

Impact report

2023

Foreword

Patrick Lagrange, Founder and CEO

Dear friends, partners and fellow impact makers,

It is with great pride and pleasure that I share with you Namene's first impact report.

Beyond presenting a snapshot of what we achieved in 2023, it captures some of the journey that our company has been on over the years, evolving from a solar start-up to a fast-growing clean technology business with expanding horizons.

Six years ago, we created Namene (fka Namene Solar) to remove the barriers that prevent millions of people from accessing clean and free energy. Since then, through the combination of simple and durable design, innovative finance, and a focus on meeting the needs of off-grid families first and foremost, we have demonstrated that everyone, wherever they live and whatever their means, can have their life transformed by clean technology.

The milestones reached in 2023 and to date, as set out in this report, show that the years taken to refine our model and firm up our ambitions have all been worth it.



At the end of 2023, over 1.1 million families in Africa had swapped dangerous and costly sources of combustion for a Namene product. These products will avoid over 1.9m tons of CO₂ over their lifespan.

But we have millions more to reach, in more regions and with more life-changing devices. As we look ahead, our determination to champion 'good disruption' is as strong as ever.

One of the highlights of last year was to formalise our purpose as 'empowering every community through clean technology.' With your support and partnership, I am confident that we can, and will, deliver that purpose.

Patrick

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Why we exist

Empowering every community through clean technology

In our world, today, about 760 million people still do not have access to electricity. This means millions of families depend on kerosene or candles for lighting. Many more also rely on open fires or inefficient stoves for cooking. These combustion devices are costly, polluting and dangerous.

Clean technologies that avoid emissions while reducing safety hazards and costs are available, but new business models are required to make these technologies affordable and accessible to those who need them the most.

This urgent need for new approaches is the reason we created Namene.

‘Namene’ means ‘new dawn’.
We chose this name for our business because we know the important role that clean technology has in building a more sustainable and equitable world. We are guided by our purpose and live by a set of core values.

The Namene manifesto captures what we believe in, and what we commit to.

[Namene manifesto](#) →

Poverty leads to a lack of light, this leads to a lack of homework, which leads to poor performance, then this leads back to poverty.

Mr. Teddy Mugande, Headteacher, Mongu, Western Zambia



Why we exist

The Namene approach

We are a business that believes people and planet come first –
We provide affordable, highly reliable, everyday devices to those who need them the most. All our devices are designed to meet people’s daily needs in a sustainable and accessible way.

We empower those who are left out by current energy or utility models –
We do this by enabling our customers to buy what they need when they are able to, and by discounting some of our products through the sale of high-integrity carbon credits.

We put our buyers and their communities first – We design our products to last as long as possible, and provide after sales service to all our customers wherever they live. We create local jobs wherever possible, and use trusted local structures such as schools, NGOs and community centres to distribute and maintain products.



Our impact to date



1.6 million

Solar lights distributed to off-grid communities



3.7 billion

additional hours of light for families*



1.1 million

families with safe, clean, affordable lighting at home



950k

kerosene lamps replaced



1.4 million

tonnes of CO₂ avoided*



\$40 million

of household income saved through our carbon projects, as a result of avoided fossil fuel costs



5.3 million

lives transformed through clean and safe lighting and monthly savings



7P / 4C

7 carbon projects Gold Standard certified in 4 countries in Sub-Saharan Africa safe lighting and monthly savings



25%

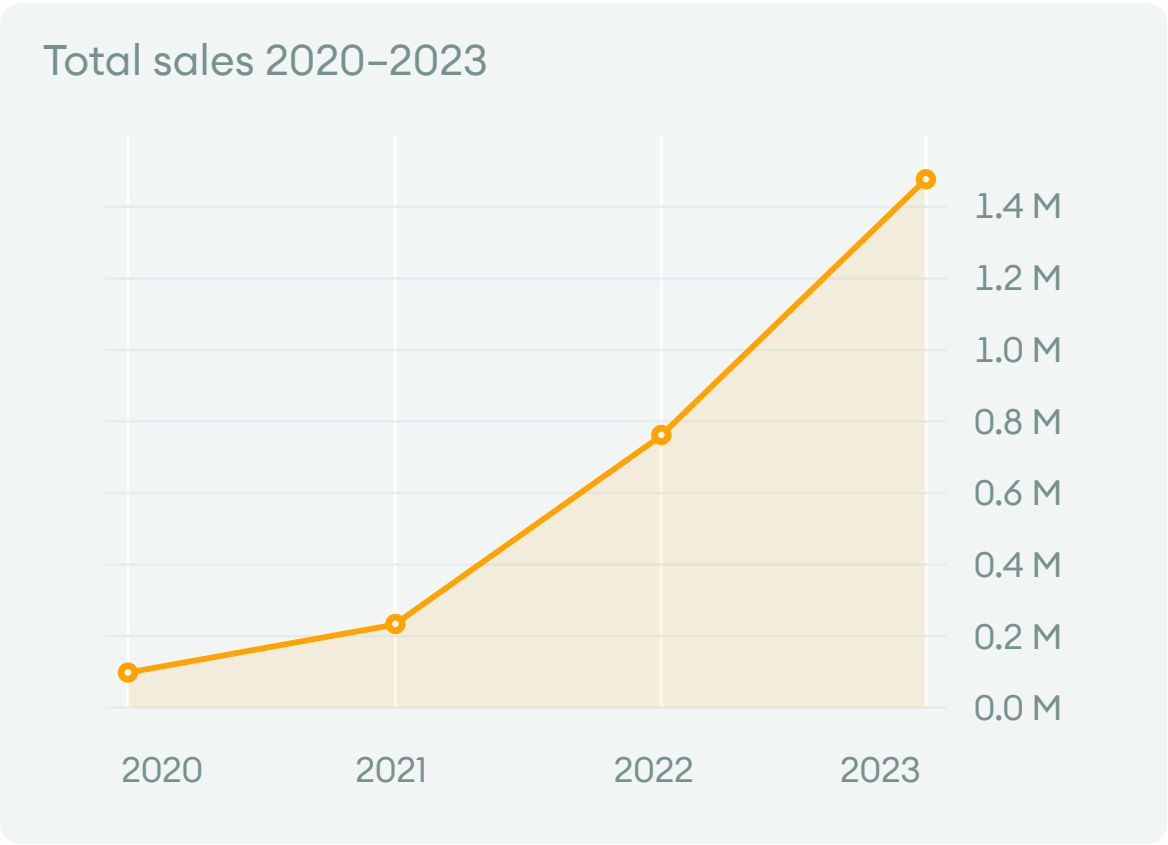
more hours of study by pupils by using our solar lights

*over product lifetime = 3 years

Our impact to date

Namene solar lights sold to date

We deploy our durable and affordable solar lights through carbon subsidy projects and through direct sales. In 2023 we broadened our product range to solar chargers.



Each of our light requires just 1kg of CO₂ to be manufactured, shipped and taken all the way to our customers in remote communities. Once in our buyers' homes, it will save more than 400kg of CO₂ over its lifetime.

1,179,811
subsidised

400,680
unsubsidised

Our impact to date

2023 highlights



We launched our new ultra lightweight Zafi solar charger to give people reliable access to power and connectivity in any location.



1,000,000

We sold the millionth light deployed under our carbon subsidy projects to a family in Western Zambia in September – marking a huge milestone on our journey.



Our Zimbabwe carbon project was awarded ‘**Best Rural Electrification Project**’ at Solar Week Zimbabwe 2023.



Gold Standard certified our second wave of carbon projects – opening the door for our products to reach millions more families in Zambia, Zimbabwe and Lesotho.



PARIS
PEACE
FORUM

We became a **Paris Peace Forum approved project** for our contribution in making carbon markets more efficient and trustworthy.

We expanded our commercial sales reach – signing on distributors in Kenya, Uganda and South Africa, and secured a significant commercial corporate CSI and marketing contract with Absa Bank.



We formalised **our purpose, mission, values and manifesto** to help tell the world who we are. We refreshed our visual brand to reflect our ambitions and open a new chapter for our company.

Mobilising carbon finance to transform lives

Issuing carbon credits enables us to heavily subsidise the price of our products without compromising on quality or durability.

By replacing kerosene lamps, each Namene solar light avoids carbon emissions. The carbon revenue allows us to price lamps at a 50-70% discount on their retail value. This carbon subsidy removes the key barrier to mass adoption of clean technology by those who need it most: **affordability**.

* CDM small scale methodology AMS-III A.R.
** GOGLA impact metrics

We use Gold Standard, the certification body with the most stringent requirements on the voluntary carbon market, to certify our carbon credits.

The carbon methodology* establishes that each Namene light avoids 92kg carbon emissions every year – a conservative estimate, with research suggesting that each solar light used in lieu of a kerosene lamp avoids over 431kg a year**.

Our lights’ impacts are also verified through an internal audit process which goes beyond Gold Standard requirements, drawing on digital tools and regular customer surveys and engagement campaigns.



Find out more about our

[Carbon projects](#) →

[Carbon credits](#) →

What we do – Carbon projects

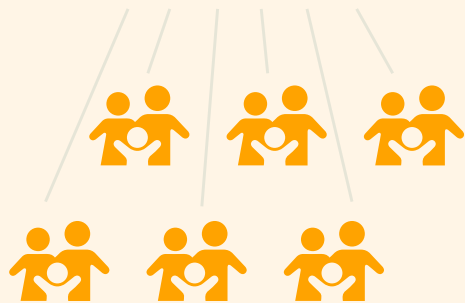
Our carbon projects enable us to offer subsidised high-quality products to over 10,000 new families in Africa every week.

We are market leaders for the pico light market in Namibia, Zambia and Zimbabwe, and our impact is scalable to other countries and products.



1 carbon credit

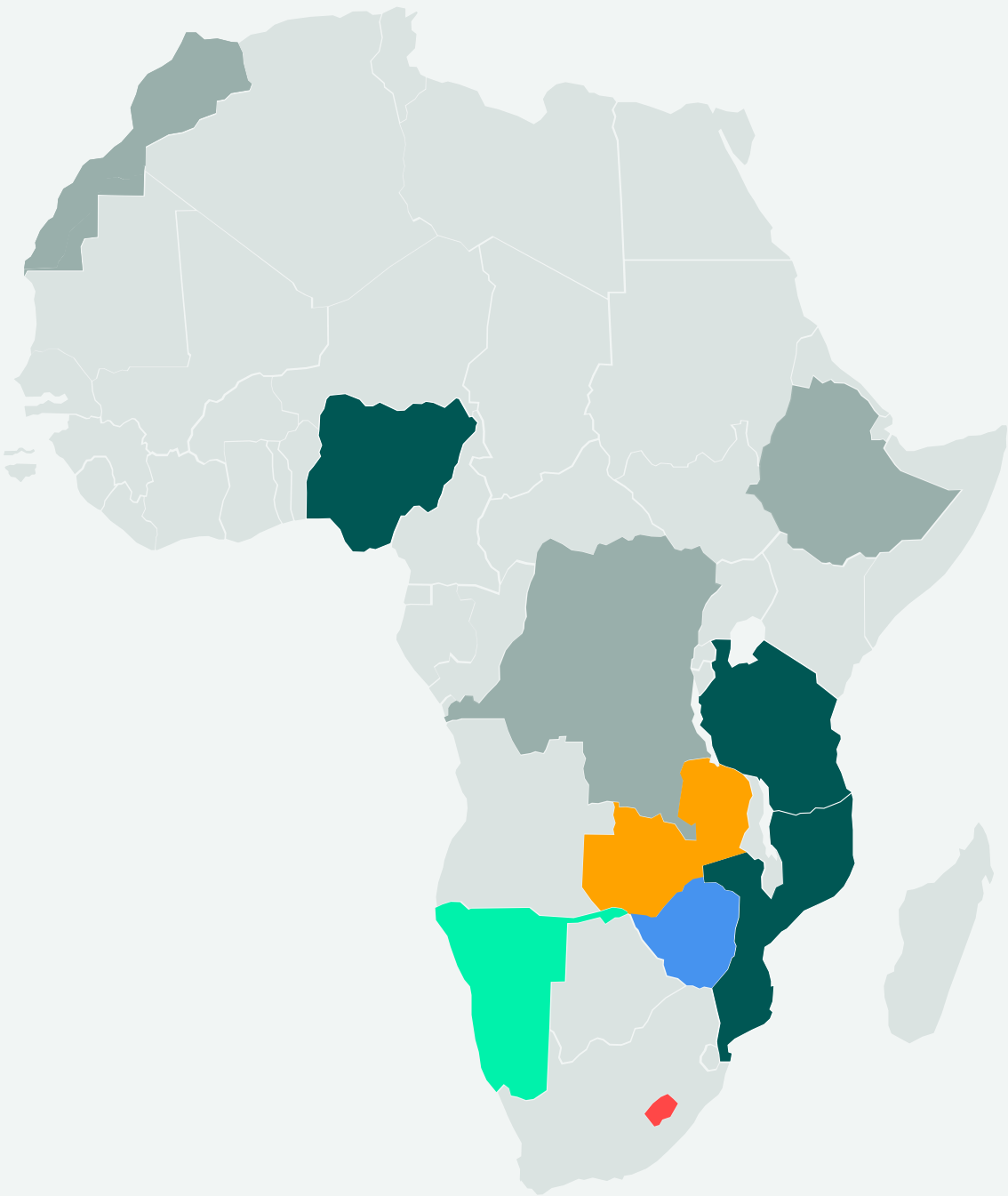
enables first-time access to reliable and safe lighting for 6 families*.



* An average of 2 lights per family. Each carbon credit requires 11 solar lights operating for 1 year (@92 Kg CO2 light /yr).

Our carbon projects

- Zambia**
600,000 lights distributed to date and 340,000 families benefitting across 4 provinces
- Namibia**
340,000 lights distributed to date, benefitting nearly half of the country's population and creating over US\$ 20m in savings
- Zimbabwe**
120,000 lights distributed out of a total of 600,000
- Lesotho**
Plan to fully eradicate kerosene for lighting by distributing 300,000 lights
- Projects in development**
- Projects in planning**



What we do – Carbon projects

Certified contributions to six SDGs

SUSTAINABLE DEVELOPMENT GOALS



SDG 1
No Poverty – Switching to a Namene light saves a family \$6 per month, and unlocks savings for daily essentials or the purchase of other cost-effective devices



SDG 3
Good Health and wellbeing – Replacing kerosene lamps and candles with solar lights removes pollution and health and safety hazards such as fires and respiratory diseases.



SDG 4
Quality Education – Our solar lights extend study hours and lead to better education outcomes for children.



SDG 7
Affordable and Clean Energy – Our solar lights provide first time access to clean lighting to families without electricity.



SDG 8
Decent work and economic growth – Access to affordable, portable and reliable lighting at night opens up work and earning opportunities.



SDG 13
Climate Action – Each solar light that replaces kerosene or paraffin lamps avoids CO₂ emissions and black carbon, which contains particulate matter, an air pollutant.

What we do – Corporate partnerships

Championing business as a force for good

Beyond our carbon projects, we work with local distributors in several African countries to sell our products commercially – always at the lowest possible price and with no compromise on quality or customer care.

In addition to our lights, in 2023 we started selling our new Zafi solar charger in Namibia, Zambia, Zimbabwe and Kenya.

As a purpose- and values-led business, we also want to help other organisations be visibly and tangibly committed to their purpose too.

This is why we partner with a range of companies to help them empower rural communities through their CSR or ESG programmes.

In 2023, 25,000 of our products were sponsored and donated by corporate organisations – positively impacting the lives of over 70,000 people.

Our products create profound and immediate impact for an incredible value proposition – for every light distributed impacts 2.85 people, provides 5 hours of clean light per night, and allows the average household to save over USD 1.44 per week.

[Partner with us](#) →



What we do

Bringing power in the darkest hour

Solar lights can be invaluable for people made homeless in the wake of natural disasters or conflicts – enabling families to rebuild their lives as soon as possible and fostering a sense of normalcy and cohesion in temporary settlements. This is why we work with a range of NGOs to ensure our lights reach those who need them, even in the most desperate conditions.

GlobalMedic is our primary humanitarian partner. With them, we have despatched over 200,000 lights across 26 countries and on all continents since 2019. In the twelve months to December 2023 alone, more than 60,000 of our lights reached people in 13 countries –

from those whose homes were destroyed in devastating earthquakes in Turkey and Morocco, to those affected by war in Ukraine and Armenia.

Namene lights are particularly well suited for emergency situations – from their small, packable size and robust build, to their long-lasting charge and efficient LEDs. Once distributed, our lights have low operating costs and can save vital resources for humanitarian organisations and affected communities.

Find out more about our work with

NGOs →



Stories of our impact

Memory's story

Sales agent, Marondera, Zimbabwe

Memory Mazivazvose was struggling to take care of her children as a single mother since the death of her husband. Then everything changed when the Namene team came to her village in the Marondera District in Eastern Zimbabwe. Through Namene, Memory found a new role in her community as one of our Sales Agent.

Often women and girls benefit most from our lights, because lack of energy access tends to disproportionately affect them. Firstly, because women and girls spend more time at home, exposed to harmful fumes from polluting light sources. And secondly, because girls are more likely to be held back from education if families are struggling to pay school fees due to other expenses – such as kerosene fuel for lamps.

Since becoming a Namene sales agent, Memory has distributed over 300 lights in her area – becoming affectionately known as Mai Malights or ‘Mother of Lights’.

Read more about [Memory's story](#) →

Being a solar light super agent has given me many opportunities. Not only have I brightened up my community and brought them hope through solar lights but I have now managed to pay fees for my children as well as put food on the table.

Memory Mazivazvose, Namene sales agent, Zimbabwe



Stories of our impact

Liston's story

Shop owner and farmer, Choma, Zambia

Liston Mugwawa was the first person to buy our Zafi charger in Spring 2023. But our lights have also transformed daily life in his community in the Choma district in Southern Zambia.

As a shop owner and farmer, Liston uses both chargers and lights to extend his work hours, save on kerosene and charging, and support his family.

We visited Liston and his community to find out the impact that Namene products have had on his community.

[Watch Liston's video](#) →



Since using the Namene lights we have been able to save money. There has been no illness or accident in the community. Also, children are able to study after dark.

Besides the lights, the Zafi charger also helps us greatly. Before Zafi, we wasted a lot of money charging our phones. Just like the lights, the chargers work perfectly.

Liston Mugwawa, Buyer from Zambia



Stories of our impact

Brightening up the school commute

Absa, corporate partner, South Africa

In 2023 we partnered with Absa bank to provide life-changing solar lights for school children living in rural South Africa, where access to electricity is expensive and often unreliable.

Absa purchased, branded and donated over 15,000 solar lights to be distributed to schools – including Mlingo High School, in the northern KwaZulu-Natal province.

The lights arrived at Mlingo on a day of smiles and celebration, organised and hosted by Qhubeka, a charity supported by Absa, which provides bicycles for students. Equipped with their bikes and lights, students at Mlingo can now commute safely to school, which in turn improves their attendance and education outcomes.

We strongly believe that as a financial institution we have an important role to play in helping South Africa build sustainable energy sources. It is our hope that these solar lights will help students succeed and thrive.

Justin Schmidt, Head of Manufacturing, Renewable Energy, Transport and Logistics at Absa

We can custom brand our products for businesses committed to demonstrating their environmental and societal commitments to their employees, customers and commercial partners.

[Partner with us](#) →



Stories of our impact

Empowering local businesses

ENRAPOWER, Distributor, Zimbabwe

In Zimbabwe, we've been working with ENRAPOWER to deliver our life-changing lights to some of the most remote off-grid homes across the country.

Founder Lawrence Hoba and his team have distributed over 50,000 of our lights since 2022 – deploying sales staff and independent agents based in last-mile communities to sell and maintain our products.

The partnership has helped ENRAPOWER expand its network to over 150 community-based agents and 20 sales staff, the majority of whom team women and youths who were previously unemployed. Some of Lawrence's team are now using their income to further their education, obtain drivers' licenses or set up a business.

The collaboration with Namene has been a very positive one right from the onset. Our work as a distributor for Namene helped us quickly recover from the pandemic, and helped us refine and expand our last-mile distribution efforts. Most importantly, customers are impressed by the quality, price and warranty terms of the lights, something which they hardly get in the market.

Lawrence Hoba, Distribution partner, Zimbabwe



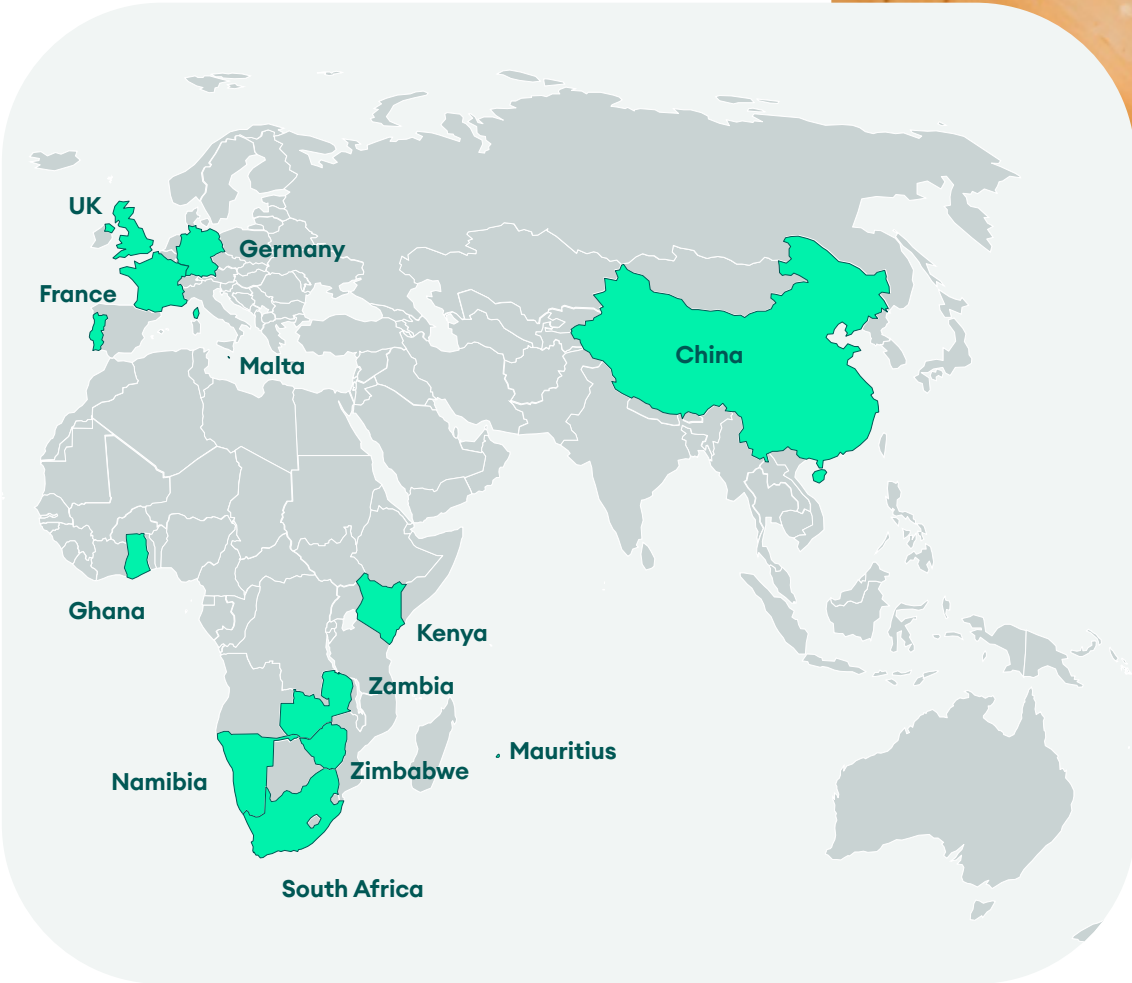
Who we are

A team united by the same purpose and values

Namene has employee presence in over 10 countries, with three regional poles in the UK, Kenya and South Africa forming our ‘head office’. In 2023, our team grew by a quarter.

We now have over 80 full-time employees, with 70% based on the African continent. Ninety percent of our overall staff – which include our part-time sales agents – are community-based.

[Meet our team](#) →



Looking to a bright future

Building on what we achieved in 2023, we are looking to 2024 with confident ambition.

We look forward to ...

- Reaching more milestones on our journey to eliminating sources of combustion. We will reach 2 million lights distributed to off-grid households in Africa, expanding to new countries.
- Launching new products that meet families' daily needs. Our new Zuba light will be deployed commercially, through our carbon projects and disaster relief partnerships, and we will launch our first cookstoves.
- Forming new and innovative commercial partnerships that match corporate ESG and CSR goals to the most pressing and solvable societal challenges.
- Issuing more VERs to enable a wider range of organisations to make an impact and reach their net zero targets by investing in high-integrity carbon credits.

[Buy Namene VERs in the Gold Standard marketplace](#) →





United Kingdom

51 Holland Street
W8 7JB, London

Ghana

33 Sir Arku Korsah Road
Airport Residential Area, Accra

Namibia

17 Holstein Street,
Lafrenz Industrial, Windhoek

Zimbabwe

28 Ascot Road
Avonlea, Harare

Kenya

Ikigai (Riverside), Merchant Square
Riverside Drive, Nairobi

Empress Office Suites, 5th Floor
Jalaram Road, Westlands
P.O. Box 2087 – 00606, Nairobi

Zambia

Plot 5489 Lunsemfwa Road,
Kalundu (Opposite Asmara Hotel) Lusaka

Malta

5/1 Merchants Street
VLT 1171, Valletta



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