

World Resources Institute: Energy for Economic Vitality (EEV)

The World Resources Institute's Energy for Economic Vitality (EEV) project addressed the need for significant growth in private enterprise and commercial investment aimed to meet the demand of India's rural and poor communities for clean and modern energy services.

The research through EEV cataloged various renewable energy business models and analyzed them to understand what is working, and what the barriers are for achieving scale. As a result, investors and donors can hopefully become better informed about how to direct resources. Policymakers can hopefully be better equipped to develop policies to achieve sustainable economic growth in rural India.

There were three main objectives to the EEV project:

- 1) Develop three case studies to address financial viability and scalability of clean energy enterprises serving poor communities: Decentralized Energy Systems India (DESI) Power's village electrification program, Solar Electric Light Company's (SELCO) solar home system business, and the West Bengal Renewable Energy Development Authority's (WBREDA) public-private partnership model for community electrification.
- 2) Address public policy limitations that hamper energy and economic development. This included identification of barriers to scale for renewable energy companies, which was used to outline a set of policy recommendations for further consideration. Policy recommendations were vetted by several leading Indian institutions who worked with the project to thoroughly analyze costs and benefits, refine policy implementation strategies, and advocate for these policy changes.
- 3) Leverage funding to scale project impacts. The TPW Energy Collaborative grant provided matching funds for the USAID Global Development Alliance's commitment to support WRI's "green" enterprise development work in India.

The grant had proposed that EEV would "develop three new cases of scale-able entrepreneurial enterprises delivering clean energy services at the base of the pyramid"; however quickly discovered that they could find no perfect examples of businesses that are strong financially, socially, and environmentally. This led to a shift in the approach and focus of the case studies on renewable energy enterprises whose business models have the potential for financial robustness under different market conditions. The project also expanded the research objectives to identify changes in public policy necessary to improve the market conditions for those enterprises.

