

Private Sector Strategy to Increase Rural Electricity Access

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6 October 1998



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Meeting the Challenge of Rural Electrification

Creating sustainable projects for Rural Electrification

Key success factors

- Financial institutional framework
 - to ensure affordability for large customer groups
- Right proposition
 - product, branding, communication, training
- Local presence and after sales service
 - with help of community based programs



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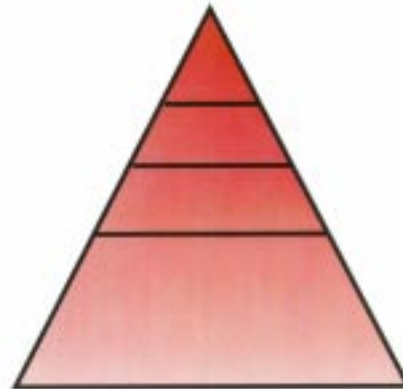
Enlarging the commercial opportunities

Cash sales

Scheduled loans

Fee for Service

Subsidies
required



Subsidies



Shell strategy for Rural Electrification

- Provide renewable energy instead of PV
- Develop customer focused propositions
- Maintain dialogue with Governments, Multilateral Agencies & NGOs
- Obtain support where it adds value
- Build-up experience by implementing projects



Shell/Eskom Project



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Meeting the Challenge of Peak Oil/Climate Change

2011/16

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Shell/Eskom Project

- 50 000 homes in South Africa
- Fee for service - US\$ 8 - 10 per month
- Uses unique Solar Home System designed by Shell Solar and Conlog (Pty)
- Marketing of the product through a network of local outlets



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**Lets create a win-
win situation**
for the rural communities,
Governments, MLA's,
NGO's and commercial
organisations



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