

# **KOPERNIK'S EXPERIENCE EMPOWERING **WOMEN** **ENTREPRENEURS IN THE LAST MILE IN INDONESIA****

**Enrico Polla**  
**8 June 2018**

# » KOPERNIK FINDS WHAT WORKS TO REDUCE POVERTY IN THE LAST MILE



# OUR K-TEAM

**Staff:** 70-80 + volunteers/interns

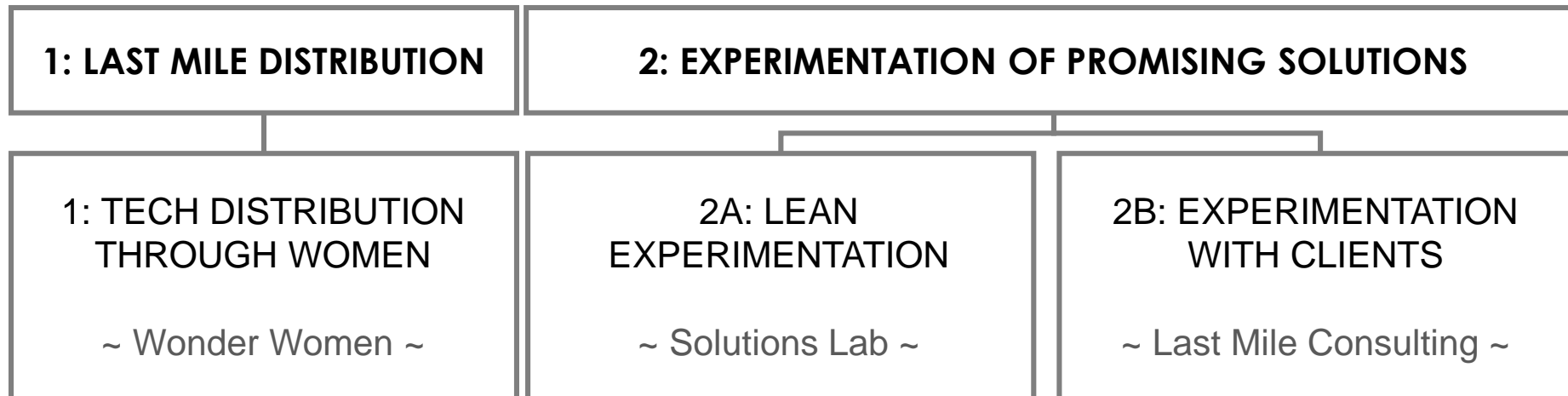
## Offices:

- Bali, Indonesia HQ
- 6 x Indonesian offices
- Tokyo, Japan

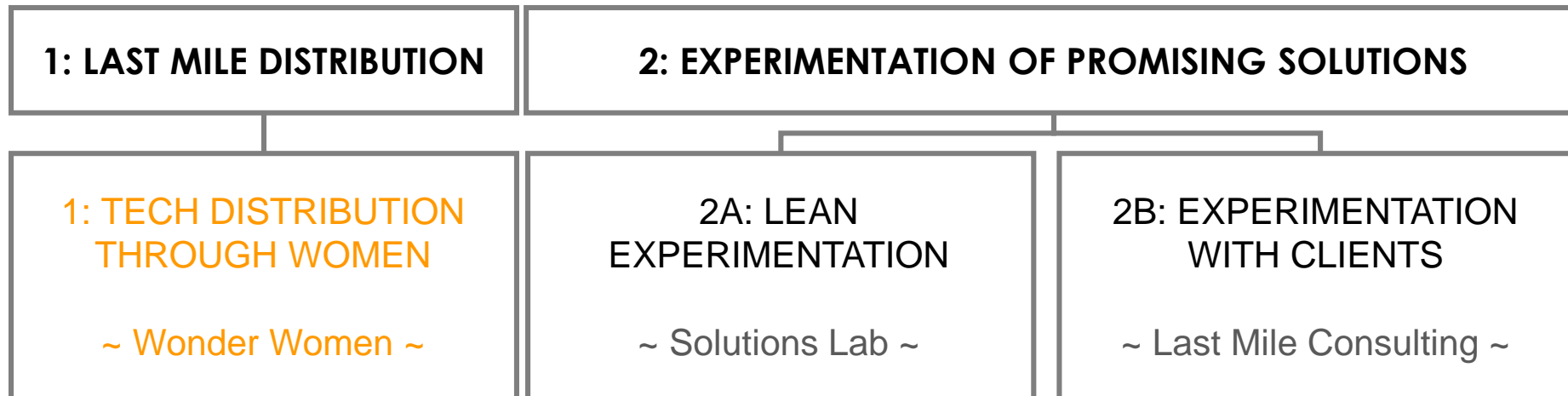
## Four legal entities:



# OUR THREE CORE TYPES OF WORK



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# WONDER WOMEN EASTERN INDONESIA (WWEI)



WWEI is a program that recruits and trains women to sell clean energy technologies to people in the last mile

# WONDER WOMEN PROGRAM LOCATIONS



West Nusa Tenggara 2015 - 2017

East Nusa Tenggara 2014 - Present

# WONDER WOMEN PROGRAM CYCLE

The program combines business and empowerment activities to create measurable impact





# WONDER WOMEN PROGRAM IN NUMBERS

\*start of the program till April 2018

535  
WONDER WOMEN



\$22.56  
AVERAGE WW  
MONTHLY MARGIN



55,280  
TECHNOLOGIES  
DISTRIBUTED

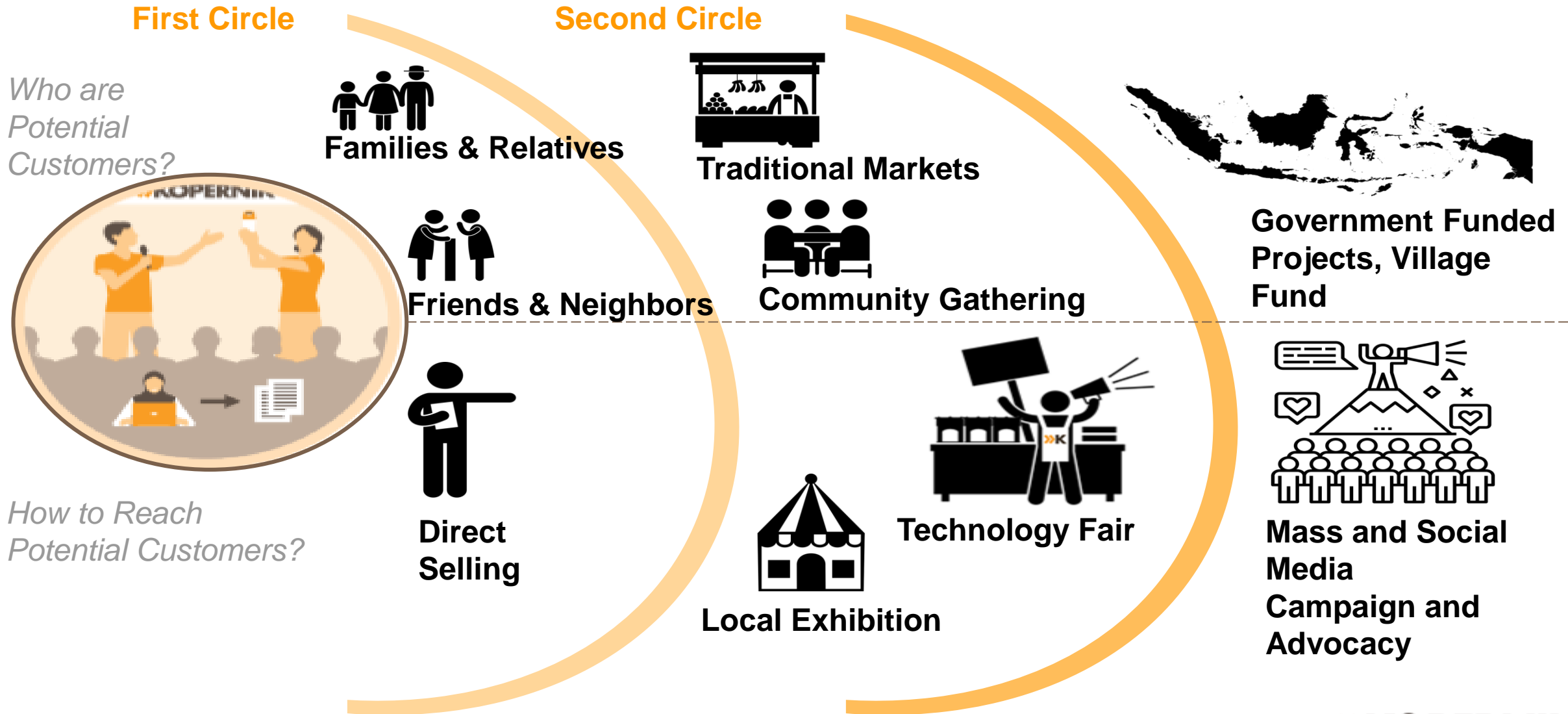


276,314  
PEOPLE REACHED



# SALES & MARKETING PHASE – SALES ACTIVITIES

Target market and sales and marketing strategies



# SALES-BASED INCENTIVES OFFER HIGHER RETURN ON INVESTMENT THAN ADVERTISING

**FOR EVERY \$1 INVESTED,  
SALES INCENTIVES GENERATE NEARLY TWICE  
THE RETURN OF NEWSPAPER ADS**



newspaper ads

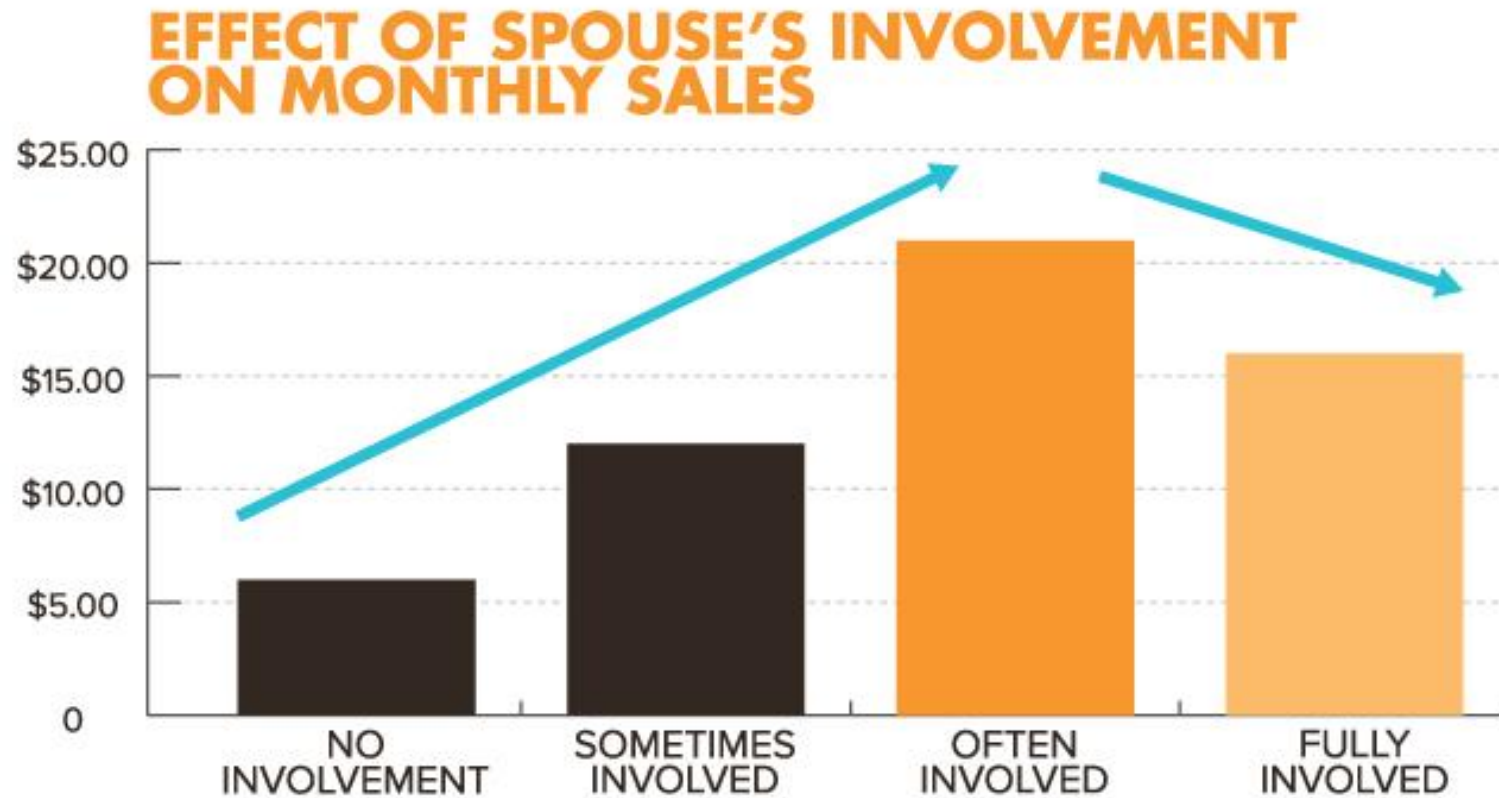


sales incentives



Promotions can often be costly and the margins in developing markets are often slim, so we wanted to understand the cost-benefit of running such initiatives. In terms of the relative return on investment of the two campaigns, we found that **for every \$1 invested, sales-based incentives to our women sales agents returned \$5.8 in sales vs \$2.6 for a local newspaper advertising campaign** that led the readers to a location where they could purchase the technology in their local area.

# BETTER SALES PERFORMANCE ACHIEVED WHEN SPOUSES GET INVOLVED... BUT NOT TOO MUCH



We asked 66 women sales agents about the level of involvement from their spouses in their business. The answers ranged from “no involvement” to “fully involved.”<sup>1</sup> We found that the **increasing participation of the spouse corresponded to proportionately higher sales - but only to a certain point.** When the spouse was fully involved in running the business, the sales performance dipped.

 **KOPERNIK**  
FINDING WHAT WORKS

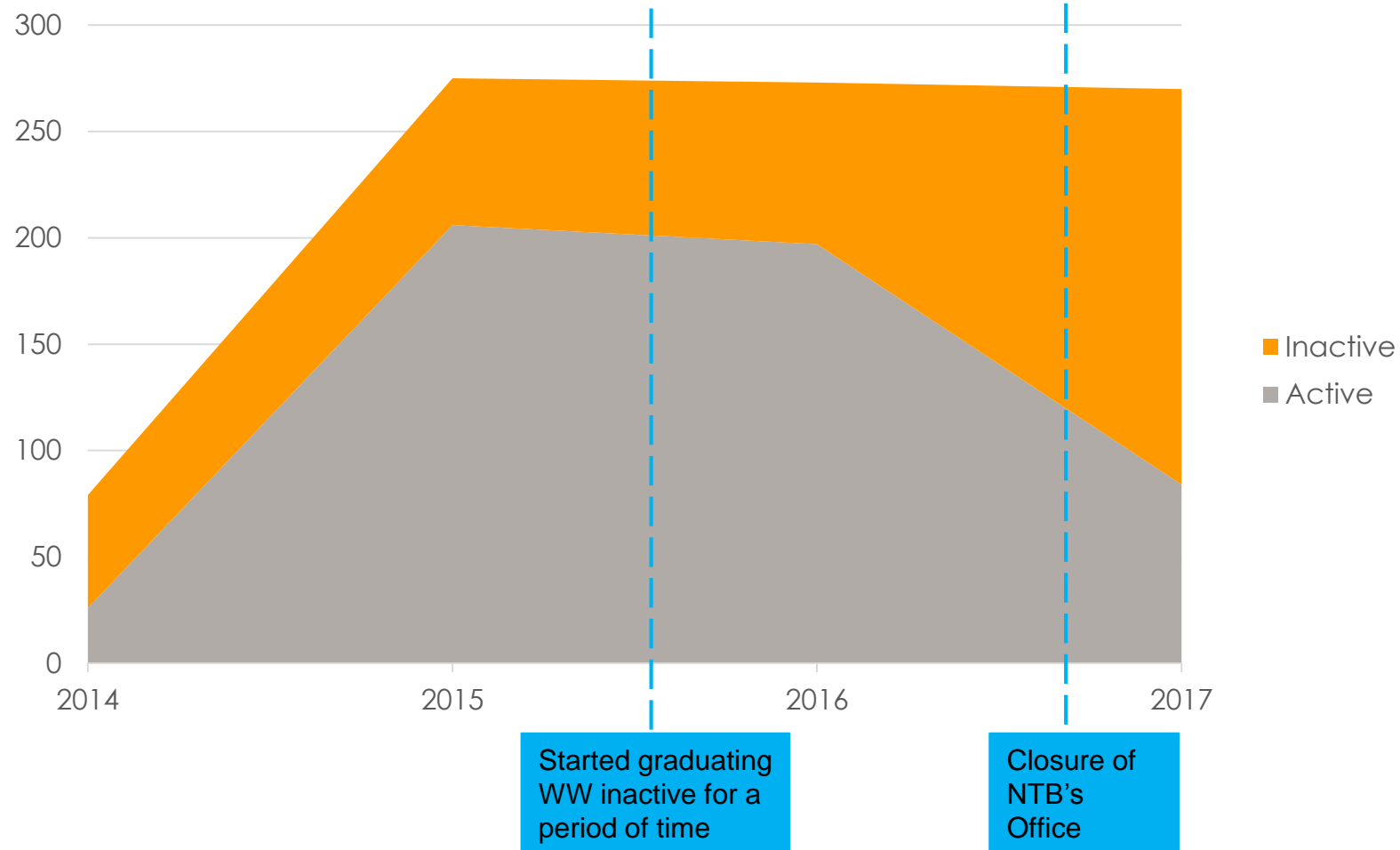
 Kopernik Indonesia

 @kopernik.info

 <http://kopernik.info>

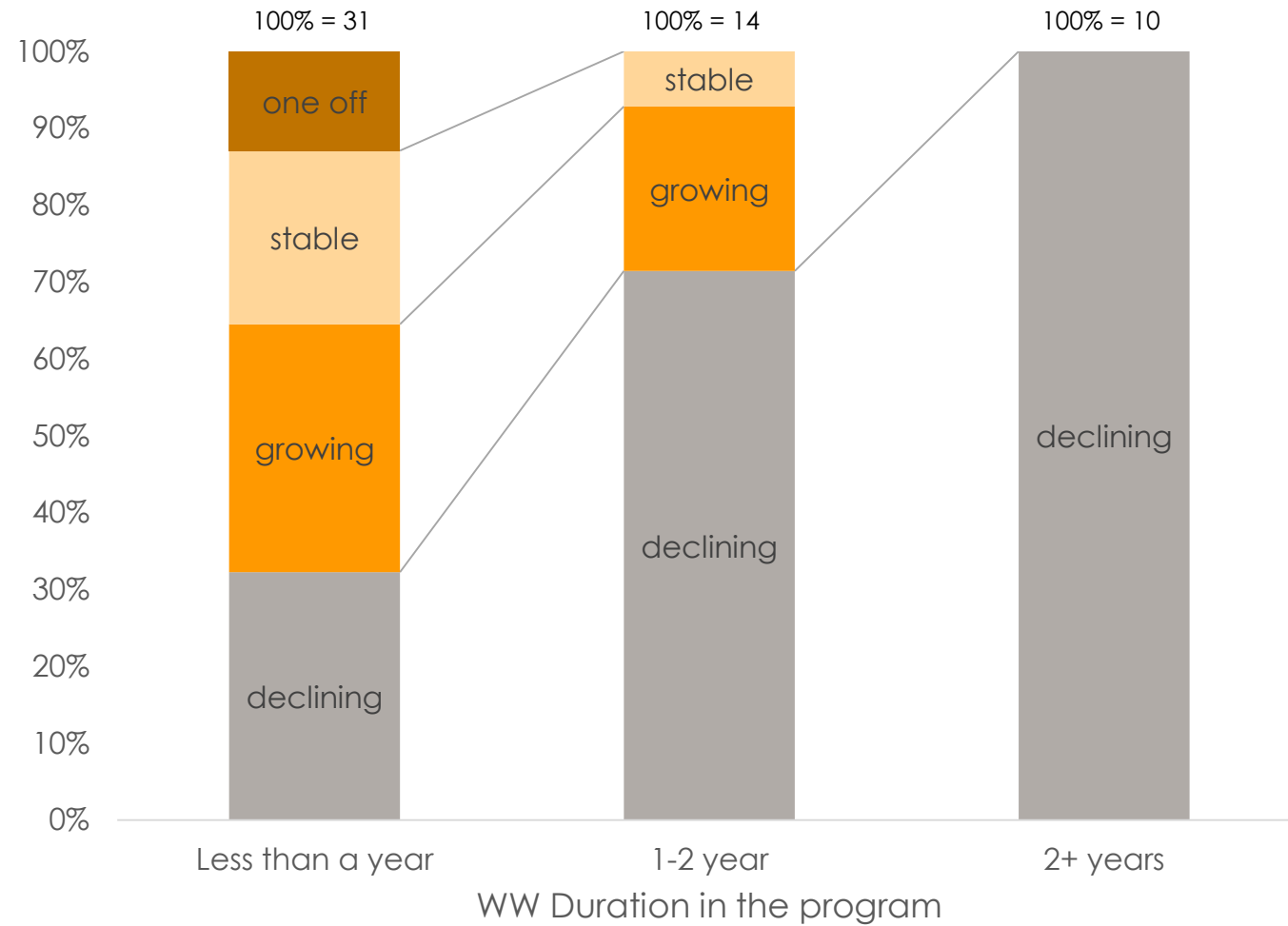
# CHALLENGES OF THE PROGRAM - RETAINING WONDER WOMEN

By December 2017, only 16% of Sales Agents recruited were still active in the program due to market saturation and other factors



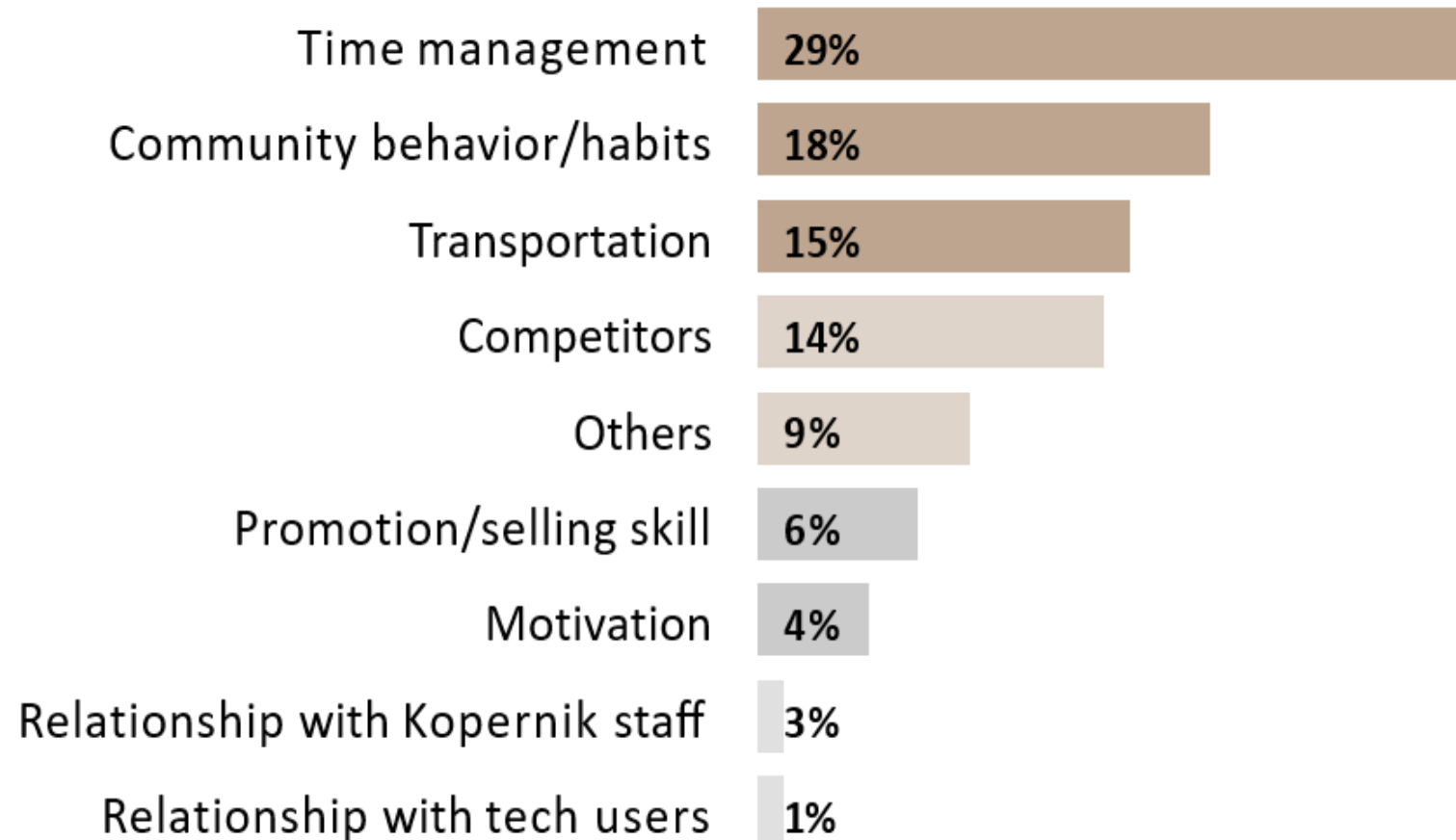
Data: Total MSEs recruited = 512

# WONDER WOMEN'S MARKET SATURATION OVER TIME



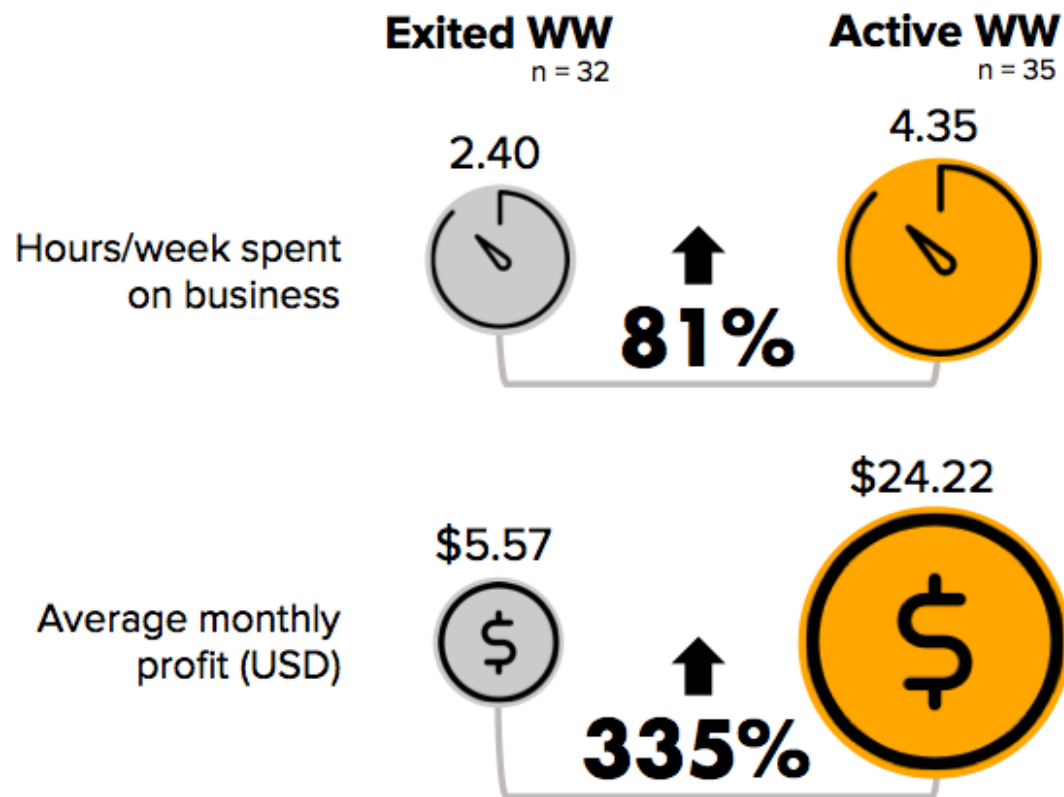
# CHALLENGES OF THE PROGRAM - CHALLENGES FACED BY WOMEN

The main reasons for leaving the program were time management, technology user's existing habits and transport.





# JUST TWO EXTRA HOURS PER WEEK COULD MAKE OR BREAK A CLEAN ENERGY TECHNOLOGY MICRO-BUSINESS



We found evidence that the more time the women invested in their business, the higher their sales, and the higher the likelihood they would stay in the program. Comparing performance data of those who remain active and those who eventually exited the program, we see that while the former invested only about **twice the amount of time**, they **earned on average almost five times the income**. Investing an **additional two hours a week is crucial** for Wonder Women to transcend the point at which the program provides meaningful returns.

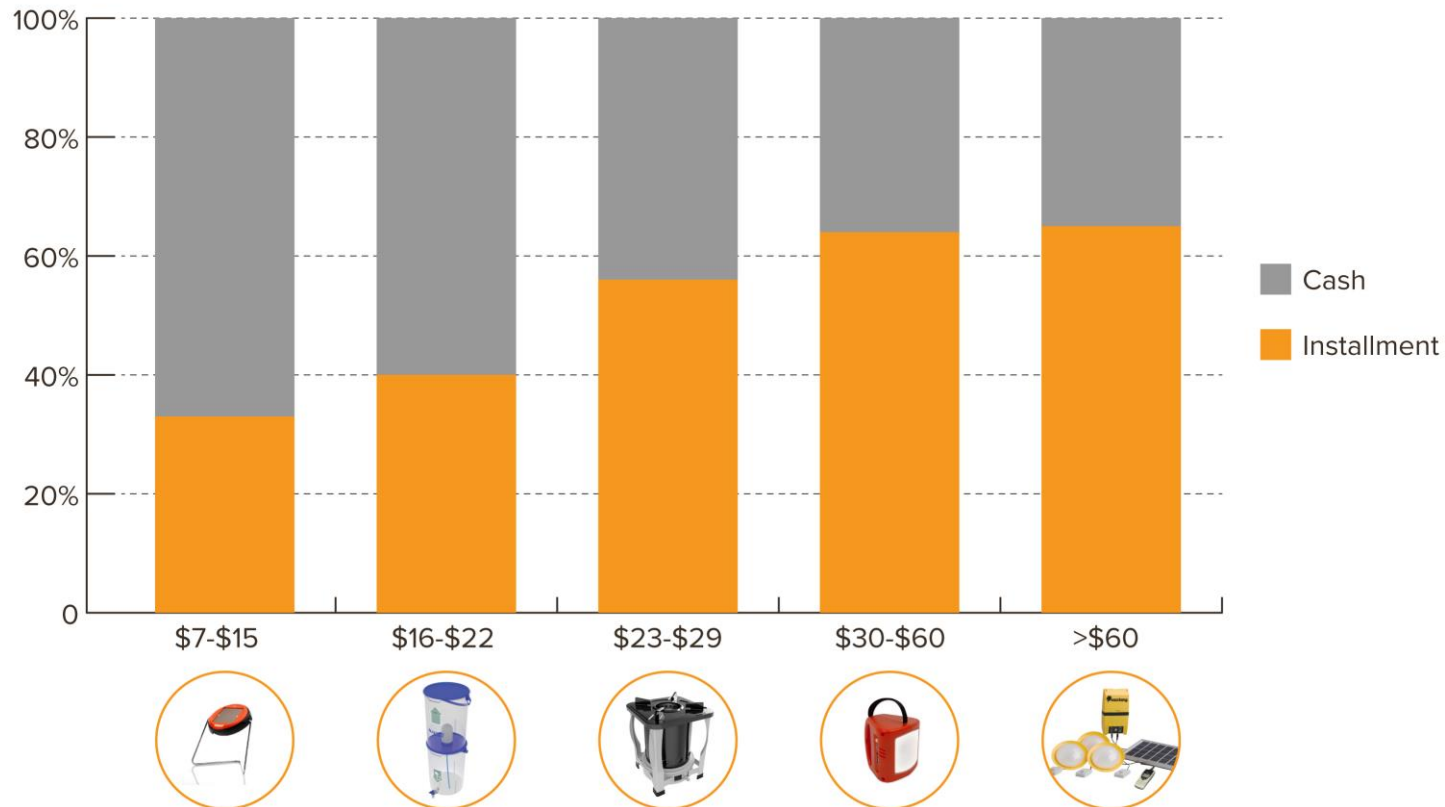
# TECHNOLOGY SALES AGENT PERFORMANCE DOUBLES WITH ACCESS TO MOTORBIKES



We wanted to find out whether there were any characteristics shared by our high-performing Wonder Women (technology sales agents). We looked at age, marital status, base income, education, and we found no obvious trends. But when we looked at motorbike ownership the trend was quite striking. On average, **Wonder Women who own a motorbike sell double the amount of technology** compared to those who don't.

# WHEN SELLING IN THE LAST MILE, END-USER FINANCING IS A MUST

## PROPORTION OF CUSTOMERS BUYING IN **INSTALLMENTS** AT DIFFERENT PRICE POINTS



We found that financing was critical across all price points - even for low-cost products. **Once the cost of the technology exceeded \$30, access to credit became a necessity** with as many as two-thirds of customers needing to pay in installments to finance their purchase.

# IMPACT OF THE PROGRAM

## Environmental Impact

Over the three years of program up to August 2017, with total sales of 46,348 technologies, the program has managed to:

- Save **7,562** tonnes of firewood and **2,073,188** litres of fossil fuel
- Reduce CO2 emissions by **19,825** tonnes

**Y1**

**Y2**

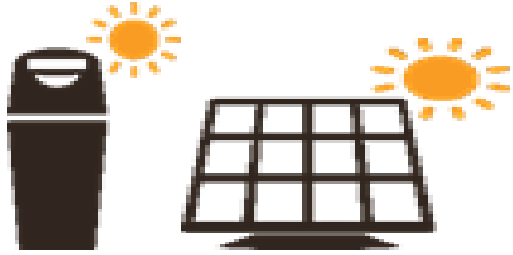
**Y3**

**TOTAL**

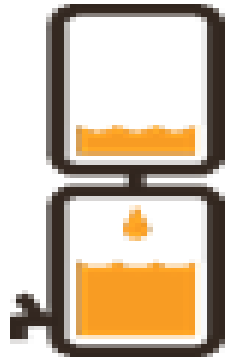
	Fuel Savings		Carbon Emission reductions (tCO <sub>2</sub> /year)
	Firewood 806 tonnes Kerosene 173,314 litres LPG 39.73 tonnes	Batteries 3,574 units Candles 123,629 units Diesel 23,879 litres	2,490
	Firewood 2,421 tonnes Kerosene 743,789 litres LPG 53.43 tonnes	Batteries 10,078 units Candles 969,685 units Diesel 83,348 litres	5,294
	Firewood 4,335 tonnes Kerosene 879,716 litres LPG 48.90 tonnes	Batteries 18,754 units Candles 1,804,166 units Diesel 169,142 litres	12,041
	Firewood 7,562 tonnes Kerosene 1,796,819 litres LPG 142 tonnes	Batteries 32,406 units Candles 2,897,490 units Diesel 276,369 litres	<b>19,825</b>

# TECHNOLOGY LINE-UP

Technologies sold by the Wonder Women



Solar Lights and  
Solar Home System



Water Filters



Biomass Cookstove



# WONDER WOMEN PROGRAM'S PROJECT LOCATIONS

Currently there are 6 areas where offices/warehouses located in Kupang, Waingapu, Kefa, Labuan Bajo, Larantuka and Lembata



# MONITORING & EVALUATION - DATA COLLECTION

To track our program Impact we collect information from Wonder Women, Technology Users, and Control Groups

## Wonder Women



Wonder Women's socio-economic improvement

Field survey using CommCare Software

Baseline : 225 Women  
Follow Up : 100 Women

Baseline : after recruitment  
Follow Up : at least 3 months after recruitment (annually)

## Technology Users



Customer satisfaction & usage and fuel efficiency realized by clean technologies

Field survey using CommCare Software

Baseline : 300 HH  
Follow Up : 300 HH

Baseline : at least a month from purchasing  
Follow Up : at least 3 months from purchasing

## Control Groups



Communities behavior of using energy and socio-economic improvement

Field survey using CommCare Software

Baseline : 150 HH  
Follow Up : 150 HH

Baseline : along with tech user baseline  
Follow Up : at least 3 months after the baseline

*Collected Information*

*Survey Tools & Methodology*

*Target Respondents*

*Time Collecting Data / Survey*

# SALES & MARKETING - SALES SUPPORTS

Different marketing strategies are provided by Kopernik to support the Wonder Women

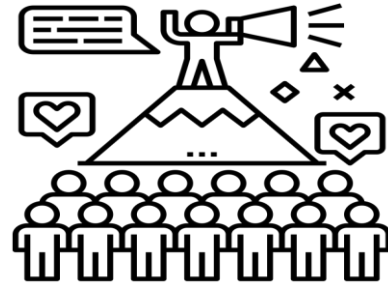


## Tech Fair

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Kopernik supports the Wonder Women to introduce technologies to potential customers in

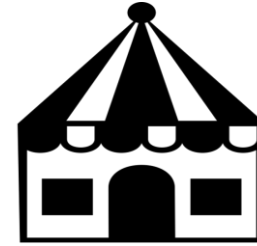
- traditional market;
- community gathering; and
- public boat.



## Mass and Social Media

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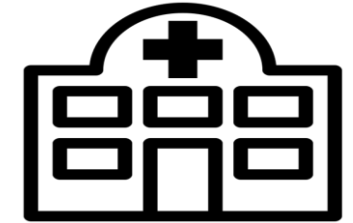
Kopernik promotes the Wonder Women through newspaper, radio, and social media ads to help them generate more demands and make sales



## Local Exhibition

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Kopernik actively participates in local exhibitions to provide opportunities for the Wonder Women to create connection to wider customers



## Free Distribution

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Kopernik and partners distribute free technologies to public institutions (hospitals & schools) to raise awareness, create demands and help market the technologies

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# MONITORING & EVALUATION - IMPACT ASSESSMENT

Wonder Women Program has dual impact: Wonder Women and Technology Users

## Wonder Women



*Wonder Women sell technologies to households in rural areas*

Wonder women benefitted from:

- Increased incomes;
- Improved confidence and sales skills and
- More empowered role at household and the community levels.

## Technology Users



*Technology Users, mostly women, benefit from clean energy technologies*

Technology Users benefitted from:

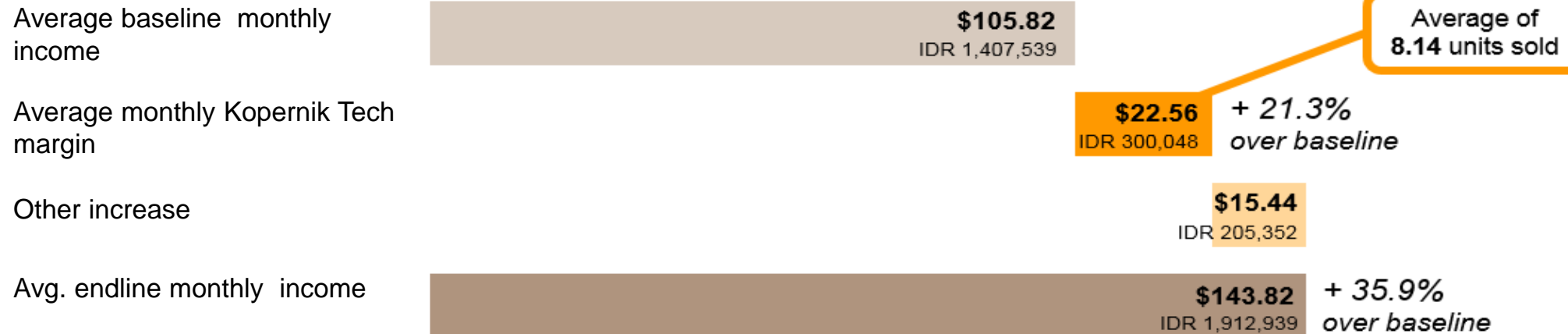
- Economic saving;
- Health improvement;
- Productivity boost and

# IMPACT OF THE PROGRAM - ECONOMIC EMPOWERMENT

- Monthly average technology margin is **\$22.56 (IDR 300,048)**, a **21.3%** increase over baseline income.
- **51%** of MSE households have a set amount **allocated for savings**. On average, MSEs save about **\$16 (IDR 208,462)** per month (average 24.1 months of participation)

## Active MSEs monthly income increase

US Dollar (n=37\*)



## Changes in average MSE monthly household savings

US Dollar (n=65\*)



\*All M&E figures as of August 2017

Averaged over all MSEs surveyed, regardless of whether they save.

# IMPACT OF THE PROGRAM – CAPACITY BUILDING

75% of Agents perceived an increase in public speaking skills, and  
95% of Agents perceived an increase in selling skills

