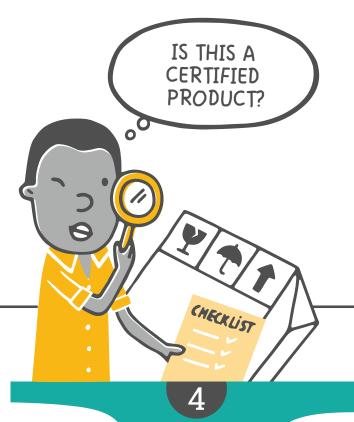
NEW HOPE UNDER THE SUN

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













 Mental models about product quality

Risk Aversion

Bandwidth constraints

Present bias

Financial constraints

Credit aversion

Low trust in supplierLimited bandwidth

No timely support

No timely supportLimited bandwidth

BECOMING INTERESTED

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.

DECIDING TO PURCHASE

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.

SAVING UP

PRE-UPTAKE SOLUTIONS:

- Behavioralize savings strategies (e.g. solar savings box).
- Arrange pre-commitments at "wealthier" periods.
- Encourage savings through positive deviants/role models.

PURCHASING THE SHS

UPTAKE SOLUTIONS:

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

SUSTAINING USE

SUSTAINED SOLUTIONS:

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

A BRIGHT NEW ERA

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







