

## RESEARCH AND DEVELOPMENT FUND PROJECT SPOTLIGHT

# PEG AFRICA

## INNOVATIVE SOLAR-REFRIGERATION SOLUTIONS FOR WEST AFRICA

**This project will develop affordable solar refrigeration solutions for women working in commercial settings, which will help them earn income. This includes fisherwomen and traders who sell perishable goods without access to affordable and reliable refrigeration.**

PEG Africa decided to pursue this project following surveys in 2019 that revealed refrigeration solutions were one of the top four appliances that customers wanted. Follow-up surveys and visits indicated that there is demand for both fridges and freezers. However, there is a limited understanding of business models, supply chains, economies of scale in manufacturing and demonstrating a strong value proposition to small businesses.

To address this, PEG Africa will pilot refrigeration solutions that address market demand and enable a stronger understanding of the rural refrigeration value chain needed to operate at scale.

PEG Africa foresees that the project will predominantly benefit small female-led businesses. The project aims to combine refrigeration solutions with an affordable financing plan. This will allow female entrepreneurs to access high-quality refrigeration products and services easily. This will help small businesses in Ivory Coast and Senegal to earn more money.



### AT A GLANCE

**R&D Awardee**  
PEG Africa

**Efficiency for Access  
Funding**  
£152,182

**R&D Funding Unlocked  
from PEG Africa**  
£107,596

**Project Locations**  
Ivory Coast, Senegal