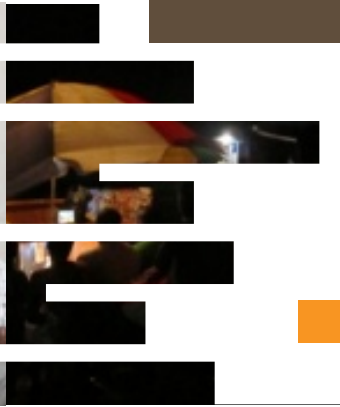




Liberia Off-Grid Renewable Power and Lighting Market Assessment



Client:
Liberia Rural and Renewable Energy Agency (Liberia RREA)

Location:
Liberia

Start Date:
July 2013

Completion Date:
January 2013

Key Services:
▷ Market Study

This study, commissioned by the Liberia Rural and Renewable Energy Agency, mapped out supply chains and delivery mechanisms for traditional sources as well as newer technologies in both Monrovia and the interior of the country.

OVERVIEW

This study entailed identifying and evaluating various market segments, including consumer needs, variety of off-grid products available in the market, their pricing and rate of uptake, retail channels and the potential for making use of existing channels to supply solar products to rural markets. ASD therefore assessed alternate distribution channels including microfinance and self-help groups, and provided an assessment of the impact of government and charitable channels that were active in providing renewable off-grid power and lighting products for use by the target population. In the study, ASD explored the viability of commercial means to replace NGO supply channels.

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