**Project Summary**

**Project Background**
Lighting Africa is a joint World Bank and IFC program launched in September 2007 to accelerate the development of markets for modern off-grid lighting products in Sub-Saharan Africa where an estimated USD 17 billion is spent on expensive, hazardous and low-quality fuel-based lighting products. In 2018, IFC has commissioned the consortium INTEGRATION and MEI to conduct a market research on productive use (PU) opportunities in Tanzania, focussing on utilizing solar products ranging from solar pico products up to solar home systems with a capacity of up to 300 watts for income and welfare enhancing economic activities.

**Project Objectives**
The consortium of INTEGRATION and MEI was commissioned with a set of tasks, among which solar product technologies and services useful for productive use in different sectors in Tanzania as well as policy related issues that had an impact on the deployment of productive use technologies were identified. Furthermore, existing productive use business models and opportunities had to be located and the penetration of solar products for productive use analysed. Finally, the project aimed at evaluating and designing a programmatic approach towards a market based productive use electrification programme.

**Services Provided**
- Surveying and focus group discussion methodology development, coordination and data aggregation
- Supply side analysis of distributors and supply chains of solar systems with a capacity up to 300 W
- Market segmentation and sizing for PUSE system penetration
- Identification and review of rural electrification policies in Tanzania, with a focus on productive use
- Development of a programme towards a market-based approach for the uptake of productive usage through standalone solar systems among households, businesses and community institutions.

**Tanzania**

**Lighting Africa – Tanzania: Market Research on Standalone Solar Productive Uses**

**Client**
International Finance Corporation (IFC)

**Duration**
17/04/2018 - 30/10/2018

**Personnel**
- 1 internat. STE (1 PM, Team Leader, PU expert)
- 2 internat STE (1.5 PM, Solar and Policy Expert)
- 1 national STE (1.5 PM Solar and PU expert)