

INNOVATING SUSTAINABLE ENERGY FOR THE RURAL BOP

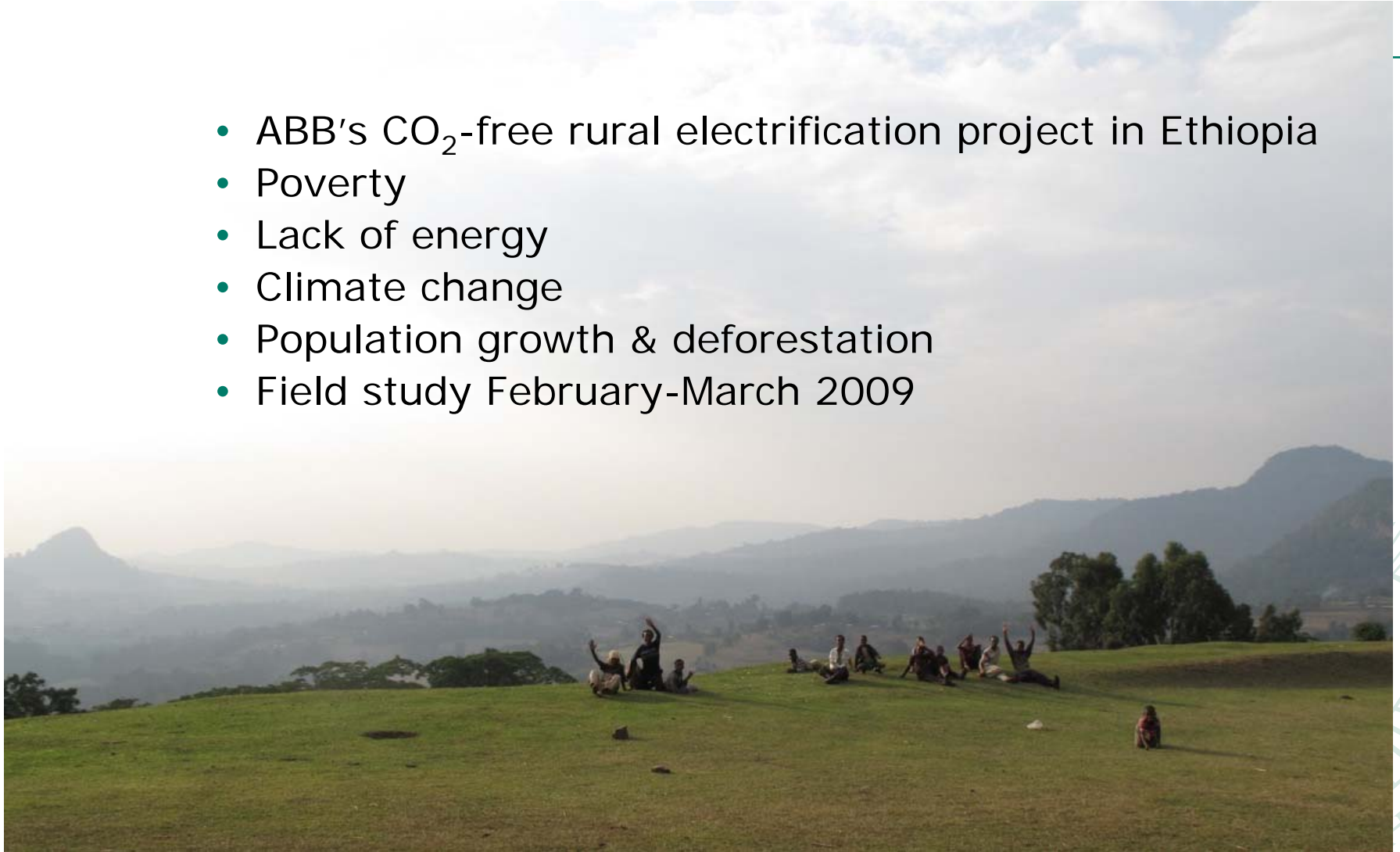
Bricolage and intrapreneurship in ABB's mini-hydro power project in rural Ethiopia

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BACKGROUND

- ABB's CO₂-free rural electrification project in Ethiopia
- Poverty
- Lack of energy
- Climate change
- Population growth & deforestation
- Field study February-March 2009



Population growth, energy needs, deforestation - local alternative energy sources?



MAKING SUSTAINABLE ELECTRICITY A BUSINESS IN RURAL ETHIOPIA: CHALLENGES AND OPPORTUNITIES



CONDITIONS FOR CO2-FREE RURAL ELECTRIFICATION

- Availability of energy source
- Affordability
- Reliability
- Prepaid
- Cooperation
- Scale up possibility
- High-tech in low infrastructure: SmartGridBOP
- Use and grassroots business development



THEORETICAL IMPLICATIONS - BOP

- Pink stories
 - How true is the success recipe we know from BOP case stories: innovate, launch, succeed
- Reality
 - Intrapreneurship
 - Bricolage
- BOP literature downplays governments' roles?
 - Business and NGO cooperation rhetoric favoured
 - Co-creation: who all "co-create"?
 - Government (at different level) as
 - Active participant;
 - Facilitator;
 - Enabler and gatekeeper

JOINT ACTION ON CLIMATE CHANGE - POINTS FOR DISCUSSION

- What is in between a solar cooker and a multi million dollar dam?
 - funding joint actions on climate change
- Will the risks and uncertainties of BOP business development projects exclude them from many corporate agendas?