

## **ASSOCIATE SERVICE OFFERING**

The Lighting Global program offers product quality testing services to manufacturers and distributors of off-grid lighting products and appliances. After testing a product, companies can opt in to become "Associates" in order to access a wide range of business and market development services offered by Lighting Global, and its regional affiliate programs, Lighting Africa and Lighting Asia.

An Associate is a manufacturer or a distributor committed to bringing to market high quality, affordable solar lighting products for families without access to grid electricity. Associates work hand-in-hand with Lighting Global and its regional affiliate programs, Lighting Africa and Lighting Asia, to develop markets for clean lighting products, contributing towards making sustainable energy a reality for all by 2030.

### **Eligibility Criteria for Associates**

1. The company must produce/manufacture and/or distribute at least one product that meets the Lighting Global Quality Standards.
2. The company, including the directors and shareholders must undergo and satisfy IFC's Integrity Due Diligence (IDD) evaluation.

Upon successful completion of the IDD, the company will enter into a legal agreement with IFC. The agreement documents global services which are provided free-of-charge, and fee-based country specific business development services to be provided through the Lighting Africa and Lighting Asia programs.

### **Global Associate Services**

These services are provided at no cost to the Associate, and their benefit typically extends beyond the individual firm to groups of firms.

#### **Marketing**

- Associate products are prominently displayed on the products pages on the Lighting Global website - [www.lightingglobal.org/products](http://www.lightingglobal.org/products).
- Associate "development impact stories" are featured on Lighting Global, Lighting Africa and Lighting Asia website as may be appropriate, in the newsletter and other program publications such as reports.

#### **Business development services**

- Advance access to periodic publications regarding industry trends and market opportunities.
- Guidance on product development based on market, consumer and technical reports.
- Guidance on product lifecycle, recycling and other sustainability issues facing the industry.

#### **Business linkages**

- Invitation to trade fairs, exhibitions, conferences, seminars and awards.
- Notification of opportunities for grants, investment and loans.
- Introduction of Associate quality verified products to bulk buyers.

## Country Level Associate Services

Associates also receive fee-paying business development services in countries where they are operating. These services will vary depending on each country program, but the range of such services will generally derive from the following list.

### Consumer Education

- Invitation to participate in country based consumer awareness programs (e.g. road shows, forums, exhibitions etc.) to increase product awareness and sales.
- Access to negotiated media discounts for advertising related to the consumer education activity.

### Market Intelligence

- Reporting on country level product sales performance / market share
- Access to distribution, marketing and sales reports
- Country level information on ease of doing business and market potential
- Advance access to market research findings and briefings.

### Business Development Support

- Account management, including regular meetings to discuss business strategy, market developments and emerging business opportunities.
- Business-to-business matchmaking with distributors, and other stakeholders along the supply chain.
- After-sales service & maintenance training provided for wholesalers and retailers.

### Access to Finance facilitation

- Working capital and credit lines developed for manufacturers, importers and distributors.
- Introduction of the Associate to microfinance institutions to facilitate financing options at a consumer level.
- Introduction of the Associate's distribution partners to local financial institutions.

Additional services, including customized support to individual Associates, can be further developed to be more responsive to the needs of Associates on a case-by-case basis.