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Diffusion of solar solution in developing countries – focus
group study in Ghana

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Introduction/Research Problem

- The nature of the energy system in Ghana.
- High consumption capacity, rationing and load shedding.
- The primary and secondary sources of energy available (hydro and thermal)

- A policy framework and guide for Developing of IPP.



Limitations

- Inability to reach remote rural dwellers – for the study
- inaccessibility of infrastructure e.g. road, telecom etc.
- Time and funding constraint for invited rural respondents

Focus parameters

- Greenness; affordability; financing & accessibility



Methods

Qualitative research method

Focus group (face-to-face)

10 selected respondents from various industries

Objective of the study: to discern the depth of the nature of the current problem, the cost of the current energy service, the real applications of the energy both in the industry and residential level, the expectation of a new alternative solution and the marketing or the deployment of this new solution.



Results

- Less knowledge or misconceptions about renewable energy.
- Accessibility of a renewable energy on the market was impossible.
- Financing a renewable was insignificant.
- Sources of financing were both individual and corporate

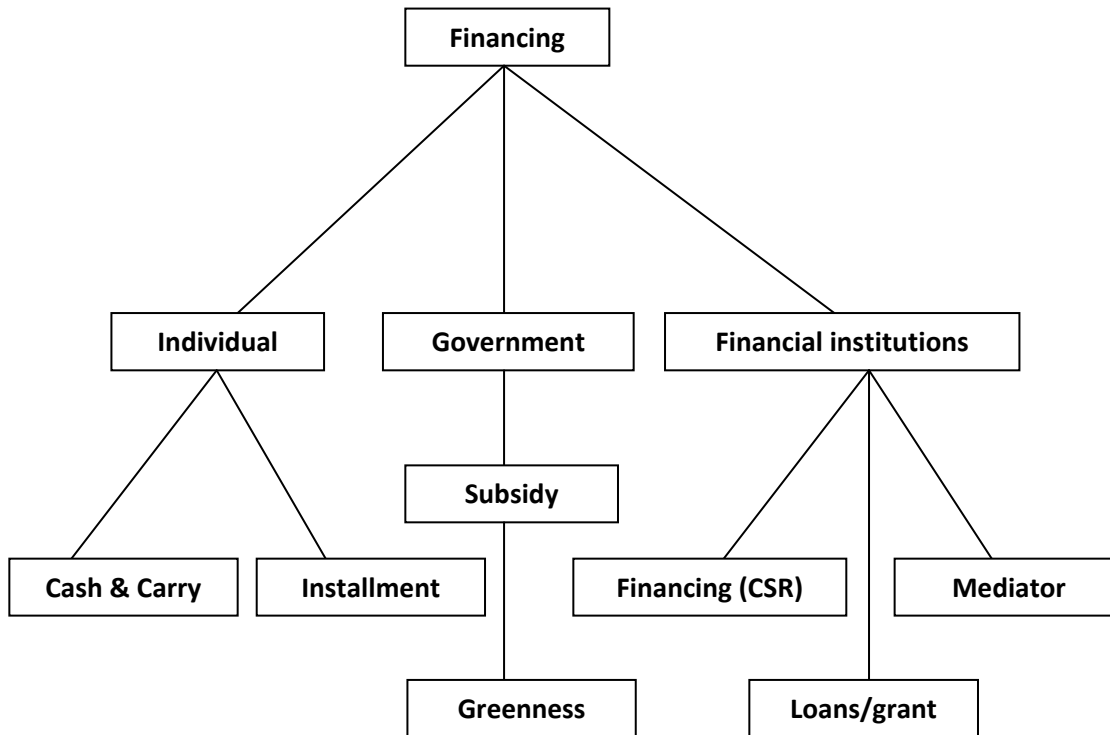
Alternative needs of renewable energy include:

- Standalone
- Backup
- Hybrid



Recommendation

Solution Framework



Individual: cash & carry and monthly payment structures.

Government: Subsidies, incentives on taxes/import tariffs and allocation of suitable site. Focusing on greening campaign.

Financiers: CSR, mediating for sellers-buyers.



Conclusion

- Effective marketing strategies needed.
- Comprehensive training program on renewable energy as alternative solution needed (seminars, workshops, classroom lectures)
- Government initiatives on solar and green effect needed.
- Users must be categorized into:
 - Heavy users (hybrid)
 - Light' users (stand alone or backup system)
- Further research into 'smart' usage of energy needed.
- Advantages of renewable energy needs effective education