

Energize the BoP!

Energy Business Models for Low-Income Markets

Practitioners Workshop

Berlin, Germany
December 1st and 2nd 2010

1.6 billion people still lack access to electricity, 2.4 billion cook and heat with traditional biomass, energy efficiency and reliability are low in developing countries. Many companies have technical solutions around energy provision that can improve the quality of life and boost productivity for billions of people at the base of the global income pyramid (BoP).

Low-income markets in developing countries hence offer significant business opportunities in the energy market. However, doing business in the slums and villages requires innovative business models. In this workshop, companies will learn to develop sustainable, profitable business models for the BoP. Such models can create benefits for business and society.

Objectives

- To provide participants with options for designing energy business models that respond to challenges in low-income markets. The tool "Inclusive Energy Business Model Generator" is based on in-depth empirical research.
- To create a network of actors from the energy and finance industry as well as of actors that work on solutions to enhance energy efficiency..

Target Group

The workshop is designed specifically for companies that are starting to expand their business activities into low-income energy markets in developing countries.

Program

Day 1: The big picture on energy and poverty, characteristics of low-income markets, business idea pitches.

Participants will have the opportunity to attend the BoP energy sector dialogue, an evening event organized by GTZ on behalf of BMZ.

Day 2: Development of energy business models using the "Inclusive Energy Business Model Generator".

Registration

Participation fee for the two-day workshop (not including tax, travel and lodging):

Registration

by October 1st, 2010:
780 Euro

Early bird registration

by September 1st, 2010:
480 Euro

Please register and find more information at www.energize-the-bop.net!



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