



Client Services

HELPING YOUR BUSINESS GROW

Lighting Global is the World Bank Group's initiative to rapidly increase access to off-grid solar energy for the 840 million living without grid electricity around the world. Lighting Global works with manufacturers, distributors, governments, entrepreneurs, and other development partners to build and grow the modern off-grid solar energy market for household, productive, and commercial use. Lighting Global is managed by the International Finance Corporation (IFC) and the World Bank, with support from the Energy Sector Management Assistant Program (ESMAP).

LIGHTING GLOBAL **ASSOCIATES**

Through IFC, Lighting Global offers client services for manufacturers or original sellers of quality verified off-grid lighting products and appliances. After a product has met the Lighting Global Quality Standards, companies can become an "Associate" to access a range of services. In addition to business linkages, market intelligence and other business development services, associates would be guided to understand and participate in World Bank funded country electrification programs in Africa and Asia. We work hand-in-hand with associates to develop markets for clean lighting and energy products, contributing towards making sustainable energy a reality for all by 2030.

ELIGIBILITY **CRITERIA**

Companies must produce/manufacture and/or be selling under owned brand name at least one product that meets the Lighting Global Quality Standards. The company, including the directors and shareholders, must satisfy IFC's Integrity Due Diligence (IDD) evaluation. Upon successful completion of the IDD, the company will enter into a legal agreement with IFC documenting the global services provided to clients from the IFC Lighting Global Program.



TYPES OF SERVICES

These services are provided at no additional cost.



BUSINESS DEVELOPMENT SERVICES

- Alerts on market opportunities and calls for proposals from World Bank and other public-sector programs, as well as grant and investment opportunities with other partners.
- Early access to IFC publications on industry trends and market specific reports.
- Access to data analytics tools designed to help companies improve operational efficiency and access financing, including: Pay as you go (PAYGo) Market Attractiveness Index, to help companies for market entry; Path to Profitability tool, to help improve unit economics; and PAYGo PERFORM, to help business and investors track performance through a set of KPIs for the PAYGo industry.
- Data analytics based and customized insights to understand market share, sales trends and fine-tune product, pricing and market entry strategies for different countries and regions.
- Guidance on product development based on market, local finance institutions, consumer and technical reports.
- Technical guidance on product lifecycle, recycling and other sustainability issues facing the industry



BUSINESS LINKAGES

- Invitation to trade fairs, exhibitions, conferences, seminars and awards.
- Advocacy of Lighting Global quality-verified products to bulk buyers.
- Introduction to different electrification programs that Lighting Global is associated with.
- Connections to PAYGo hardware or software integration service providers for companies looking to integrate the PAYGo function to their products.
- Introduction to energy efficient appliance companies for manufacturers exploring adding appliances with their solar package.
- Information on key financial institutions operating in selected geographies.



MARKETING

- Company Profiles are featured in the Associates Section on the Lighting Global website
- Support provided to associate companies in development of marketing communication tools, websites and packaging materials, in accordance with Lighting Global Communications and Branding Guidelines.

Please email us at bds@lightingglobal.org with any questions or comments.

www.lightingglobal.org