willing to buy. Now I have many buyers from outside of the market and town even. There is always someone to sell to."

Moses has quadrupled his monthly income from KSh5,000 (USD47) to KSh20,000 (USD188). Thanks to Azuri Quad, he now has financial security with guaranteed buyers, all made possible by being connected 24/7 via his smartphone.

"If one buyer doesn't want Tilapia then another will. I don't have to worry about my fish going bad because I can not find a buyer. I have my buyers ready on my phone."

The demand from online buyers is such that to keep up with orders Moses had to employ two young fishermen to help. Where once Moses would catch 50-60 fish on a fruitful morning, now Moses leaves the fishing to his two young fishermen who catch over 100 fish a day. Instead of rushing off to market with no idea if he will have customers wanting to buy, Moses already knows the orders he has to fulfil on his smartphone and spends his time on shore preparing the fish for his buyers.

The additional income has enabled Moses to save and buy 2 hectares of land on which he has planted 400 eucalyptus trees. Once the trees reach maturity, he plans to sell them for around KSh1,500 (USD14) each, netting him around KSh600,000 (USD5600) in total. He is also building a new home for his family.

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Fishing provides employment to over 12 million people in Africa

30 cents (US)

Charging a cell phone at market is expensive considering most Africans living in rural villages live on around US\$1 a day

The number of times Moses' income has increased since he's been able to keep his phone charged at home

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Moses has employed two young fishermen to help him keep up with customer demand

