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INSABA - Integrated Southern Africa Business Advisory

INSABA

INSABA develops and delivers adapted tools to identify marketable goods and services which can be produced with different locally available renewable energy sources. The 30 months project includes training, business advisory and policy dialogue interventions in Botswana, Namibia, RSA and Zambia. Interdisciplinary Advisory Teams will be established in pilot regions of the target countries to support SME in producing and marketing goods and services with the use of RET - whereas energy services are considered as being part of production costs and shall be covered from sales revenues. These activities will be complemented by supporting local SME that supply renewable energy technologies, systems and services. Matchmaking events will bring together providers and users of renewable energy and also give European renewables suppliers a chance to meet customers or cooperation partners. In addition, relevant legal frameworks will be reviewed together with representatives of the four target countries' governments and other decision makers.



Results

- Business Advice, Training, Coaching: Demand Side: Interdisciplinary advisory teams (IATs) are set up in pilot regions. African project partners and IATs will be enabled to train, advise and coach producers/suppliers of goods and services - with support from the European project partners. Supply Side: Local SME providing RE technology and services receive advanced training in RE-technologies and business management.
- Market analyses undertaken in course of the project will verify whether goods and services produced in higher quality or quantity with energy from renewable energy systems are actually marketable in a way that the revenue covers the energy costs.
- Matchmaking events bringing RE providers and users together are expected to drive a process leading to system designs and energy services that are better adapted to the specific needs of the users.
- Policy dialogue by round-table consultations with representatives of the four target countries' governments and other decision makers are expected to improve legal frameworks for promotion of RE and SME.

Lesson learned

- It is challenging to manage the change from the "traditional" technology-driven approach towards a more demand-driven approach that focuses on productive use of RE in rural and urban areas.
- Differing political and socio-economic framework conditions require that the project team takes a different approach in each of the four target countries.

- The local project partners need to have profound knowledge of framework conditions prevailing in a region in order to decide whether it could be an appropriate pilot region to start pilot projects of productive use. Crucial conditions relate to the economical situation, social structures, modes of production as well as existing resources. This information is not always easy to compile. Last updated: 28.07.2010

Partners and coordinator

InWEnt - Internationale Weiterbildung und Entwicklung gGmbH [1]	Germany
CENTRIC AUSTRIA INTERNATIONAL - Center fore Environmental Training and International Consulting [2]	Austria
Folkecenter for Renewable Energy [3]	Denmark
Adelphi Research gGmbH [4]	Germany
InWEnt - Internationale Weiterbildung und Entwicklung gGmbH [1]	Germany

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Budget

Overall budget: 615.598,00 € (EU contribution: 50,00 %)

Key documents

- [Summary Slides](#) [5]
PPT 1.99 MB 
- [Final Report](#) [6]
PDF 2.26 MB 
- [Botswana - Business ideas](#) [7]
PDF 2.73 MB 
- [South Africa - Business ideas](#) [8]
PDF 2.76 MB 
- [Zambia - Business ideas](#) [9]
PDF 381.53 KB 
- [Business Planning Toolkit](#) [10]
PDF 506.38 KB 

- [Development of RE in the region](#) [11]
PDF 64.64 KB 
- [Revised Training Concept](#) [12]
PDF 285.82 KB 
- [Training Material - Marketing](#) [13]
PDF 398.19 KB 

In brief

Sector: Sub-Saharan Africa

Duration: 01/04/2005 to 31/03/2008

Contract number: EICOO/EIE/04/094/2004

Website: <http://www.insaba.org>

Tags:

marketing
SME

Related projects

- [\[ENEFIBIO\]](#) [14] Removal of non technological barriers to encourage SME energy efficiency...

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