

ZE-GEN'S DEMAND GENERATION ACTIVITIES TO TACKLE MARKET BARRIERS

Clarification to questions

- 1. Does ZE-Gen Demand Generation Programme support or allow companies to participate as off-takers of the renewable energy solutions promoted under the initiative.**

The initial phase of the programme focuses on designing a project to increase demand for renewable energy alternatives through improving customers' understanding of and willingness / ability to switch from FFGs, such as solar generators or behind the meter battery back-ups, by raising awareness of product options and empowering customer choice. It is essential that your proposal aligns with the objectives outlined in the scope of work, if so, it will be considered and evaluated by our team.

- 2. Would a Somalia-based solar off-grid pilot project that currently serves 500 clients and has been running for one year be eligible to participate in ZE-Gen's demand generation activities to tackle market barriers project?**

Unfortunately, the project's target countries are Ethiopia, Ghana, Kenya, Nigeria, and Zambia.