

NEW HOPE UNDER THE SUN

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



<p>1</p> <p>BECOMING INTERESTED</p> <ul style="list-style-type: none"> • Mental models about product quality • Risk Aversion 	<p>2</p> <p>DECIDING TO PURCHASE</p> <ul style="list-style-type: none"> • Bandwidth constraints • Present bias 	<p>3</p> <p>SAVING UP</p> <ul style="list-style-type: none"> • Financial constraints • Credit aversion 	<p>4</p> <p>PURCHASING THE SHS</p> <ul style="list-style-type: none"> • Low trust in supplier • Limited bandwidth 	<p>5</p> <p>SUSTAINING USE</p> <ul style="list-style-type: none"> • No timely support • Limited bandwidth 	<p>6</p> <p>A BRIGHT NEW ERA</p>
<p>PRE-UPTAKE SOLUTIONS:</p> <ul style="list-style-type: none"> • 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. 	<p>PRE-UPTAKE SOLUTIONS:</p> <ul style="list-style-type: none"> • 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. 	<p>PRE-UPTAKE SOLUTIONS:</p> <ul style="list-style-type: none"> • Behavioralize savings strategies (e.g. solar savings box). • Arrange pre-commitments at "wealthier" periods. • Encourage savings through positive deviants/role models. 	<p>UPTAKE SOLUTIONS:</p> <ul style="list-style-type: none"> • Provide simplified information such as checklist of simple steps to spot a counterfeit. • Make targeted credit programs to promote investment in certified products. 	<p>SUSTAINED SOLUTIONS:</p> <ul style="list-style-type: none"> • Designate Solar Liaisons: go-to Solar Experts in the community. • Have a Solar Hotline: centralized communication for information and reminders. 	<p>The adaptation of solar energy technology can help families in rural Africa have a safer, eco-friendly, more comfortable, and connected lifestyle.</p>