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# Virtual Acceleration Workshops on E-Mobility & Green Industrial Parks

*(Organized as part of Korea 7<sup>th</sup> Green Roundtable events)*

<b><i>BUSINESS MODEL DESCRIPTION</i></b>
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**Pre-events Online Forum: 15-26 June 2020**

**Main events: 29-30 June 2020**

**Post-events Online Forum: 1-7 July 2020**



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**Business Model Name: Accelerating E-Mobility Solutions for Social Change in Rural Western Kenya**

Link (if available): <https://p4gpartnerships.org/partnership/accelerating-e-mobility-solutions-social-change>

**Lead (Organization/Company): Siemens Stiftung**

**Main contact point:**

- Marah Köberle, Social Venture Support e-Mobility
- Elisabeth Biber, e-Mobility and Fundraising

Status: **Star-up**

**Description of the Solution:**

The successful adaptation of e-mobility solutions requires innovative business models beyond the classic ‘direct sales’ approach. Circular and shared economy approaches offer interesting opportunities especially in Bottom of Pyramid (BoP) markets where users have only limited cash for investments.

- Sharing economy is a broad umbrella term used for a number of economic models that have one thing in common: the joint use of goods and services through B2B or B2C variants.

Siemens Stiftung and its not-for-profit enterprise, WE! Hub Victoria Ltd (WeTu), have established an incubation program for e-mobility solutions in rural Western-Kenya along the shores of Lake Victoria with the following aim:

- 1) To increase economic capacity, tackle unemployment and support climate friendly transport solutions.
- 2) To support young social start-ups from the region in testing their technologies, business models and applying their e-mobility solutions.
- 3) To provide charging capacity at its existing solar-electricity hubs.

The current components of this start-up program are threefold:

- 1) Siemens Stiftung’s private sector partners OPIBUS, Bodawerk and Anywhere.Berlin will be proving the economic viability of e-mobility in rural areas in Western-Kenya; innovative electric mobility technologies to be tested include e-cargo bikes, e-motorbikes and e-outboard engines for profitable business use and for productive use within the selected target groups: women, farmers, fisher folk and traders.



- 2) New technology in new markets requires innovative financing concepts: in cooperation with the Perspective Climate Group, Siemens Stiftung will prepare a feasibility study and third-party evaluation for a CO2 compensation scheme for e-mobility.
- 3) Thirdly, with support of the financial service providers, Intellecap and Tugende, we will define the required scale-up investment for technology providers and user groups. We plan to structure investors and funds to allow market growth of zero emission technology in Kenya.

The following Business Models are and will be tested in Western Kenya:

- Leasing of 2-3 wheeler e-vehicles for productive use
- Charging hub business model
- Battery swap business model (flatrate and pay per use)
- PAYGO

**Goals:**

Targets:

- Proof of Concept of adequate EV business models and technologies
- Pilot carbon credit generation as financing strategy for e-mobility technologies
- Initiate a Blended Financing Instrument for Scale-Up of e-mobility Technologies in rural Western Africa

SDGs: SDG1: No poverty; SDG 8: Decent Work and Economic Growth; SDG 9: Industry, Innovation and Infrastructure; SDG 11: Sustainable Cities and Communities; SDG 13: Climate Action;

**Geographical areas of Impact:**

**Partners:**

- WE! Hub Victoria Ltd. (WeTu)
- Anywhere.berlin Cargo Bikes
- Opibus Ltd.
- Bodawerks Ltd.
- Perspective Climate Group
- Intellecap Advisory Services
- Tugende Ltd.
- Asobo Ltd.