Our Mission

GOGLA is the industry association for the off-grid lighting and electrification sector.

Our mission is to help our members build sustainable markets, made up of profitable companies, delivering quality, affordable off-grid electricity products and services to as many customers as possible across the developing world.
GOGLA in numbers

> 100 members around the world

Two membership categories: industry members and associate members. **Industry members** represent mainly off-grid solar manufacturers and distributors. **Associate members** include investors, sector facilitators and research facilities.

13 team members

7 BoD members
Representatives of GOGLA members.

5 working groups
Policy, Impact, Technology, Business Development and Sustainability
GOGLA Focus

- Solar Lanterns
- Solar Home Systems (+ Household Appliances)
- Community & Street Lighting
- Off-grid Productive Use Appliances
Off-grid solar lighting and electrification

Immediate
High quality
Affordable
Scalable
The off-grid solar market at a glance

3.52m products sold globally in H1 ‘17

30.7m cumulative product sales since July 2010

39.7m Tier 1 energy needs met, currently

1.8m Tier 2 energy needs met, currently
Business models to expand affordability

- **Rental**
- **Lease-to-own**
- **Upfront sales with financing partner**
- **Direct cash sales**

Consumer buys a service

Consumer buys a product
Business models to expand affordability

‘Pay as You Go’ Models

- Rental
- Perpetual lease
- Lease-to-own
- Upfront sales with financing partner
- Direct cash sales

Consumer buys a service
Consumer buys a product
The Pay as You Go Model

Share in total sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Paygo</th>
<th>Non-paygo</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>6.9%</td>
<td>93.1%</td>
</tr>
<tr>
<td>2016.5</td>
<td>12.0%</td>
<td>88.0%</td>
</tr>
<tr>
<td>2017</td>
<td>18.2%</td>
<td>81.8%</td>
</tr>
</tbody>
</table>
To sustain growth, significant market challenges need to be addressed:

1. Limited access to finance
2. Inadequate policy environment
3. Poor quality products swamping nascent markets
4. Last mile distribution costs
The Role of Public Funding

How to support growth and minimize the risk of distortion
Expanding the Commercial Market

Willing to buy

Commercial market
Those willing to buy off-grid solar, in geographical areas customers are able to serve

Potential commercial market
Those willing to buy off-grid solar, in geographical areas that companies will expand into

Unwilling to buy

Potential commercial market
Those not willing to buy now, but who are likely to be willing to buy in time

Non-commercial market
Those who cannot be viably served by the private sector without subsidy

Within geographical reach

Out of geographic reach
Best Ways to Deploy Public Funding

- **Results-based financing**
- **Concessional finance schemes**
- **FOREX risk mitigation**

- **Free distribution**
  - Retail price subsidies
  - Voucher schemes

- **Risk of market distortion**
  - **High**
    - VAT / tariff exemptions
    - Consumer education
    - Adoption / enforcement of quality standards
    - Market intelligence
  - **Low**

- **Commercial and potential commercial markets**
- **Non-commercial markets**
The premier meeting of the off-grid solar sector, providing a unique platform for knowledge exchange, networking and showcasing off-grid solar products and services.

500+ Participants
off-grid solar companies, public and commercial investors, sector facilitators, government representatives and off-grid energy experts

50+ Exhibitors
World’s largest off-grid solar exhibition

50+ Speakers
Sharing insights into major off-grid solar impact research & market trends

https://www.offgridsolarforum.org/
How to contact us

info@gogla.org

www.gogla.org

+31 304 100 914

Arthur van Schendelstraat
500
3511 MH Utrecht
The Netherlands

Follow us on

www.gogla.org