

Impact of Jaza Energy

SUMMARY BRIEF

This summary brief contains key results and analysis of research conducted in Kigoma and Mtwara regions of Tanzania to examine the impact of Jaza Energy and the battery-as-a-service model on Jaza Hub Operators (“Jaza Stars”) as well as current, former, and potential Jaza Customers.

DEMOGRAPHICS OF JAZA CUSTOMERS

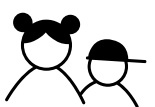
36 yrs old | Average age of current customers



> 50%

Customers report earning less than TZS 270,000 per month

The average customer household size is **6.55 people;**



84.41%

Customers have children

51.15%

Have 4 or more children



81.53%

Children are school-age

Jaza customers are more likely to have:

- higher levels of education,**
- higher rates of monthly expenditure** than non-customers,
- and more likely to own a smartphone** (and more likely to use their phone to get information and read the news) than non-customers. However, Jaza customers are less likely to save than non-customers.



Nearly half of all customers' primary source of income is crop farming, and Jaza 60Wh battery users are more likely to experience seasonal variation in income.

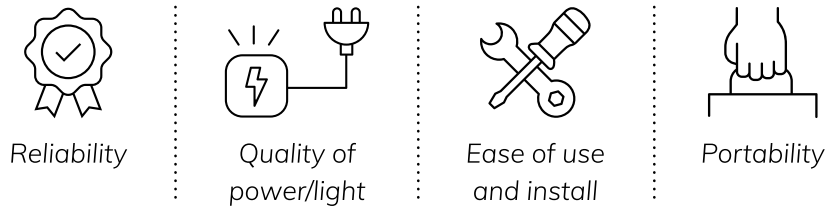


JAZA'S IMPACT

- > 62% of Jaza Stars report an increased role in household decision making as a result of their employment
- > Jaza serves Tanzanians with significantly higher rates of disability than the national average.
- > Jaza batteries are sometimes used to support income-generating opportunities, both directly and indirectly.
- > Jaza contributes significantly to progress toward several of the **2030 Sustainable Development Goals, including SDGs 4, 5, 7, and 8.**
- > **Female** Jaza customers report greater control over their schedule and domestic tasks as a result of using Jaza batteries.
- > Jaza customers with school-age children report a positive impact on their child or children's academic performance due to using Jaza energy.

CUSTOMER SATISFACTION

Jaza customers hold highly favorable views of Jaza across a variety of measures such as:



Jaza customers feel strongly that they gain benefits from using Jaza, such as increased safety, pest prevention and detection, higher quality light than other sources, and more reliable power. They wish the services were more affordable and that there were a broader variety of products offered.



>90%

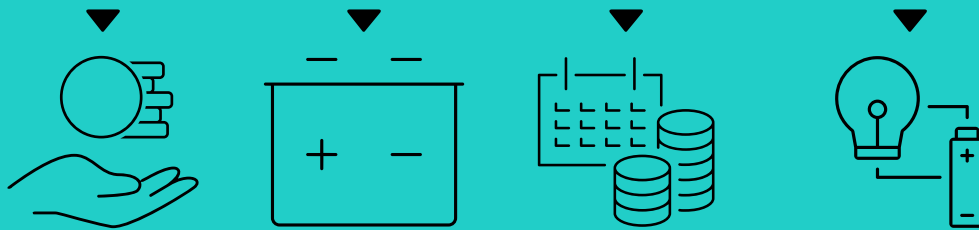
Agree or strongly agree that Jaza is the best energy option

BARRIERS TO USAGE



Most non-customers report that they are aware of and interested in using Jaza, but do not believe they can afford it.

Our research also contained analysis of customer behaviors and “profiles,” finding significant differences among customers, based on their; **source of income, battery model used, payment schedule, and battery usage.**



RESEARCH RECOMMENDATIONS:

- Investigate the feasibility and potential benefit of increasing its offerings across spectrums of cost, power, and battery life.
 - Explore new payment structures.
 - Continue to use promotions and incentives to facilitate customer recruitment and retention.
 - Increase sensitization to and awareness of the benefits of its batteries.
 - Increase communication and engagement with customers.
 - Ensure that batteries are available for replacement at its hubs.
 - Continue to establish hubs in close proximity to target markets.
- Additionally, our findings suggest that the following topics merit further, deeper investigation:
 - Whether customers are using the 180Wh battery for entertainment, one of the pillars of its advertisement.
 - Customers' use of its batteries in generating income.
 - Jaza's impact on childhood education.
 - Decision making among customers and target markets.

