

# COMMUNITY ENGAGEMENT

## OUTLINE PRESENTATION



**WORLD BANK GROUP**  
Energy & Extractives

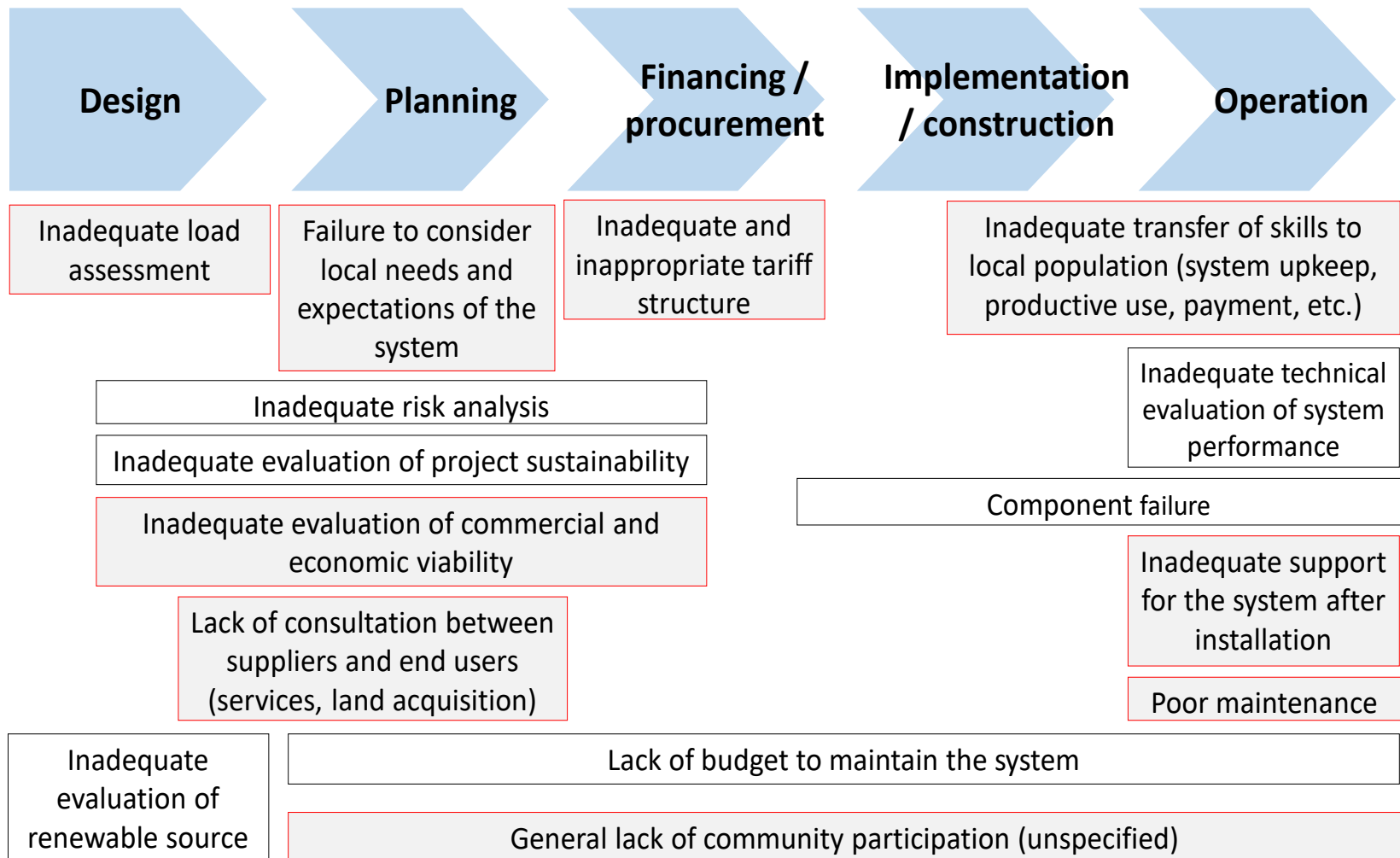
June 26, 2019

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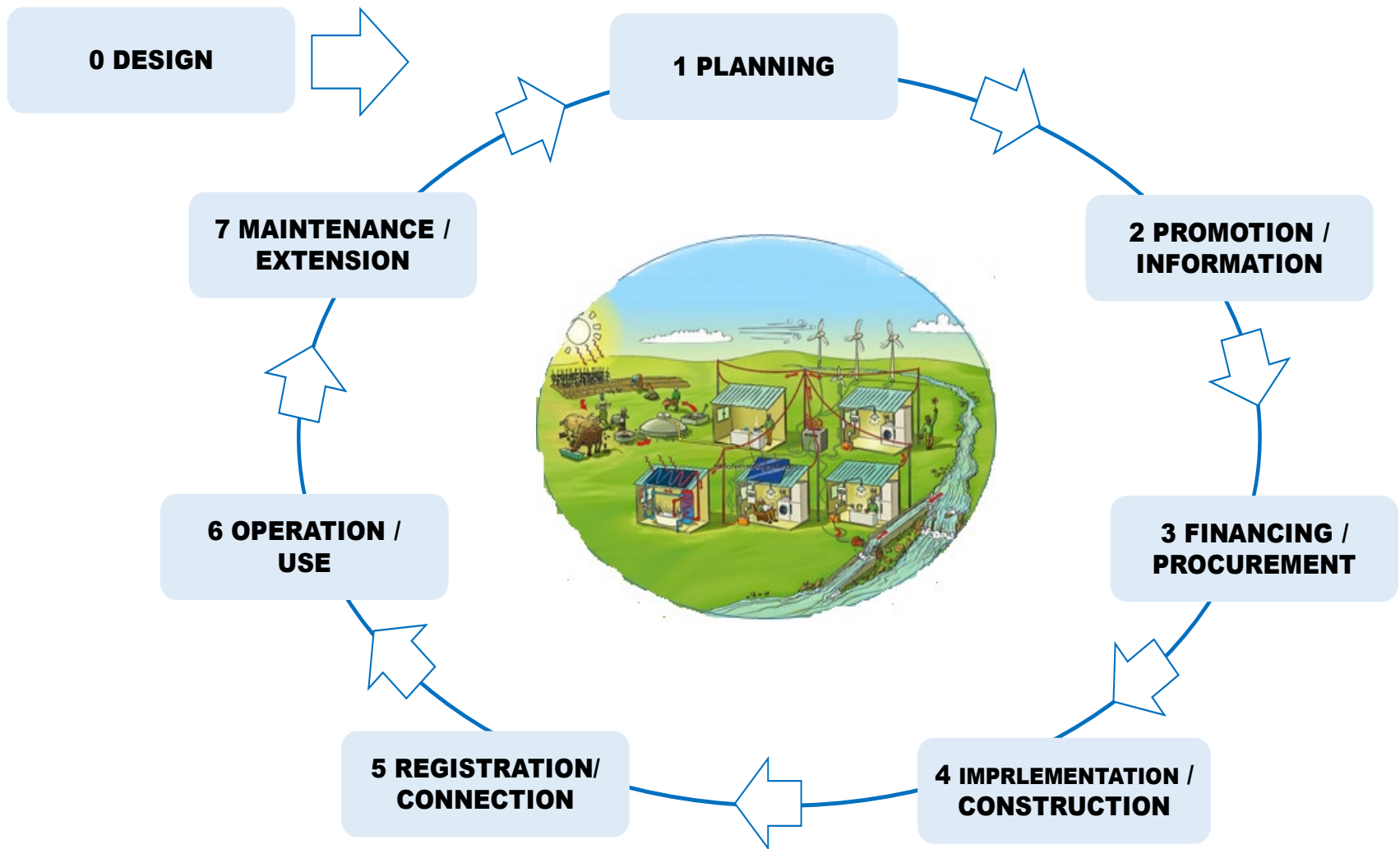
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1. The importance of community engagement
2. The mini-grid project cycle
3. Women in mini-grid development
4. Innovations
5. Conclusions

# 1. The importance of community engagement



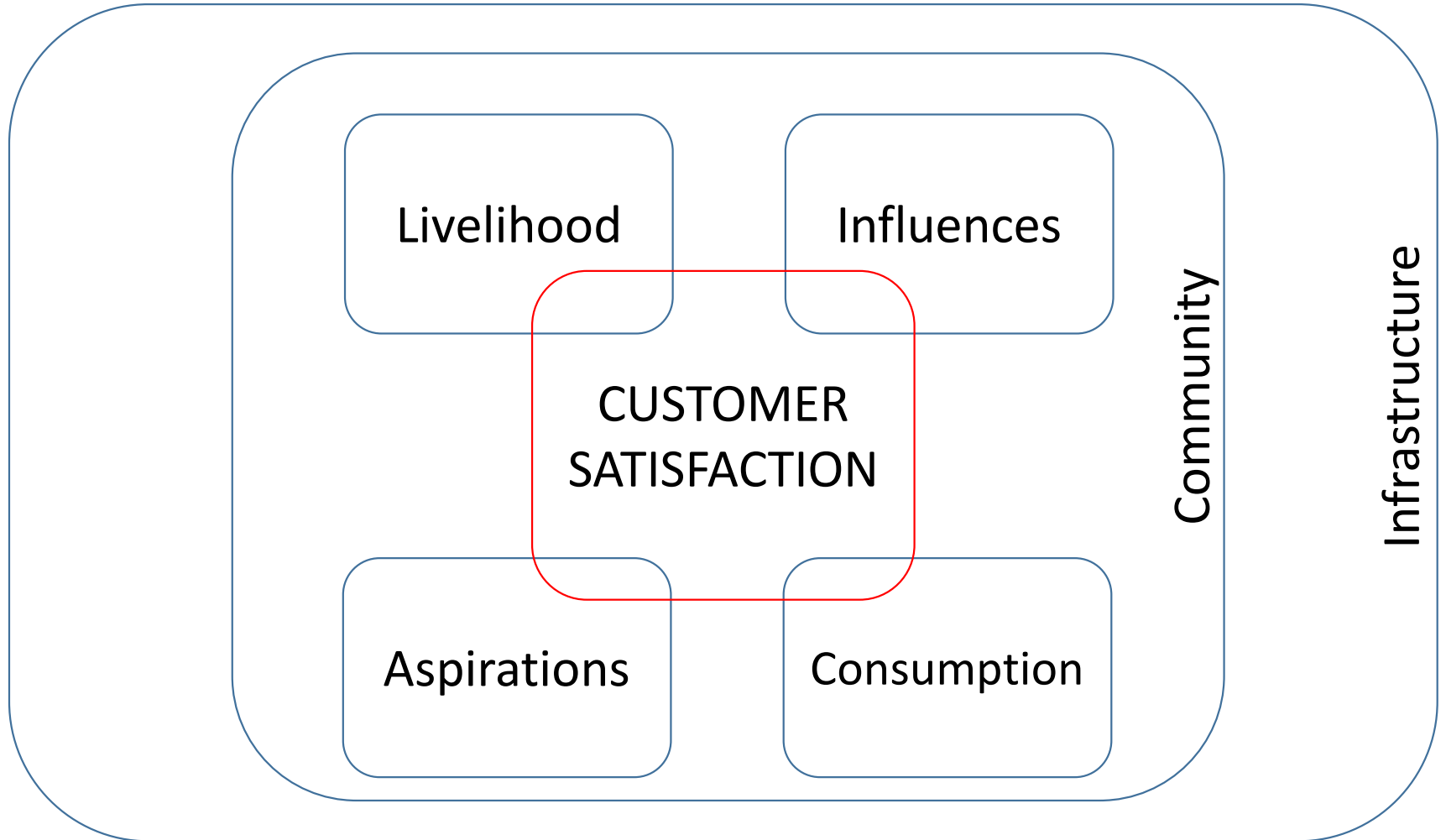
## 2. The mini-grid project cycle

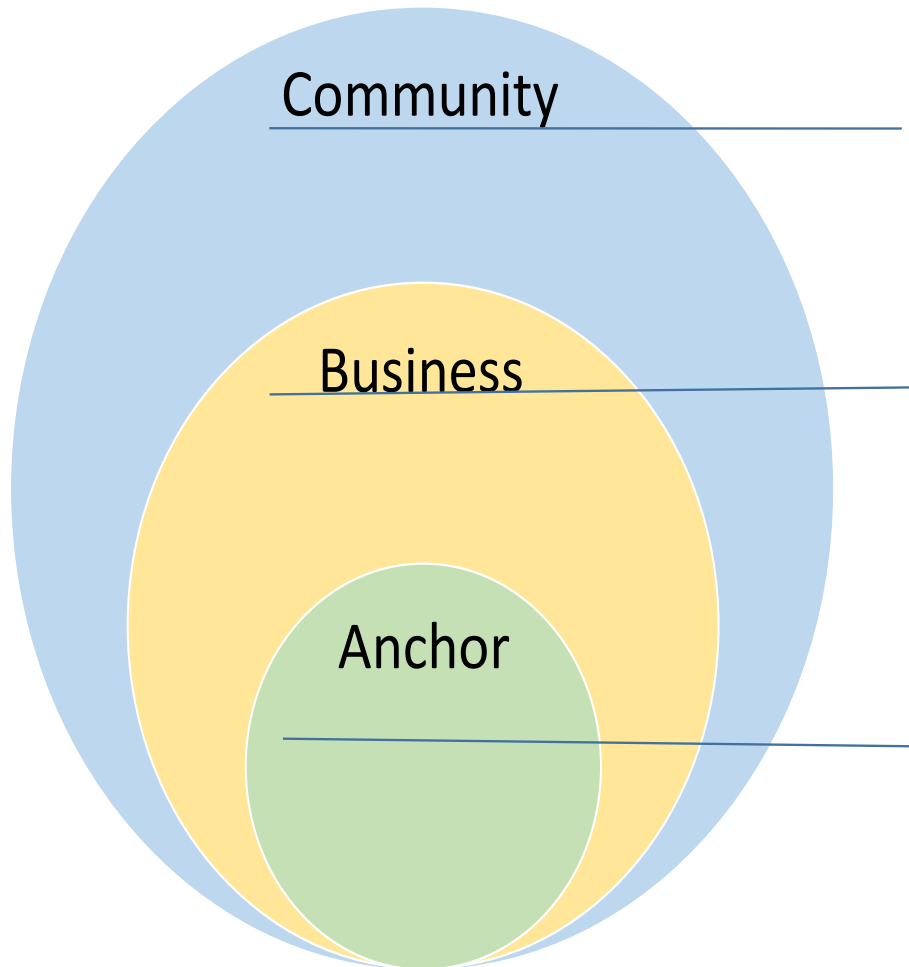


## 2.1 Design and planning

During the design and planning phase, community engagement can:

- Establish a relationship between local authorities and the project developer
- Identify partners, local stakeholders and authorities, and local staff
- Improve community confidence in the project developer or service provider
- Provide insight into the expectations regarding the potential technology and services
- Improve the assessment of the initial market and related load requirement
- Profile/segment potential customers and forecast their ATP and WTP



**Households:**

Low electricity demand, mostly for lighting, mobile phone charging and household appliances

**Businesses:**

Higher electricity demand for productive use

**Anchor:**

Financially sound, guarantees electricity purchase, secures commercial operation

## 2.2 Promotion and information

During the promotion and information phases, community engagement can:

- Improves information on mini-grid services to the community
- Fine-tune customer segmentation
- Leverage women's social and trust networks to increase information dissemination
- Increase consumers' 'energy education' on aspects such as reading the bill, maintenance, grievance handling, safety, etc.
- Select, record, and share early successful adoption stories



## 2.3 Financing and procurement

During the financing phase, community engagement can:

### *At the demand side*

- Assist in ATP/WTP assessments and viable demand forecast
- Organize in-kind contributions (construction, at both individual and community levels)
- Improve consumer access to energy and productive use appliance credit arrangements

### *At the supply side*

- Improve the risk perspective of the project (detailed portfolio, WTP/ATP assessment, ABC segmentation, reliable load assessment)

## 2.4 Implementation and construction

During the implementation/construction phase, community engagement can:

- Involve future stakeholders and mobilize local human resources to assist in construction and installation works
- Make use of the construction or installation event to promote the new technology to the surrounding community

## 2.5 Operation & Maintenance Phase

During the operation phase, community engagement can:

- Facilitate the registration and connection process
- Support consumer capacity building on O&M and safety issues
- Facilitate community dialogue on additional or improved services
- Assist in mapping and encouraging productive use of energy
- Mediate disagreements among consumers, project personnel, and local authorities

### 3 Women in mini-grid development

- Design and planning: recognize the role of both of men and women as energy consumers and stakeholders.
- Promotion and information: women are close to their female customers, can more easily tap into social networks and are well aware of the challenges that other women face
- Financing: mobilize women's finance networks to make investment financing for women-run households and businesses available
- Registration/connection: recognize the role of both of men and women as energy consumers and stakeholders and engage women as sales agents
- Operation/maintenance: Offer gender differentiated training on operation & maintenance and productive use opportunities

## 4.1/1 CE Innovations: The WB Video Hub Model



## 4. 1/2CE Innovations: SPI CELAMeD Model

Strong local presence creating shared value partnerships

### Buy-in Drive

- Scoping & Site selection
- Community survey
- Focus group discussions
- Door-to-door engagements

### Households loads Drive

- Communication & marketing strategies development
- Street plays,
- Community fairs
- Tailored packages

### Enterprise load Drive

- GYB Training
- IYB Training
- Promotional events ie Expansion Mela

## 5. Conclusions

In sum community engagement:

- Improves the design; avoid disputes, drive local support; mobilize cash or in-kind contributions; increase local ownership, enable business development, tailored packages, and thus contribute to operational sustainability and financial sustainability
- Successful community engagement involves a process commencing at initial awareness-raising all the way through to adoption and productive operation. Each community requires a flexible approach, with a clear understanding of the local socio-economic and cultural characteristics

*Thank You!*

# CONTACTS

## SECTION TITLE

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