



# ZUWA IMPACT REPORT 2021



## **CONTENTS**

<b>OUR STORY SO FAR.....</b>	<b>3</b>
What was the challenge ?.....	3
Our goals.....	3
<b>CUSTOMER OVERVIEW.....</b>	<b>4</b>
Why zuwa ?.....	5
How are we affordable ?.....	6
How are we better and reliable ? .....	8
<b>CHANGING LIVES ON COMMUNITY LEVEL.....</b>	<b>10</b>
Lighting for a brighter future.....	10
Power for charging.....	11
A platform of safety.....	12
<b>ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACT.....</b>	<b>13</b>
As a platform for gender equality.....	16
Creator of job opportunities.....	17
<b>MEET ZUWA PERSONNEL.....</b>	<b>18</b>
<b>MEET SOME OF OUR AGENTS.....</b>	<b>19</b>

### WHAT WAS THE CHALLENGE?

Access to reliable and affordable energy has proven to be a challenge to most Malawians and has thus deprived most of them in pursuing successful livelihoods. With only 10% of the national population having access to electricity, Zuwa therefore, aims to bridge the gap.

### OUR GOALS

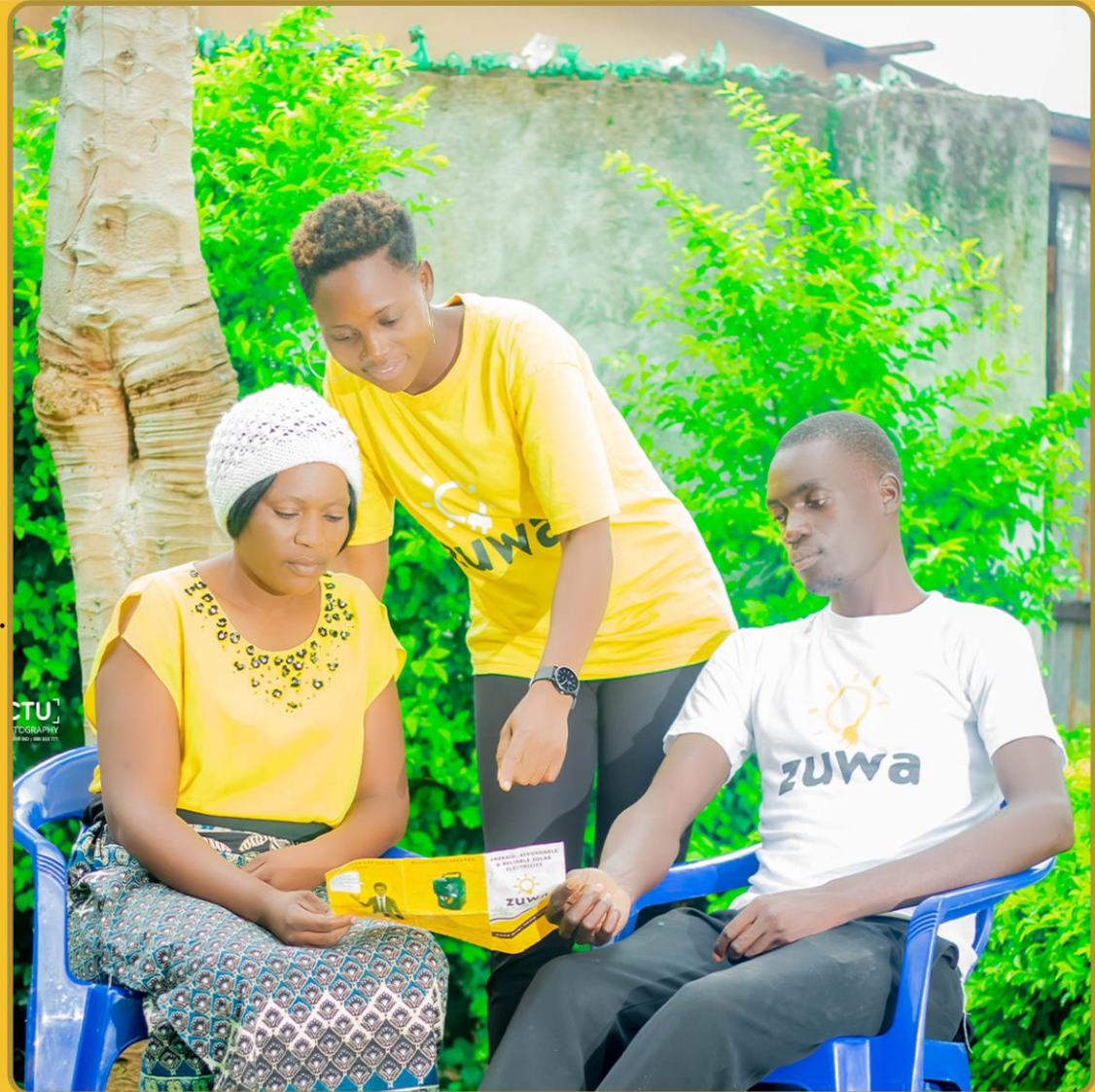
We, at Zuwa therefore, fight poverty through affordable energy solutions that offer the best customer experience so that everyone can live better from everywhere. With our primary business focusing on improving Malawian livelihoods through access to clean, better, reliable, and affordable solar electricity using Pay as You Go (PAYG)



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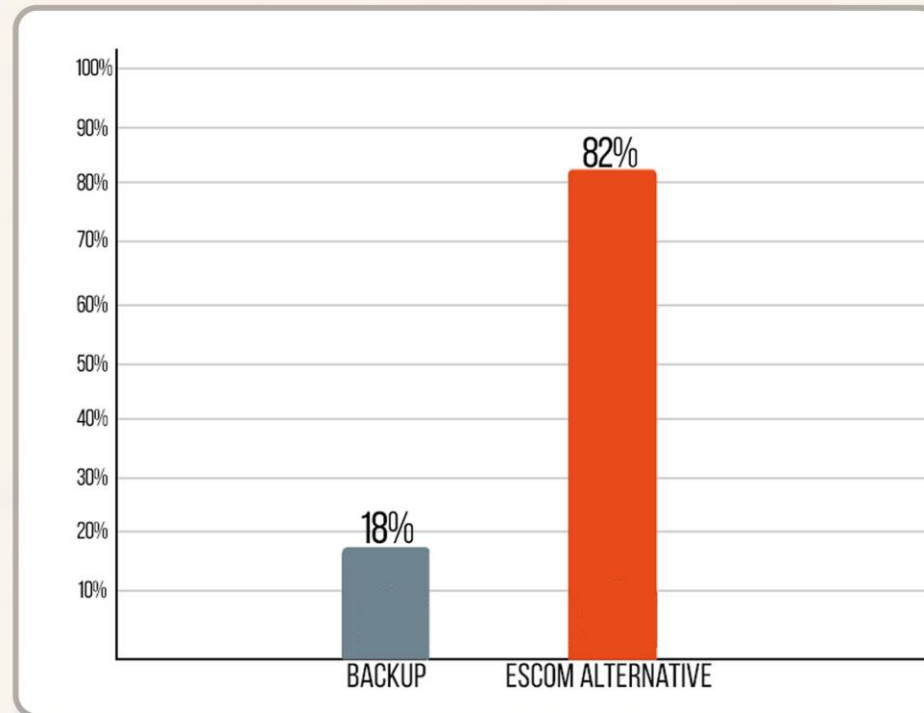
## CUSTOMER OVERVIEW

We conducted a lean data survey to get feedback from our customers on system usage, expenses and benefits. A sample size of 50 customers were randomly selected using the RANDOM.ORG. In the next pages, we share how our customers use Zuwa solar home systems.



## WHY ZUWA?

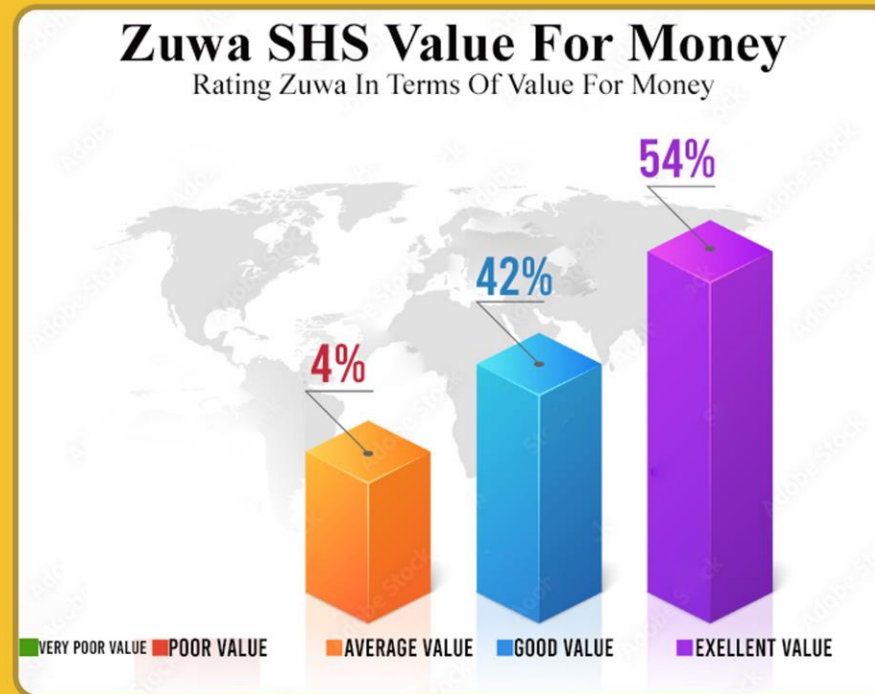
**82 percent of customers use our products as an alternative to Electricity Supply Corporation of Malawi (ESCOM), while 18% use our products as backup power.**



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## AFFORDABILITY

We asked customers to rate Zuwa SHS against value for money in their own terms, in comparison to how much they previously spent on energy before installing Zuwa SHS. 4% of the customers rated the system to be of average value, 42% placed the system to be of good value and 54% of them defined it as of excellent value. How much they spend now and the outcome they are getting far more surpasses what they previously used. Customers rate Zuwa to be quite affordable since payments are made in installments on a monthly basis.





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**Most rural people, with low incomes lack collateral to access finances. Our Pay as You Go (PAYG) service helps close that gap. We have made our products affordable through the introduction of pay-as-you-go. Issuing loans on our solar home systems has gotten a good reception with our customers**



*"I have Kwacha 6 where its 6 bulbs cover all rooms of my house. Despite this aspect I love the PAYG service, for with the least amount of money I can have, I pay and am still provided with lasting electricity. Now I want to quickly finish my payments to upgrade to a Macheza for a TV." - [Alice Mwale, Kaphiri]*

## HOW ARE WE BETTER AND RELIABLE?

This consideration is pertaining to the issue of our personnel in general; how they conduct their duties and interaction with our customers is what makes us better. Our products and payment methods have rendered us a better option for solar products in Malawi. Our payment plan enable customers to pay as little amounts of money as they find while using the products.

Zuwa has helped Simon Mwenda, a restaurant owner, maintain and operate an exquisite restaurant even in the latest of hours of the day.

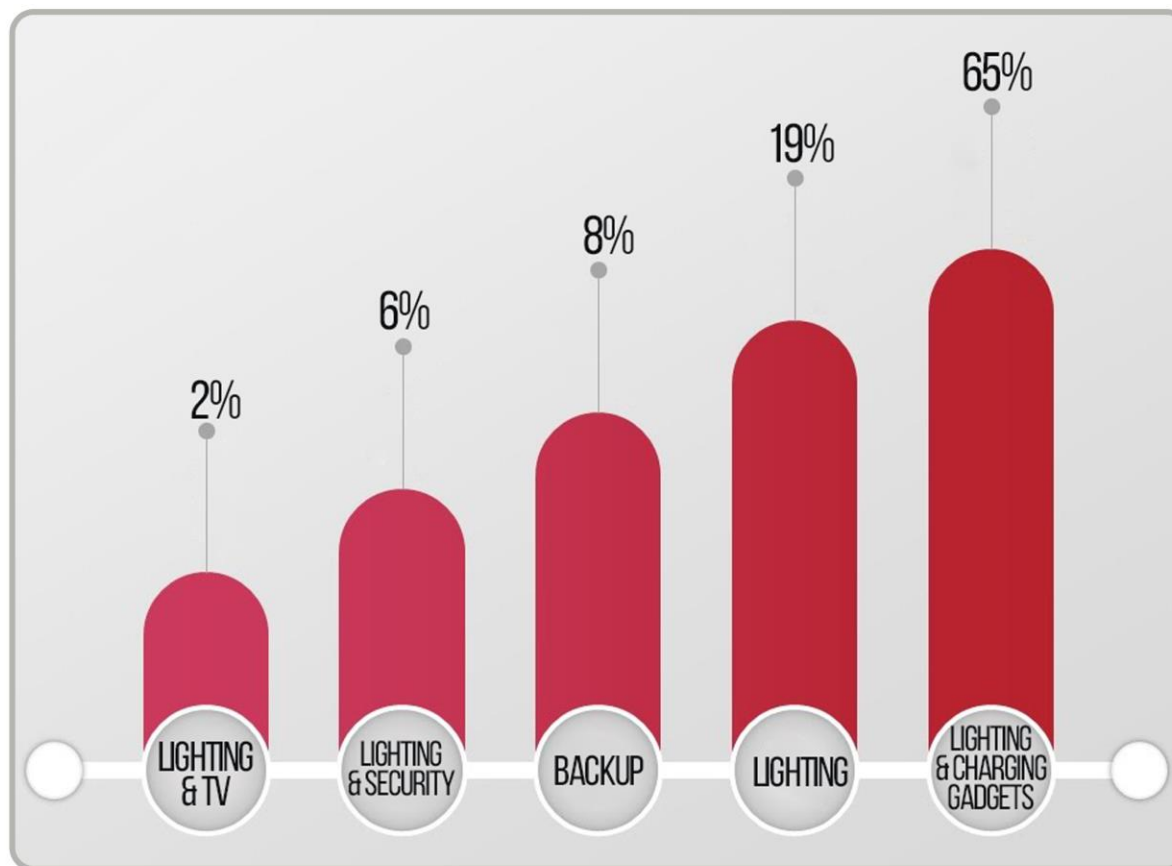


*"I love how impromptu the agents were once I reported having a problem with my system. Something most businesses lack these days. Am glad to say my issue was immediately resolved and have not encountered any issues thus far." [Simon Mwenda, Bunda Road]*



## THE MAIN BENEFIT

Over 65% of customers, use our solar home systems for lighting, and charging purposes. Be it phones, radios, or cameras. At least 2 percent have managed to purchase the package that has a TV. A TV is a source of entertainment and a way to know what is going on around us.



## LIGHTING FOR A BRIGHTER FUTURE

The provision of light alone has rendered it possible for most children in these homes to do late night studying. Schools have even installed the systems with hope of bettering the lives and education of their students. The case of Kalilangwe school in Salima cements this notion.

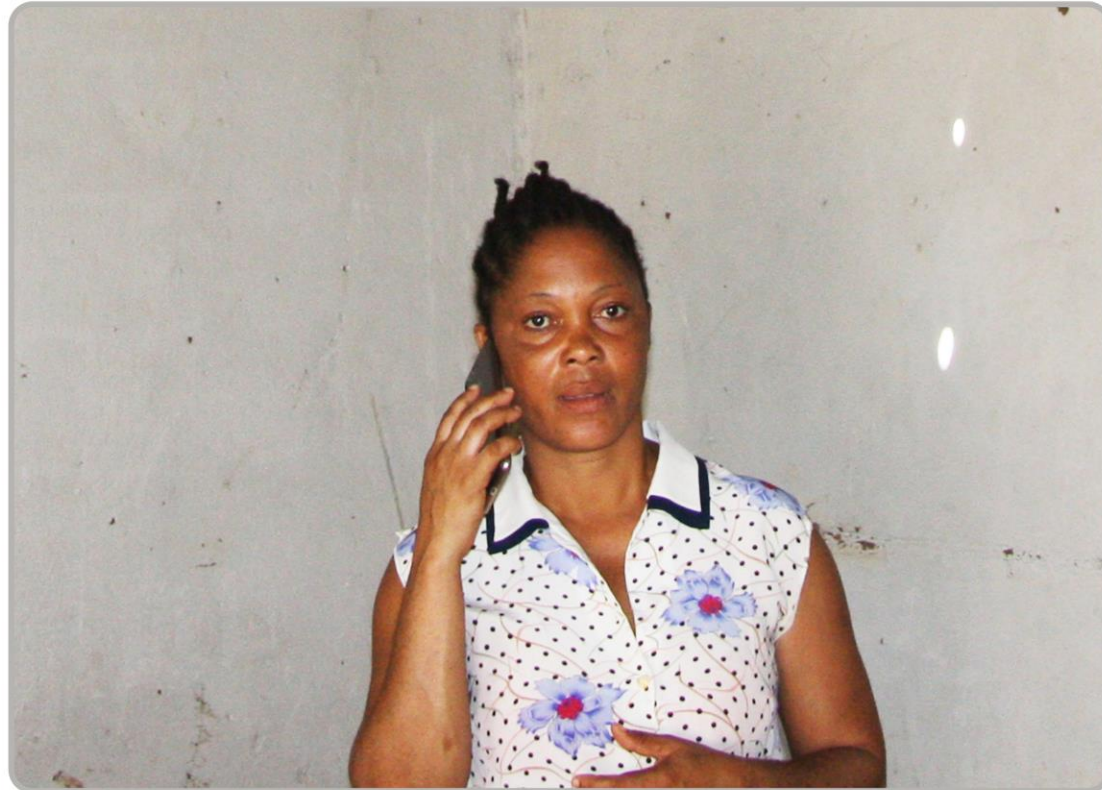


Mr. Maxiwell Mnjemu managed to donate a Zuwa solar system to his old school when he learnt that the school was still operating without electricity

*“After I learnt from my former teacher that my previous school still relied on students using torches and Kerosene lamps, I decided to provide the school with Zuwa solar system. I am happy that I will have contributed to some student’s success”. - [Maxwell Mnjemu, Salima]*

## POWER FOR CHARGING

*Jessica Chigodola enjoying the power of a charged phone*



*"I can now charge my phone without worrying about where to charge it and how much it will cost me for it." [Jessica Chigodola]*



## A PLATFORM OF SAFETY

Lighting provides a sense of security. Where there is light, there is a way.



Standing voice an organization defending the rights of people with albinism provided Zuwa solar to 3 families of people with albinisms as a source of lighting for security. The issues of albino killings in Malawi, made SV choose our products for that cause.

## AS A MONEY SAVER

As providers of light, torches and candles have previously served our customers but they were not economical for their short life span. Even so, the money spent for charging purposes has been saved, and used for other important purposes. With Zuwa solar, our customers are now able to save money.



*"I would spend over MK5,000 every week on batteries and charging fees. Gone are the days of charging my phone in town. I can use my phone all day. Am happy that I don't have to spend that much money on batteries anymore. I just take note of the dates that I need to top up on my electricity".*  
*[Veronica Ndanoza, Bunda]*

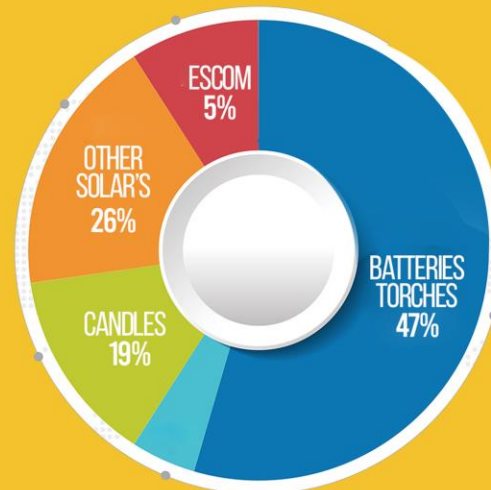
**It is a plus to empower women, for they are a major contributor to development. Zuwa believes in contributing to the development of the country.**

## A MITIGATION FOR CLIMATE CHANGE

A study by Lighting Africa (2010) states that for every liter of kerosene burnt, 205kg of CO<sub>2</sub> are released into the atmosphere. On the other hand, 9 kg CO<sub>2</sub> is emitted per kg of primary battery produced. In most cases Malawians use torches, kerosene lamps and candles as main sources of light. Usage and disposal of waste materials is concerning. If not properly disposed of, batteries cause harmful effects to the environment, which later cause health problems as well.

65% of our customers shifted from the use of battery torches, candles, and kerosene lamps to Zuwa solar. In addition we introduced a buy back policy to control the disposal part of our equipment(especially batteries) when worn out and upon reaching their lifespan.

### PREVIOUS MODE OF LIGHTING





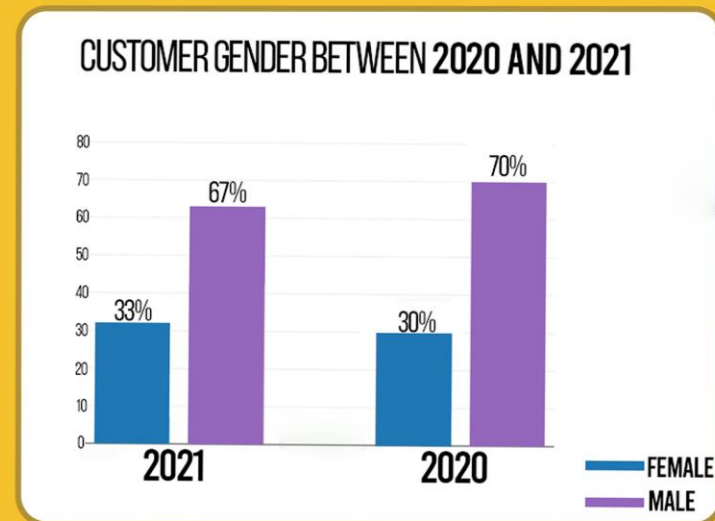


## AS A PLATFORM FOR GENDER EQUALITY

Zuwa has created an environment where women are valued in the same regard as men. This has been evidenced with the increment in female employees thus far. Not only that, but also female customers have increased by 3% as compared to 2020 figures.



*I feel like I have won a lottery given an opportunity to work at Zuwa. Regardless of my being a woman, I have been given the capacity to lead others, an issue most women struggle with in other workplaces. I feel tremendous joy for days working at Zuwa. [Chipiliro Baluwa - Human Resource]*



## CREATOR OF JOB OPPORTUNITIES

**Zuwa Energy has contributed to the work force in employing over 30 full time employees and over 50 active agents. There is an increment in the number of interning agents who are later given a job after showcasing their outstanding performances.**



*Meet Atusaye who joined as an intern. He has shown a remarkable performance by putting our brand out there in the field. It didn't come as a surprise when he was awarded employee of the month with his dedication and love for his clients. It was such acts that had enabled him to be given a full time job. We will be glad to say Atusaye, is one of the intern turned staff here at Zuwa that we are proud of.*



## MEET ZUWA PERSONNEL



*“I have experienced different feelings due to the versatility of being able to do a variety of tasks here at Zuwa. I love the fact that Zuwa is flexible for allowing a virtual working platform and the realization that employees are the greatest assets. Zuwa Energy has a nice working culture that allows employees to work freely, also there is a good support from senior managers where by employees are motivated and appreciated for their efforts. I also appreciate the dedication to internal growth. The offer of the option for continuing education helps improve abilities to function within the company through training and meetings that are conducted from time to time. We are always equipped to take on increased responsibilities and tackle any challenges that we face along the way”.*

**KONDWANI SIBALE (Customer Service Officer)**



*“Zuwa is where everyone could wish to be. I am proud to be part of the champions. I have learnt how to work better under minimum supervision and improve in team work. Above all I appreciate the chance to take a new challenge and grow into my role since I have been given an opportunity to demonstrate how I can make a difference. I have the power to rise above any situation and deliver the best results”.*

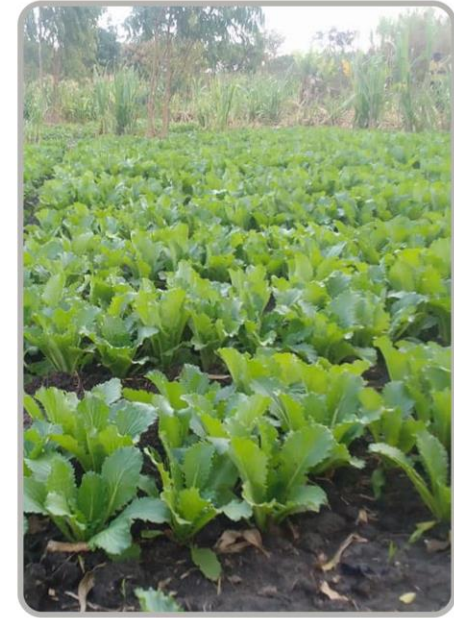
**CYNTHIA SAULI (Territory Officer)**



*“I feel good working at Zuwa and i love the organizational experience that is accorded to me as an employee. Making relationships with clients and prospective customers in the field is a joy to me. I also enjoy the marketing, budgeting, problem solving and travelling aspects of it all across my territory, attending to different duties assigned from time to time by my line supervisor or manager”.*

**JONASI BANDA (Territory Officer)**

## 19 MEET SOME OF OUR AGENTS: THE FACES BEHIND ALL THE SUCCESS



Meet **Harold Lemwe** a Zuwa sales agent who has managed to start farming from the commission he gets as being an agent.

He finds himself lucky to be working for such a reliable company as this. It is the dedication the company puts towards its customers, that keeps him dedicated to this job. He is mostly happy that his clients are happy with the product that he provides for them and so far his customers have increased significantly in comparison to how he began. This gives him such enthusiasm knowing he is making a difference in peoples lives.

*“My life has changed quite alot compared to how I began. I have managed to acquire myself land where Iam farming sweet potatoes on an acre and half and maize on another acre. I also own a garden where Iam doing different vegetables enough to feed my family and sell as well”.*





**Harrison namikungulu is a Zuwa agent who has benefited a lot working for Zuwa energy. Commissions from his job have enabled him to fend for his personal needs and he has managed to start a business where he sells legumes, specifically beans.**





Meet **Stella Nyirongo** a Zuwa agent since the start of Zuwa energy. She is a single mother of five who decided to become an agent but first had to purchase a Zuwa product to know what she would be marketing for.

Stella managed to send her child to technical school with the commissions she received. She also managed to open a restaurant and has become an agent of other entities (Airtel money and mpamba) which also brings in extra funds for her household.

*“After testing the Zuwa product, I knew being an agent was going to be so much fun the product was good and worth it”*



**zuwa**

The Solar Champions