NEW HOPE UNDER THE SUN

APPLYING BEHAVIORAL INSIGHTS FOR THE ADOPTION OF SOLAR HOME SYSTEMS (SHS) IN SENEGAL, ETHIOPIA, AND UGANDA

1. BECOMING INTERESTED
   - Mental models about product quality
   - Risk Aversion

2. DECIDING TO PURCHASE
   - Bandwidth constraints
   - Present bias

3. SAVING UP
   - Financial constraints
   - Credit aversion

4. PURCHASING THE SHS
   - Low trust in supplier
   - Limited bandwidth

5. SUSTAINING USE
   - No timely support
   - Limited bandwidth

6. A BRIGHT NEW ERA

PRE-UPTAKE SOLUTIONS:
- Use role models from the community and showcase how they use and benefit from a SHS.
- Designate trusted community ambassadors.
- Use social networks such as women’s groups to disseminate information about productive uses of a SHS.

PRE-UPTAKE SOLUTIONS:
- Use solar a song radio competition to disseminate product benefits.
- Provide tool to track ‘lost’ time and money with current phone/energy expenses.
- Have evening demonstrations of the technology with the chance to experiment features.

PRE-UPTAKE SOLUTIONS:
- Behavioralize savings strategies (e.g. solar savings box).
- Arrange pre-commitments at “wealthier” periods.
- Encourage savings through positive deviants/role models.

UPTAKE SOLUTIONS:
- Provide simplified information such as checklist of simple steps to spot a counterfeiter.
- Make targeted credit programs to promote investment in certified products.

SUSTAINED SOLUTIONS:
- Designate Solar Liaisons: go-to Solar Experts in the community.
- Have a Solar Hotline: centralized communication for information and reminders.

The adaptation of solar energy technology can help families in rural Africa have a safer, eco-friendly, more comfortable, and connected lifestyle.