

## CONSUMER AWARENESS AND CITIZENS ENGAGEMENT CAMPAIGN DESIGN







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### **FOREWORD**

The Ministry of Energy and Minerals is responsible for energy and extractives, including minerals and hydrocarbons. One of the main objectives of the ministry is to promote and coordinate the development of Somaliland's energy resources to provide an affordable, sustainable, reliable, safe, and adequate supply of energy for its people.

The ministry is currently implementing a power master plan to guide the introduction and establishment of modern cost-effective reliable electricity supply systems for Somaliland over a 20-year planning period. This program, which is funded by the World Bank, will improve access to electricity by introducing mini hybrid grids in Somaliland. The aim of the program is to improve access to affordable electricity, which will benefit vulnerable communities in the country. It is expected that the program will improve development outcomes for those communities through improved access to green electricity.

Most citizens are not aware of the importance of this project or how modern cost-effective electricity supply systems will change their lives. This communication strategy documents ways in which the ministry will raise awareness about the benefits of these systems. The strategy, which is an expression of the deep commitment of the Government of Somaliland and other stakeholders to improve this sector, will guide the communications response

It is my hope that the messages documented in the communication strategy will help the people of Somaliland understand and embrace cost-effective reliable electricity supply systems. Doing so will increase job opportunities for our youth, increase communications, and promote the usage of clean energy, which will go a long way in building the country.

At this juncture, I wish to challenge all stakeholders, including individual citizens, entrepreneurs, and government officials to appreciate the importance of alternative energy. Everyone has a role to play in this endeavor. I, therefore, call on all stakeholders to work together to make sure that this communication plan is translated into sustainable action and results.

Finally, I would like to thank all stakeholders who have worked tirelessly to design this strategy. I also appreciate the World Bank for its commitment to helping Somaliland continue to develop and improve the livelihoods of its people. It is through such support that the country will achieve its full potential.

### Jama Mahamoud Egal

Minister, Ministry of Energy and Minerals

### **PREFACE**

The Government of Somaliland recognizes the importance of off-grid electricity to the growth of the country. Through Somali Energy Access Project (SEAP), the Ministry of Energy and Minerals in the Republic of Somaliland plans to bring about a fundamental change in the energy sector in Somaliland. The SEAP project will use locally available renewable energy sources (off-grid energy Sources) to provide energy that is affordable and reliable for all, especially the population in the rural areas.

SEAP is working with the private sector stakeholders, such as suppliers and installers of solar energy equipment, financial institutions, banks, and the Somali diaspora to develop and implement finance and business models to support renewable energy-based energy access projects. With the support of the World Bank, SEAP intends to build human and institutional capacity development to provide adequate manpower and to strengthen and build the capacity of energy sector organizations.

Further, SEAP seeks to run a communication

campaign to encourage more people to embrace off-grid electricity by creating awareness through various media channels and holding meetings with community members. This campaign will sensitize entrepreneurs, women, and people living in urban peri-urban and larger rural areas on the importance of off-grid electricity.

The campaign will incorporate several key messages to encourage citizens of Somaliland to embrace solar home systems. First, it will draw attention to the cost-effectiveness of solar home systems compared to using kerosene. It will also communicate the expected positive impact of the use of solar solutions in poverty alleviation. With more affordable and stable power in the otherwise off-grid areas, the beneficiaries will have time to engage in income-generating activities. The campaign will further focus on the positive impact of the project on both direct and indirect employment levels in the country, translating into incomes at the household levels. This will trigger other spending and demand in the local economy.

### **ACKNOWLEDGEMENTS**

The process of developing this communication strategy has been extensive, and we have engaged many stakeholders in meaningful discussions at different stages of its development. We would like to express our deepest appreciation to KOW media. KOW was instrumental in developing the communication plan with a timeline guide that highlights the actions that will be executed before the campaign, during its implementation, and at the monitoring and evaluation stage.

We would like to thank the World Bank for its technical assistance, capacity building, and project management of the Somali Electricity Access Project. This includes training key staff in the ministries, organizing workshops and seminars, undertaking exposure visits, and hiring local consultants to support the ministries and office equipment. The World Bank will also support safeguard capacity building for the ministries of energy and other stakeholders.

Finally, we would like to thank key resource persons from the Ministry of Energy and Minerals, the Government of Somaliland, Somalis in the diaspora, as well as private sector experts who have contributed to the development of this strategy.

### **EXECUTIVE SUMMARY**

Somaliland's energy sector is one of the most underdeveloped in the region. There are low electrification rates, especially in rural areas, high cost of power, and high technical and commercial losses. In addition, a majority of the population depends on imported petroleum products for electricity generation and on imported biomass resources for cooking. Therefore, only a very small fraction of the Somali population has access to affordable, safe, reliable, and predictable energy services.

The Government of Somaliland (GS) is currently implementing the Somaliland Electricity Project (SEAP), with grant funding from the World Bank. SEAP aims to reduce market barriers for the private sector to provide modern energy access through solar home systems, targeting: (i) poorer households and small businesses in areas that cannot afford to connect to mini-grid services; (ii) households and businesses in these areas that are not sufficiently close to a mini-grid to be economically connected.

One of the key barriers in implementing the SEAP project is the low level of consumer awareness around solar technology. particularly regarding the long-term benefits of high-quality products and how to identify these. Thus, the government will launch a consumer education campaign to educate consumers about the opportunities that modern off-grid solar energy presents and assist them in making informed purchasing decisions. The campaign will also provide relevant information to enable consumers to adopt these products and increase their

affinity for off-grid solutions.

The primary audience is women, business owners, and people living in peri-urban and rural communities. The secondary audience is the mass media and officials working in the ministry. The consumer awareness campaigns will benefit community members dwelling in very remote and rural areas who are having issues accessing the information on off-grid solar technology. The campaign will help improve their understanding of how off-grid solar technology works, its benefits, how to operate, maintain and dispose of the products, and the importance of quality in solar products and how to identify them.

The communication campaign will employ strategies such as partnering with key stakeholders, engaging in capacity building, as well as generating media publicity. The publicity will be achieved through media engagement, media capacity building, and organizing breakfast/lunch/ dinner for the media. Mass communication channels and press and print products will be used to reach a wider audience. Interpersonal IEC materials, such as pamphlets, posters, and banners, as well as new are also important tools of the campaign.

After implementing the communications campaign, KOW will undertake media monitoring and analysis to evaluate the effectiveness of the campaign, discover the nature and extent of various social trends, and obtain insight on how media and other opinion leaders are responding to the campaign. The document also includes a calendar and budget.

### LIST OF ABBREVIATIONS

**GS** Government of Somaliland

MEAL Monitoring, evaluation, accountability, and learning

**MEM** Ministry of Energy and Minerals

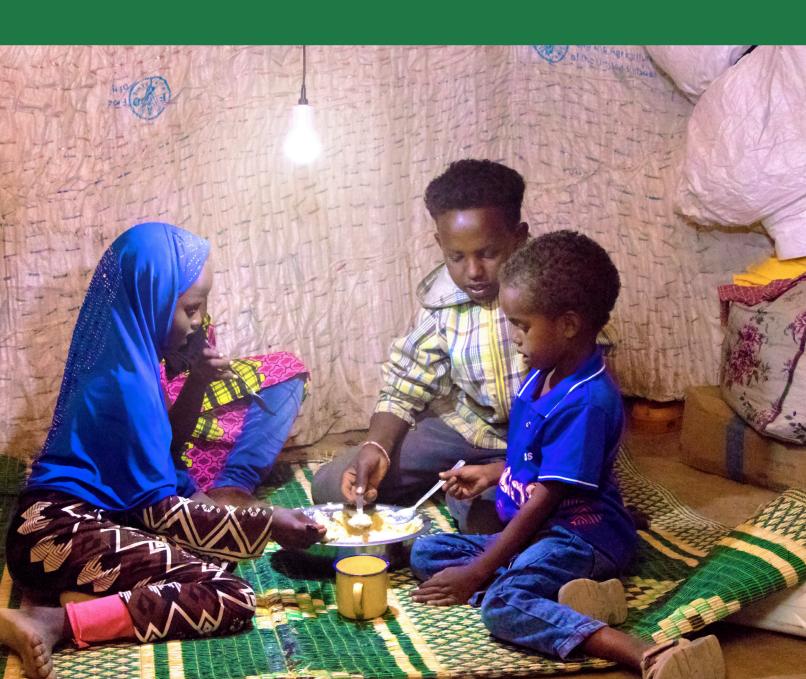
MFD Maximizing Finance for Development

PHRD Japan Policy and Human Resources Development

**RISE** Regulatory Indicators for Sustainable Energy

**SEAP** Somaliland Electricity Project

### 01. INTRODUCTION



### a. Background

The climate in Somaliland is hot, arid to semiarid. The country has two wet seasons (Gu, April to June, and Deyr, October to November) with approximately 500 mm rainfall annually in the northern highlands, 50-150mm along the coast, and 300-500 mm in the southwest. With the impact of climate change, extreme weather patterns such as droughts and floods (see also natural disasters) are likely to increase in frequency and magnitude

Somaliland's energy sector is one of the most underdeveloped in the region. There are low electrification rates, especially in rural areas, high cost of power, and high technical and commercial losses. In addition, a majority of the population depends on imported petroleum products for electricity generation and on imported biomass resources for cooking. Therefore, only a very small fraction of the Somali population has access to affordable, safe, reliable, and predictable energy services. Both public and private sector energy actors are highly capacity constrained, and weak legal and regulatory frameworks, limited financing and investment, and lack of data for effective decision making continue to hold back sector development. The electricity access rate is estimated at 15 percent, meaning that around 11 million Somalis lack access to electricity services.

Access depends on demographic variables, with urban access estimated at 33 percent, and rural access at 4 percent. With an average household size of 5.9, this translates to approximately 1.7 million un-electrified households nationwide. Private sector players supply more than 90 percent of power in urban and peri-urban areas using local private mini-grids, having invested in diesel-based systems of between 500 kVA to 5000 kVA installed capacity per mini-grid. These minigrids are usually zoned, with each operator building, owning, and operating the generation, transmission, distribution, and maintenance, as well as collecting tariffs. Thus, more than 68 percent of urban/peri-urban households receive electricity service, though at a high cost that might reach a maximum of \$1/kWh, making Somaliland one of the costliest places in the world to buy power.

The latest ESMAP Regulatory Indicators for Sustainable Energy (RISE) report found that Somaliland ranks in the upper 5 percent globally for power cost, and in the upper 15 percent globally for power expenditure as a share of GNI per household. As a result, access levels remain low despite many households living near mini-grid power lines.

### Proposed Solution for low access of power in Somaliland

The Government of Somaliland (GS) is currently implementing the Somaliland Electricity Project (SEAP), with grant funding from the World Bank. SEAP aims to reduce market barriers for the private sector to provide modern energy access through solar home systems, targeting: (i) poorer households and small businesses in areas that cannot afford to connect to mini-grid services; (ii) households and businesses in these areas that are not sufficiently close to a mini-grid to be economically connected; (iii) isolated villages and smaller settlements where mini-grids do not make economic sense; and (iv) nomadic pastoralists whose livelihoods do not lend themselves to a fixed electricity connection.

The objective of the proposed project is improving energy access via standalone solar solutions for both households and small enterprises given the country and sector context, as well as the modest financing envelope. This will take the form primarily of providing a package of incentives to support local entrepreneurs to develop new ventures or scale-up existing activities. The project will especially target existing "first movers" who have already demonstrated independent interest and capability in the solar home systems sector.

A smaller allocation for mini-grid activities will focus on studies aimed to complement and build upon ongoing DFID and EU-led

initiatives around this technology, and the findings of the Master Plan that is currently under preparation with World Bank financing. The project will also focus on building capacity within government agencies while recognizing the need for robust third-party support to deliver the project activities.

In addition to providing increased energy access, the project will set an invaluable precedent for Somali energy sector development as well as international donor engagement. The project design draws on a number of current best-practice off-grid interventions, including:

- A pilot engagement on standalone solar home systems that is anticipated to further improve and develop the market for future public and private sector engagement;
- it brings a public-sector intervention to scale-up private sector delivery for achieving off-grid electrification, particularly on quality assurance;
- it contributes to the further scaling up the World Bank / IFC 'Lighting Africa' model
- Mobilizing external debt from private-sector financial institutions, it provides an important example of Maximizing Finance for Development (MFD) implementation in a fragile context. of energy services,

government will implement the project across Somaliland. While there are tremendous needs with respect to energy access, the fragile and complex operating environment necessitates approach to supporting the effective delivery of affordable and sustainable energy services. Somali's private sector has impressively stepped up to deliver basic energy services in the aftermath of the protracted conflict of the 1990s. Nevertheless, these enterprises often lack the capital and latest technical, financing, and business model insights to scale their businesses. The core proposition of this project is that by leveraging these incumbent capabilities and activities, the overall quality of services they offer to their customers will

be improved, especially as they are provided with technical and financial resources needed to deepen and broaden their geographic footprints.

Generally, the project aims to provide unelectrified Somaliland households and small businesses in urban, peri-urban, and rural areas with affordable and reliable energy access. The project is expected to reach 41,000 households, equivalent to around 246,000 people, around 22.5 percent of the current off-grid population. Of this number of beneficiaries, 122,000 are expected to be women. These numbers would increase substantially with co-financing from other donors, i.e., from the Japan Policy and Human Resources Development (PHRD) technical assistance program window.

Technology funded through the project will provide an average of around 8W of generation capacity to each household, amounting to a total of around 0.344 MW in expected new capacity. Rural areas in Somali regions are characterized by low density of population, high levels of poverty, and nomadic lifestyles. These areas have extremely low or no connectivity to electricity as they are not deemed economically feasible targets for grid extension.

The project aims to support the private standalone solar sector, which has become the main agent of energy service provision, with little or no support from the government. There is very limited financing or credit offered along the energy supply chain. Importers are unable to access loans and therefore buy goods with cash upfront, limiting their ability to scale and reach new market segments.

The Project Development Objective is to expand access to electricity in targeted urban, peri-urban, and rural communities in Somaliland. The PDO-level indicators are the following:

- People provided with new or improved electricity service (Core Indicator; 246,000 people); and
- Generation capacity of energy constructed or rehabilitated (Core indicator, 0.34 MW).

### **b. Situation analysis**

Secondary research shows the following strengths, weaknesses, opportunities, and threats.

### **STRENGTHS**

- The FGS has prioritized the development of regulations to enable private sector investment in Renewable Energy and Rural Electrification.
- There is a broad range of NGOs active in the energy sector in Somaliland.
- The World Bank has initiated activities to support electricity planning, investment, and regulation in the sector, as well as off-grid access.
- The IFC is implementing additional technical assistance, including policy and regulatory reforms for the energy sector and Public-Private Dialogue (PPD).
- The IFC is currently in the early stages of initiating advisory work on strengthening regulatory frameworks to stimulate private investment
- The project is designed to integrate the learnings of the WB-IFC Lighting Africa program and showcases Maximizing Finance for Development (MFD) in action in a fragile context.
- The project will be complemented by an additional US\$
   2.7 million from the Japan Policy and Human Resources
   Development (PHRD) technical assistance program window.

### **WEAKNESSES**

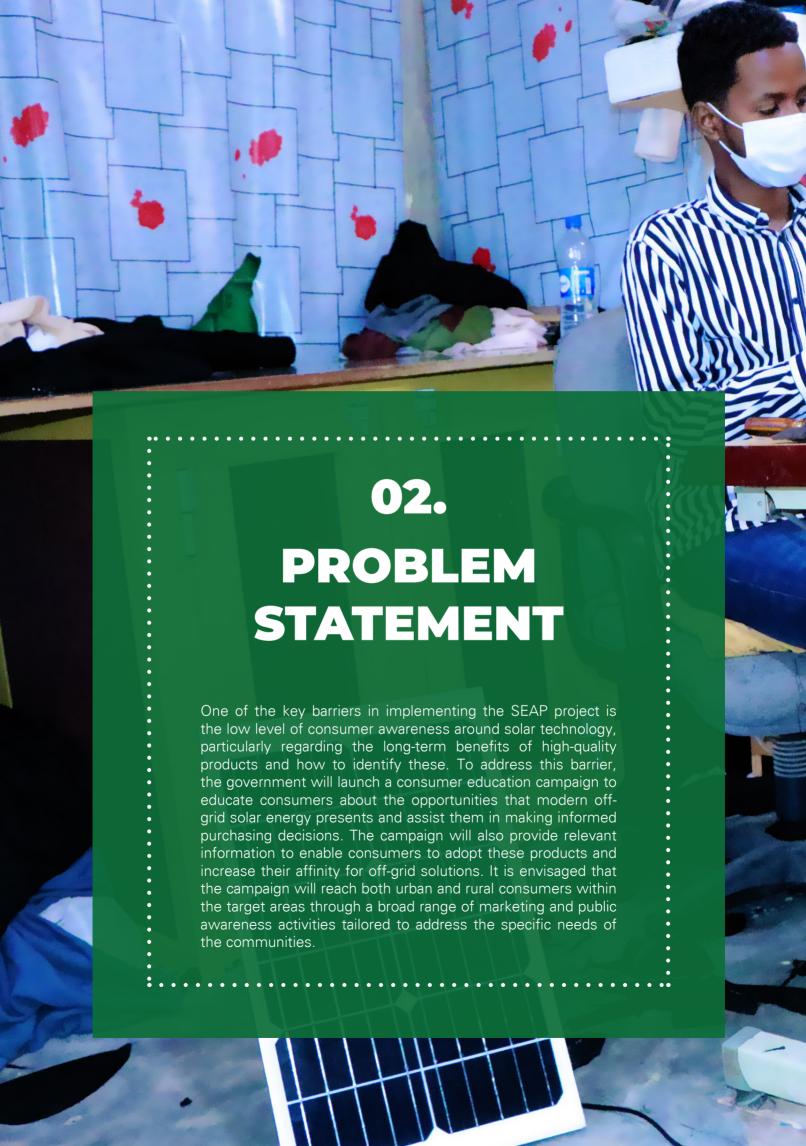
- The Somali energy sector is one of the most underdeveloped in the East African region.
- The federal and state energy ministries are still nascent.
   Therefore, the ministry has limited staff and budget.
- Somalia's cost of electricity can reach \$1/kWh - one of the costliest places in the world
- The electricity access rate is estimated at 15 percent, meaning that around 11 million Somalis lack access to electricity services.
- Private-sector suppliers of standalone solar systems in Somalia face significant barriers to growth.
- The Somali financial sector is also largely unregulated.

### **OPPORTUNITIES**

- Current mini-grids could provide a basis for a countrywide interconnected distribution system linked to the national grid with the potential for wheeling and crossnetwork power sales.
- Standalone off-grid solutions are therefore a viable complement to mini-grids.
- The proposed project will focus on improving energy access via standalone solar solutions for both households and small enterprises given the country and sector context, as well as the modest financing envelope.
- The market for solar home systems in Somalia has significant potential.
- Comprehensive consumer awareness campaigns with the objective of improving household understanding of how off-grid solar technology works, its benefits, how to operate, maintain and dispose of the products, and the importance of quality solar products and how to identify them.

### **THREATS**

- The vast majority of sales of solar home systems to date have come from low-quality, unreliable, and unsustainable imitation products.
- Neither local nor international credit is currently available to Somali solar distributors due to the perceived high risk of doing business in the country.
- People living in the interiors of the villages do not have access to television or internet. Therefore, alternative campaign messages will be necessary to reach them.





## 04. TARGET AUDIENCE



### a. Primary target audience

### Women

Across developing countries and Somaliland being no exception, women are typically the primary household energy managers. In business, women entrepreneurs have the potential to lower customer acquisition and servicing costs and drive these new decentralized solutions if only they can access clean and less costly energy solutions. Moreover, women and children face significant health and safety risks from household air pollution caused by dirty fuel and unimproved cookstoves.

Women are more exposed to indoor air pollution because of the greater time they spend cooking and on other domestic tasks. However, there is growing recognition of the critical role that women play as agents of change in the transition to sustainable energy from the supply side of the energy value chain. They can assess the demand for and sell energy services more effectively to other women. Notably, their access to potential female clients is not constrained by social and cultural norms.

According to some estimates, women entrepreneurs can demonstrate more than twice the level of business capacity and success compared to men. Electricity is a basic service especially for lighting but is still a luxury for many rural women and men. Access to modern electricity will go a long way towards alleviating the daily household burdens of women, giving them more time, improving their health, and enhancing their livelihoods. The available literature on gender and energy suggests that providing electricity to communities and homes will promote

gender equality, health care, and employment.

Indeed, most gender benefits of the project will occur because women tend to spend more time at home, are responsible for household chores that can be carried out more productively with electricity.

### **Communities in rural areas**

The campaign targets un-electric Somali households in urban, peri-urban, and larger rural areas that lack affordable and reliable energy access. The low density of population, high levels of poverty, and nomadic lifestyles characterize rural areas. These areas have extremely low or no connectivity to electricity as these areas are not deemed economically feasible targets for grid extension.

### **Business owners and financial** institutions

SEAP is working with the private sector, such as suppliers and installers of solar energy equipment, financial institutions, and banks, as well as the Somali diaspora to develop and implement finance and business models to support renewable energy-based energy access projects. The program has made tremendous progress in addressing most challenges. In order to ensure that community member's attitudes and views are enhanced, the program considered implementing comprehensive consumer awareness campaigns with the objective of improving household understanding of how off-grid solar technology works, its benefits, how to operate, maintain, and dispose of the products, and the importance of quality in solar products and how to identify.

### b. Secondary target audience

### Ministry and private sector stakeholders

SEAP Consumer Education Campaign takes cognizance of the need to engage all stakeholders who participate directly or indirectly in the energy ecosystem. These stakeholders include regulatory bodies, central government, local government, and any local leaders, civil society, opinion leaders, etc. who may have a say in the welfare of the communities as well as the adoption of the solutions.

### Mass Media

As gatekeepers of information, the mass media will play a crucial role in disseminating information to the primary target audiences, such as people living in rural communities, women, and business owners. Vernacular radio stations will be instrumental in reaching rural communities.

## 06. COMMUNICATION STRATEGY



### a. What we want to communicate

Through Somali Energy Access Project (SEAP), the ministry of energy and minerals in the republic of Somaliland in Hargeisa plans to bring about a fundamental change in the energy sector in Somaliland through the use of locally available renewable energy sources (off-grid energy Sources) to provide energy that is affordable and reliable for all and especially the population in the rural areas.

### b. Why we want to communicate

In order to ensure that community member's attitudes and views are enhanced, the program considered implementing comprehensive consumer awareness campaigns with the objective of improving household understanding of how off-grid solar technology works, its benefits, how to operate, maintain and dispose of the products, and the importance of quality in solar products and how to identify.

### c. To whom and with whom we want to communicate

SEAP is working with the private sector like suppliers and installers of solar energy equipment, financial institutions, and banks as well as the Somali diaspora to develop and implement finance and business models to support renewable energy-based energy access projects.

The project is targeting households and communities especially in rural areas, in collaboration with enterprises and government agencies in Somaliland.

The Project aims to provide un-electrified Somali households in urban, peri urban and the larger rural areas with affordable and reliable energy access.

The project also aims to support the private energy sector, which has become the main agent of energy service provision

### 07. MESSAGING



### a. Key messages

The campaign will have six key messages

- 1. Solar home systems will allow you to save more and improve your living conditions. Solar will replace kerosene lamps, which are expensive to operate. Kerosene is costly both for low-income households that buy it, and for governments that subsidize it. Thus, solar power is significantly cheaper than using kerosene for lighting.
- 2. Engaging in income-generating activities will improve vour economic status. The messages will raise awareness about the expected positive impact on the use of solar solutions poverty alleviation: With more affordable and stable power in the otherwise off-grid areas, the beneficiaries will have time to engage in income-generating activities. This will ultimately improve their economic status.
- 3. Off-grid electricity will have a positive impact on direct and indirect employment. Although minimal, this project will have a positive impact on both direct and indirect employment levels in the country translating into incomes at the household levels which will trigger other spending and demand in the local economy.
- 4. The off-grid electricity will improve the standard of living. The implementation of SEAP will result in connecting about 28,700 to the off-grid electricity. Access to electricity will change the standard of living of the people as they can now use domestic appliances like fridges, television sets, to mention but a few. Since they will be using electricity, people will not be exposed to smoke from kerosene lamps which predisposes people to respiratory diseases.

### 5. There will be increased access to

communications. Access to power will lead to improved communication for the beneficiaries. This will be enabled by the fact that charging of mobile phones will be easier and cheaper. Also, access to mass media like radio and T.V will provide an opportunity for the households to access a wide range of information that is useful for decision making. Somali Electricity Access Project (SEAP) 2018. Reducing indoor air pollution, fire, burn risk.

**6. Children will have extended time of study.** Women will also benefit because they will be able to access information, especially on health and nutrition as they spend more time at home. The project will also enhance security in the rural areas as most homes will be lit up, a benefit that is more appreciated by women.

### 7. Other messages

- Get Solar Energy today for Your home and business
- Solar: Lighting up Somaliland, lighting up You. Get one today.
- Get Solar and Save. Its hustle free, clean and affordable for your home
- Ask me about Solar light. Its affordable and near you
- We give Solution on Solar lighting
- Quality Solar System: It Is easy to install and affordable.
- Solar Power brightens home, ceremonies, recreation and business.

### Translation to Somali

- Ka dhali cadceeda tamar aad u isticmaasho gurigaaga iyo ganacsigaaga
- Ileyska tamarta cadceeda wa iftiinka somaliland .
- Hel tamarta cadceeda, baaji kharashaad.
   Waa dhibaato yareeye, waanad awoodaa
- Iga warso isticmaalka tamarta qoraxda, waad awoodaa, waanay kuu dhowdahay
- Baahiyahaaga tamareed waxaad ku dabooshaa ka faaiidasiga tamarta cadceeda
- Qalabka tayada leh ee tamarta cadceedu waa mid waara, waanad awoodaa.
- Tamarta cadceedu waxay nuurisaa Guryaha, Xafladaha, Meheradaha, iyo Goobaha lagu kulmo.

### Second set of messages

- Solar Energy for a better today and tomorrow
- Go Solar. Solve your family lighting problems
- Go for Solar. Our Sun Produces it for free and clean. It is cheap.
- Solar for my light and health. How about you?
- It is Hustle free and affordable. Solar light for our home
- Ask me for Solar light and I will tell what you need: Its hustle free and affordable for your home

### **Translation to Somali**

- Tamarta cadceedu waa xalka manta iyo bari
- U guur tamarta cadceeda. Xali baahida tamareed ee qoyskaaga
- Kumaal qalab tamarta cadceeda, kaga maaran kharash joogto ah
- Tamarta cadceedu waa kalkaaliyaha caafimaadka iyo badgabka
- Waa duunyo dhowre, waanad awoodaa, ku isticmaal gurigaaga tmarta cadceeda
- Iga warso baahidaad u qabto isticmaalka tamarta cadceeda: waad awoodaa

### Third set of messages

- Tell me about your light need and I will tell you what solar energy you need
- My home is all solar light. Its simple and easy. Get solar for all your light needs
- Me and my neighbors have installed Solar in our home. You and your neighbors can. Let us enjoy the God given light together.
- Do you have the right light for your home?
   Ask the Solar light retailer for the best of your choice

### **Translation to Somali**

- li sheeg baahidaad u qabtid tamar iftiineed, aan kaaga waramo qalabka tamar dhaliyaha ee kugu filan
- Ku haqabtir baahiyahaaga guriga ee tamareed isticmaalka qalabka tamarta cadceeda
- Aniga iyo dariskayguba waan maalnaa tamarta cadceeda. Adiga iyo dariskaaguna doonta, aynu ku dabaal dagno iftiinkeeda.
- Ma isticmaashaa tamarta cadceeda ?
   Warso Wasaarada Tamarta iyo Macdanta

### b. Rallyingconcept/Branding thecampaign

- Branding the campaign: Effective integrated communication campaigns are driven by a unifying idea the one thought that people need to take away from all messaging.
- Call to action: Speaking to this diverse audience with "one voice," while delivering multiple relevant messages at the same time urging them to take action.
- Why: Only with universal participation can the awareness Campaign become an embodiment of the people and therefore be more appealing and important to everyone.
- Rationale: This is the broad, overarching platform, unifying all messaging. Responsibility to participate. It's up to each of us to make certain that the goals of the campaign are met.

### Possible brand names

- Light your home
- Our Sun Our Light
- Go for Solar

Go for solar It's safe, affordable and near you	u guur tamarta cadceeda waa tamar bad qabta, la awoodi karo, lana heli karo
Light your home Get solar for your all needs	ifi gurigaaga baahiyahaga iftiin ku dabool tamara cadceeda
Our sun our light Its hustle free and affordable	cadceedeenu waa joogto tamar la awoodi karo oon wax yeelo lahayn

### **Icon suggestions**

- Somali hut (flat roof) + Camel + Somali Character
- Colours: Carmel the same colour, dark Brown, Solar panel the same Colour, Sun Colour and rays added, Text Colour and font remain the same

### Translated brands/ slogans

- Go for solar: u guur tamarta cadceeda
- 2: Light your home: ifi gurigaaga
- 3: Our sun our light: cadceedeenu waa joogto
- 1. It's safe, affordable and near you: waa tamar bad qabta, la awoodi karo, lana heli karo
- 2. Get solar for your all needs: baaahiyahaga iftiin ku dabool tamara cadceeda
- 3: Its hustle free and affordable: tamar la awoodi karo oon wax yeelo lahayn

### c. Our concept/ Message strategy

### The Unifying Idea for Messaging:

It Benefits:

- 1. You personally
- 2. Your family
- 3. Your community/geographic location
- 4. Your business
- 5. Your affinity

### d. Pretesting messages

The main objectives of the key messages will be to get an understanding of the message take out from illustrated scenarios and accompanying info graphics.

### Specific Pretest objectives will include:

- To identify the message, take out from the various concepts; current expectations, comprehension and call to action
- To understand the target audience perceptions, preferences, and attitudes towards the concepts
- o To determine the appeal, relevance of the communication concepts to the target market
- o Measure receptiveness and applicability
- o To analyze and report on the Findings

### **Quality Control Measures**

The following summarizes the key activities for the situation analysis should be framed around the four categories of intervention:

- 1. Expectation
- 2. Opportunity
- 3. Ability
- 4. Motivation

## (SEAP) Consumer Awareness and Citizens Engagement Campaign Design

### Pretesting of concepts and messages Approach

The main objective will be to get an understanding of the message take out from the communication concepts and indicate reception by the target audience as specified above.

### Specific Pretest objectives will include:

- o To identify the message take out from the various concepts - expectations, comprehension and call to action
- o To understand the target perceptions, preferences, and attitudes towards the concepts
- o To determine the appeal, relevance of the communication concepts to the target market
  - § Measure receptiveness and applicability
  - § Determine the likes and dislikes
- o To establish any (market) driven improvement suggestions to the communication concepts
- o Measure receptiveness and applicability
- o Determine the likes and dislikes

The discussion to focus on the following:

- o **Attractiveness** elements that make people want to see/read the material.
- o **Acceptance** the illustrations are not offensive in any way, they are believable, and do not trigger disagreement.
- Simplicity is the text/scenarios easy to understand.

- o **Resonance** the audience can identify with the materials and recognize the message is meant for them.
- Interest does the material trigger the audience's interest and if they would influence others (peers, family, friends) to read.
- Comprehension clarity of content e.g., text and illustrations.
- o **Language** do they understand the words used?
- o **Dissemination** is this the appropriate format? What channels/media are advisable for placement.

In a nutshell during the pretest we will answer the following questions

- o How do the illustrated scenarios relate with the target audience first, does it resonate with them?
- o How fast can the target audience comprehend the design and the message?
- o How impressive and attractive is the poster?
- o How unique and different is the poster and the messages?
- o How does the Poster communicate the main message?

Areas of Analysis: While the message will inform on the communication emotional connection with consumer, the story line will inform on the 'Vehicle' of passing the message. Therefore, our concept test process will look into the concept, the execution and the concept link to the presumed communication takeout.

### **Information Areas**

### Message take out

- Credibility
- Simplicity
- Relevance

### **Storyline**

- Ability to create interest
- Ability to believe in the message
- Uniqueness

### Motivating or inducing adoption and usage

- Appeal
- Comprehension
- Call to Action

## 08. STRATEGIES AND TACTICS

## (SEAP) Consumer Awareness and Citizens Engagement Campaign Design

### a. Partnerships

KOW Media will work with the ministry, private sector stakeholders, and communities to educate and create a demand-driven awareness campaign through all the available channels of communication. It is feasible to partner with several stakeholders because there is a demonstrated demand and need for off-grid solar products, and a variety of companies have already demonstrated a strong capacity to reach off-grid consumers. Moreover, there is also a strong foundation of local entrepreneurial capacity among business people and leaders that can drive this initiative.

### b. Training and capacity building

Communication development workshops will be conducted with technical working groups and representatives from relevant stakeholders. This will ensure that the groups deliver frames that can be used when developing communication messages and scripts. There will also be capacity-building programs for Key Implementers: KMC has knowledgeable and experienced staff in all communication-related exercises, KMC will develop tailor-made training packages for staff members and will ensure that they are tuned for the communication deliverables of this task.

### c. Media publicity

KMC will use the mass media to reach a large number of audiences. Since the mass media, such as radio and television, has a ready audience that finds the channels credible, the messages about off-grid electricity are likely to be received well. KMC will specifically use the following tactics to generate publicity: -

- Media Engagement: The description of action and framework agreement invokes the need for effective communication, through outreach and advocacy, to facilitate seamless engagement amongst the implementing media partners.
- Media Capacity Building: KMC does training to ensure ownership of the campaign among the media by making them feel part of the initiative on one hand, and on the other to promote information sharing, consensus building, and networking (e.g., sharing hotlines for the government engagement) between the media and other program stakeholders.
- Media Breakfast/Lunch/Dinner: Organizing a press lunch to provide an opportunity for journalists to be better informed on the various census operations. Purchase spaces in the most read newspapers.
- Mass Communication: Use of public, state, and rural radio and TV stations, and popular TV and radio programs to communicate key messages.
- Press and print products: Design and dissemination of press products (commercials, reports, documentaries, press releases, press kits, etc.).

Press: Newspaper	Radio Stations	TV Stations	Champions and Ambassadors
<ul><li>Jamhuuriya</li><li>Geeska Africa</li><li>Dawan</li><li>Foore</li></ul>	Radio Hargeisa	<ul><li>SLNTV</li><li>H-Cable TV</li><li>Star TV</li><li>Bulsho TV</li></ul>	<ul><li>Religious Leaders</li><li>Celebrities</li><li>Local Administrators</li></ul>

### d. Interpersonal IEC Materials

KMC is aware that MOEM wants to use all avenues of communication channels and promotional tools for mass communication. We will capitalize on interpersonal channels of communication to bridge the gap of information especially in rural and remote areas where the mass media might not reach a large number of the target audience. This will include design, production, and distribution of promotional materials like flyers, brochures, information notes, wall posters, banners, caps, T-shirts, brochures, notebooks, booklets, pamphlets, calendars, USB sticks, radios/videos/ for urban and rural areas, etc.

### e. New media

Social networks such as Facebook, Twitter, YouTube, blogs) will be also used. Text messages on mobile phones (in collaboration with Telecom companies).

### f. Advertising and Promotions

### **Outdoor promotions and advertising**

### Mobile cinema Roadshows:

A TV documentary film that captures the key messages of the use and access of off-grid solar electricity will be developed. The film, which will run for a few minutes, will contain a mockup (model) for the procedures of the off-grid solar electricity and other key messages. Vehicles will carry screens will go across villages and towns of the selected regions to show it to the audiences. The film will be watched by rural villages that are highly populated at nighttime (Such rural communities are pure pastoralists that are busy with livestock rearing during the day).

KMC campaign team will use equipment such as a projector, laptop computer, and a roll-up projection banner (big enough banner to allow as many people as possible to see the video). They will play the documentary video on the surface of the banner to display the film. The team will also customize the shape and the size of the projection. KMC calls this innovation approach portable cinema or mobile cinema. This method of message delivery will impress the rural communities as most of them have not seen it before. This is a very effective method as it only needs the cost of production and one person to set up the projector and the banner for the community plus the transport.

Interactive theatre road: Messages that are most challenging, yet the most deeply rooted issues to the access and utilization of off-grid solar electricity will be addressed in roadside shows through theatre shows and or other public gatherings methods. The theatre shows will be used in rural communities and IDPs. Rural and nomadic people have a very low rate of literacy (or totally illiterate). This illiteracy rate makes them not be able to read so that any sort of written communications will not be a viable option for them. In addition, these rural people, particularly women, do not have easy access to mass media communications such as TVs and Radios.

Using radio and TV will not be a practicable means of message delivery to them. The rural people do not have permanent addresses and the greatest communications tool is wordof-mouth and face-to-face interaction. When addressing the messages on alternative sources of energy, a lot is needed to persuade the target group. Roadshows and public gatherings through mobile theatre will be the best communications channel to deliver the messages to the rural communities and pastoralists agro-pastoralists. Based on our previous experience with rural communities and mobile theatre, we expect that more than 2000 people will attend each theater show.

Billboards: The billboards will be targeted to those who can read and marginalized communities in urban and semi-urban centers. One-sided advertising outdoor billboards will rent roadside billboards to install sticker banners with messages. The billboard will be along the roadside of busy roads where there is traffic of both people and vehicles. Printed banner stickers will be installed with a steel metal billboard surface. The renting company will provide a quality guarantee for the installation (this means if it falls without force majeure, the agency will re-install). The Billboard and its banner sticker must be able to resist the normal wind speed and be anticorrosive.

In areas where there are no rental billboards, KMC will install high strength, sturdy and durable billboards. These billboards will be easy to ship and install. The size of the metal plate and stands of the billboards both rental and new ones will be H1 = 2 m, L= 3m, H2 = 2m. A total of 15 billboards will be used (five for each region). The ownership of the new billboards will be handed over to MOEM after the campaign so that they will use it in other campaigns in the future.

Information, Education and Communication Material (Graphic Design, Printing and Distribution of Billboards, Shopping Bags, Teacups, Vehicle wraps) KMC will develop

creative briefs for the design and contents of billboards, shopping bags, teacups, vehicle wraps. These IEC materials will have a personalized, perfect, nice appearance and are fully colored with messages that appeal to the emotions of the target audience.

**Shopping bags:** KMC has designed and distributed shopping bags with campaign messages on them many times. KMC will procure bags of good quality as most of the targeted community members enjoy using them. They will do the printing inhouse with applicable color coding. KMC will make sure that the bags to be produced can be used by both women and men so that the community will not label it with specific gender. KMC will do the distribution in an identified location with the MEOM.

**Teacups:** KMC has designed and distributed teacups with messages on it for campaigning and advertising purposes multiple times. KMC will procure teacups with good quality as most of the targeted community members enjoy using them. KMC will do the printing inhouse with applicable color coding. KMC will make sure that the teacups to be produced can be used by both women and men so that the community will not label it with specific gender. KMC will do the distribution in an identified location with the MEOM.

### A summary of the tactics that will be used

<b>Social Marketing</b>	Main Stream Media	Social Media	Viral Media	Digital Media
<ul> <li>Road Shows</li> <li>Market storms &amp;</li> <li>Events</li> <li>Wall Brandings</li> <li>Street Banners</li> <li>Youth Forums</li> <li>Women forums</li> </ul>	<ul> <li>TV Infomercials</li> <li>TV talk Shows</li> <li>TV documentaries</li> <li>Radio Infomercials</li> <li>Radio Talk Shows</li> <li>Newspapers</li> <li>Billboards</li> </ul>	<ul><li>YouTube</li><li>Facebook</li><li>Instagram</li><li>Twitter</li></ul>	<ul><li>WhatsApp</li><li>Blogs</li><li>VLogs</li></ul>	<ul><li>Websites</li><li>Bulk SMS</li><li>Digital Banners</li><li>Podcasts</li></ul>

### COVID-19

To ensure that everyone stays safe in times of covid, we will implement the following:-

- Ensure everyone puts on a mask. We shall provide for Masks
- Sanitize surfaces and individual
- Keep Social distance
- Take everyone's Temperature

09.
MONITORING,
EVALUATION,
ACCOUNTABILITY
AND LEARNING
STRATEGY

KOW MEDIA will ensure effective communication to improve development outcomes in the assignment to ensure access to clean energy in Somaliland by leveraging the power of media, advocacy, and social mobilization. To produce and disseminate effective IEC materials through the various multimedia platforms, an adequate MEAL system must be used. KMC's use of the term "MEAL" since at least 2013 signifies the intent that its monitoring and evaluation work be used for both accountability and learning. In reality, much of the MEAL work to date has been driven by donor reporting requirements.

While information collected is used to some degree for learning and for communications, there is a broad consensus within the company that a better balance is needed. One of the fundamental changes that is therefore proposed for the new strategy is to transform the MEAL system from one that has been driven primarily by donor requirements and focused on monitoring and evaluation at the intervention level, to one that is more utilization-focused, serving the company for different needs and purposes. Three of the major purposes that MEAL systems can be designed to address are accountability, learning and storytelling.

Accountability consists of providing updates on progress and results and use of resources to different stakeholders. Similar companies as KMC often invest much effort into reporting to partners and donors. However, accountability communities as beneficiaries. governments is equally important. Learning as part of the MEAL system can involve different actors such as KMC staff, management, and clients, and can involve using MEAL data and results to support reflection and analysis that can be used for example to make decisions on resource allocation, or to improve planning and performance of current or future projects. In this consumer awareness campaign KMC plans to use impact monitoring tools apart from the quality monitoring to ensure that the public speaks about the foot-bringing.

Apart from the regular MEAL, KMC will do media monitoring which in turn lays under the impact monitoring. Media monitoring and analysis will help us track the publicity of the campaign, discover the nature and extent of various social trends, and obtain insight on how media and other opinion leaders are responding towards the campaign.

Our media monitoring will depend on various factors such as:-

- Media type: Daily newspaper, Bulk sms, blog, National & Community Television & Radio
- ii. Demographic: The geographical area the media will reach
- iii. Story size/length the space the campaign story occupies in print media), the time (10 seconds, one minute, etc.), broadcast media, and the space/time it earns in new media.
- iv. Placement Where the story is placed in the Print, Radio & TV media. In new media; it could refer to the space it occupies on a blog, the number of mentions on Twitter, etc.
- v. Circulation/share there will be a total number of copies of a publication delivered to audiences (media circulation).
- vi. Audience share and media relevance:
  This can be assessed by how closely
  the composition of the media
  audience and/or psychographics
  matches that of the campaign
  audience
- vii. Type of coverage: this refers to the context in which an item is presented in the media (news, opinion/commentary, community service, etc.). It can be further identified as an editorial, news story, blog post, news brief, bumper, letter to the editor, comment to a blog post, etc.

The reasons why KMC chose to do this technical part of monitoring is to determine whether your advocacy is going according to plan so you can make changes to the plan. To check whether the objectives are being reached. To learn from past experiences and be able to do a better job in the future; and

### These are the technical procedural steps in carrying out media monitoring:

### **Step 1: Identifying what to monitor:**

The first step will be to identify what is worthwhile to monitor and what types of searches will tap the best results. This is majorly a guided speculative phase whereby we try identifying some of the keywords that relate to the project. Some of the approaches that we shall apply include creating a list of key unique words and phrases that describe topics on the sector.

Step 2: The How; Choosing our tools and Data Collection. Once we've defined what we want to monitor, we'll enter our searches into a tool that can keep an eye on our queries and serve up the results. We have used several tools of media; Traditional, digital, and social media monitoring tools. These tools range from simple basic tools to professional tools for larger assignments. For the purpose of this assignment, we will focus on two: Cision Communications Cloud Cision and Google alerts.

Cision Communications Cloud Cision gives us a wide scope of mentions and news from all parts of the internet and even broadcasts that mention our programmes/topics of interest. It will also help us to do some social listening as well as analytics.

Google Alerts: Google Alerts will help us identify keywords and track the topics of interest on the web. This tool is flexible and

can be custom to a specific source, language, and region. This ensures that our data is as accurate and precise as possible.

### Step 3: What are we looking for? Data Sorting:

As we dive into media monitoring, there's really no telling what we're going to find each day. It's similar to casting your net into the sea to see what it collects. From the result achieved in our monitoring, we'll then sort through the data to identify the opportunities presented which can be; a chance to create a new piece of content, build a new communication framework or even joining an existing relationship to offer training and facilitate knowledge transfer. As we sort through our media monitoring results, there are a variety of results we might expect and the opportunities they might present:

### Step 4: Data Analysis, Refining and Reporting:

Once the results on our media monitoring have started flowing in, we'll then work on refining our searches a bit to hone in on better results. This will be on experimental bits – by adding and subtracting words from our searches to make them ever more focused and efficient. After all the data has been collected, all that's left to do now is synthesize this information and while identifying all the possible action points with regards to the results acquired.

### Below is our Basic Media Monitoring / Social Listening Workflow

### **MEAL Plan**

Monitoring of the Consumer awareness and citizen engagement campaign												
Activity	Timing	Involvement	Responsibilities	Remarks								
Regular monitoring	Monthly	KMC staff	Team leader KMC Director	Sometimes unplanned monitoring will be done								
Joint Monitoring	Mid-year	KMC staff MOEM	Team leader KMC Director									
Media monitoring	Quarterly	KMC staff	Consultants									

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<b>Evaluation of</b>	the Consumer aw	areness and citi	zen engagement	campaign
	PROJECT SUMMARY	INDICATORS	MEANS OF VERIFICATION	RISKS / ASSUMPTIONS
Goal	Off-grid solar electricity consumer behaviours and practices on accessing and utilization of off-grid solar electricity is improved	Poor and vulnerable community members have sufficient information on the access and utilization of off-grid solar electricity	Quarterly reports Stories and community voices Media monitoring	Community members will be excited, however, if enough access to off-grid solar electricity quality equipment is not improved SBCC might not be sustained
Outcomes	Targeted community Knowledge, Practices and Attitudes on off- grid solar electricity enhanced	% Of the targeted community Knowledge, practices and attitudes enhanced	Quarterly reports and End of intervention report	
Outputs	Communication strategy is developed.  Applicable Information, Education and Communication materials are developed aired and distributed	# Of strategies developed # Of Information, Education, and Communication developed aired and distributed.	Strategy document  Quarterly reports  End of intervention report  Media monitoring	
Activities	Development of communication strategy Video, Radio and Talk show production. Short film Drama production Road show theatre Road show cinema Printable IEC Development and dissemination			

## 10. WORK SCHEDULE AND PLANNING FOR DELIVERABLES

**ALL DONE** 

### SO-MOEM-156-222 CS-CQS ELECTRICITY ACCESS PROJECT (SEAP); CONSULTANCY CONSUMER AWARENESS AND CITIZEN ENGAGEMENT CAMPAIGN DESIGN AND IMPLEMENTATION IN THE MINISTRY OF ENERGY AND MINERALS MEMBER STATES

<b>Activity Description</b>		Months											
	Responsibility	1	2	3	4	5	6	7	8	9	10	11	12
PHASE 1: DEVELOPMENT	OF A COMMUNI	ICAT	ION	STF	RATE	EGY	OR	INC	CEP	TIO	N		
1. Desk reviews, Analyzes on Contract, Context, Plans, Budgets. Tapping into secondary information (Off-grid and Solar power utilization in Somaliland) and a brief on the expectations.	KOW Media												
2. Developing an inception plan to map out and plan the entire activities to consider in the inception phase	KOW Media												
3. Analyze and map out communication strategy	KOW Media												
4. Analyzing and Mapping of all the available Outlets and Channels of Communication	KOW Media												
5. Develop an action plan to roll out the Integrated Communication & Social Change Initiative with a timeline guide	KOW Media												
6. Evaluation of Phase 1 and end of Phase report	Ministry of Energy and Minerals &												
	KOW Media												

PHASE 2: COMMUNICATION	NTOOLS AND	MAT	ERIA	LS [	DEV	ELO	PM	EN	Γ		
Tools and Materials Develo	pment										
8. Conduct communication development Workshops with Technical Working Groups and representative from relevant stakeholders.	KOW Media										
9. Designs of campaign brand, Slogans and call to actions. Designs and layout of draft messages/ communication materials. Reviews, edits, and approvals.	KOW Media										
10. Pretesting messages to relevant stakeholders for validation and improvement	KOW Media										
11. Incorporation of feedbacks from various audiences Building Synergy between the newly developed and the old creative IEC materials for a unique campaign.	KOW Media										
12. Production of TVC & Radio Spots, social media materials and testimonials: Finalize pretested video and/or animation storyboards & Scripts and Radio materials.	KOW Media										
13. Brand approval Done by brand representatives of TWG, Partners and inclusive representatives of the communities.	KOW Media										

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Bulk Production Promotional materials and all IEC materials for communities and office brandings.									
15. Put together strategy final document and submission to MEOM	KOW Media								
16. Approval of the strategy document.	MEOM								
Training and Capacity buil	ding for the ope	eratin	g te	ams					
17. Training of Mainstream Media Editors and reporters in the main Press, National TV and 9 FM Stations Radio Stations.	KOW Media								
18. Capacity Building on Digital Media Mostly for ICT Personnel and Communication Officers within relevant offices.	KOW Media								
19. Training of social media Seeking Partnership and training of the key social media influencers and other celebrities on SEAP	KOW Media								
20. Training of Community influencers Religious, Administrative Units, Community elders, Teachers etc.	KOW Media								

14. Development and KOW Media

21. Developing Communication Risk plans & Training National Action Plan members and the Ministry will have to be trained or introduced to Communication Risk Plan that mitigates on pitfalls on Communication.  PHASE 4: LAUNCH AND M	KOW Media	ONS.						
22. Media Breakfast Launch SEAP together with Key partners, the Government and the Media will attend the Launch and partner.	KOW Media							
<ul> <li>22. A. Media Activations</li> <li>TV and Radio Spots</li> <li>TV and Radio Talk Show</li> <li>Social Media campaigns</li> </ul>	KOW Media							
22.B. National & Community launch National launch in one of the communities to empower Opinion Leaders to rollout the campaign respectively.	KOW Media							
22.C. Social Marketing & Community SBCC Campaigns • Road Shows and market Storms • Dramas • Cinema	KOW Media							
22.D. Outdoor advertisements • IEC Materials distribution	KOW Media							
23. Monitoring and Evaluation	KOW Media MEOM							
Final Report and handover								

# 11. BUDGET

ITEM	COST (USD)
Remuneration	USD 34,400
Reimbursables	USD 183,650
Total cost of the financial proposal (should match the amount in form FIN-1	USD 218,050
INDIRECT LOCAL TAX ESTIMATES TO BE DISCUSSED AND FINALIZED AT THE NEGOTIATIONS IF CONTRACT IS AWARDED	
Insert type of tax e.g. VAT or sales	-
E.g. income tax on non-resident experts	-
Insert type of tax	-
Total estimate for indirect local tax	-
TOTAL	

# APPENDICES (SAMPLE TACTICS)

SAOT

### I. Radio and TV Script 1

### **Introduction to Solar Lighting**

The Sun lights up our lives for business, for education, and even for socializing. But when the sun sets, many people use candles, kerosene lamps, or poor-quality battery-operated torches. These are Inefficient and expensive way to create light. What if you can take some the Sun with you at night? With portable solar light you can have a share of the sun.

There are different types and sizes of Solar lanterns, Solar torches and Solar lamps. Each type of solar light is made up of three basic parts; A small solar panel which catches the light from the sun, a modern rechargeable battery which stores the energy, and an LED bulb for light. Solar energy can now be used for much needed light when it is dark and you can even charge cell phones, Portable solar products are reliable, affordable and warranted. Be sure to demand for top quality Solar lights. For more information on how to purchase Solar Products visit a trusted retailer near you or a financing institution.

Go for Solar It's safe, affordable and near you. This message is brought to you by the Somaliland MINISTRY OF ENERGY AND MINERALS and the World Bank

### Somali translation

### Hordhac ku saabsan Tamarta Cadceedda

Tamarta cadceeddu waxa ifisaa guryaheenna. goobaha ganacsiga, waxbarashada, caafmaadka iyo goobaha bulshadu ku kulanto. Balse marka cadceeddu dhacdo dad badani waxay shitaan faynuus ama tooshash tayadoodu liita, oo ah hannaaniftiin oo aan wax ku ool ahayn isla markaana kharash joogto ah wata. Ka warran haddaba haddii aad cadceedda dharaartii iftiinsato habeenkii? Taa waxa ka midho dhalin kara adiga oo adeegsada qalabka dhaliya tamarta cadceedda ee fudud, oo ku siin kara iftiin kugu filan.

Waxa iira aqab kala duwan oo ay ka mid yihiin laambado, tooshash iyo xidhmo is wadata oo dhammaan ku shaqeeya tamarta cadceedda. Mid kastaa waxa uu ka samaysanyahay saddex gaybood oo muhiim ah; gaybta koowaaad waa muraayada soo qabata fallaadhaha cadceedda, qaybta labaadna waa dab-kaydiye dib loo dabayn karo, halka qaybta saddexaadna ay tahay laambad iftiinkii kuu soo gudbinaysa. Tamarta cadceedda waxa loo adeegsan karaa dhammaan baahiyaha iftiin ee loo baahanyahay xilli kasta, gaar ahaan habeenkii. Sidoo kale waxa aad ku dabaysan kartaa taleefannada gacanta. Agabka fudud ee dhaliya tamarta cadceeddu waa mid la isku hallayn karo, la awoodi karo, isla markaana la dammaanad gaadi karo. Haddaba iska hubso in agabka tamarta cadceedda ee aad iibsanaysaa uu yahay mid tayo leh. Wixii xog ah ee aad uga baahato agabka tamarta cadceedda fadlan boogo goobaha ganacsi ee ay aqoonsantahay Wasaaradda iyo Tamarta iyo Macdanta.

U Guur Tamarta Cadceedda, waa mid bedqabta, la awoodi karo, oo kaa ag dhow. Farriintan waxa kuu soo gudbisay Wasaaradda Tamarta iyo Macdanta ee Somaliland.

### A. Radio and TV Script 2

### **Overview of Solar lighting**

The Sun lights-up our lives. But when the sun goes down, you can rely on portable solar products to light-up your life. For enough light throughout the night, charge the solar panel in the direct sunlight during the day. Remember if the solar panel is in the shade, it will not charge properly. And if the panel is dirty or dusty it won't get enough sunlight. Wipe the panel clean using a soft cloth. Portable solar lights are amazing.

You may be wondering and asking, "what is wrong with energy sources we usually use for light? Many of these can be unreliable, expensive, unhealthy and even cause fires sometimes. Portable solar lights are

affordable, reliable and easy to use. Now you decide when to say goodnight. Your night can be long. For more information on solar products and how you can light up your life visit a trusted Solar retailer near you or a talk to a Financier.

Go for Solar It's safe, affordable and near you. This message is brought to you by the Somaliland MINISTRY OF ENERGY AND MINERALS and the World Bank

### Somali translation

Cadceed baa ifisa nolasheena, markase ay cadceeddu dhacdo, waxaynu iftiinsan karnaa kaydiyaha tamarta cadceeda ee rarma. Si aad u hesho ileys kugu filan habeenkii oo dhan waa in aad kaydsataa tamarta cadceeda inta ay soo jeeddo. Ogsoonow haddii uu hadh dul yimaado ama uu boodh fuulo muraayada qabata ilayska cadceedu, ma qaban karto ilayska cadceeda kumana kaydin karto maayad ana dab dabkaydiyaha, sidaasi darteed waa in muraayadu qabata ilayska qoraxdu ay mar walba nadiif tahay taalaana meel u furan ilayska cadceeda.

Haddii aynu isticmaali jirnay, ilays aan laysku hallayn Karin, qaali ahaa oo dhibaato caafimaad watay amaba qubasho sababi kara, waxaynu iminka heli karnaa agabka ka curiya tamar cadceedda oo ah mid aynu awoodi karno , adeegsan karno, iskuna hallayn karno. Hadaba waxa la joogaa xiligii aad u guuri lahayd tamarta cadceeda ilayskeedana aad ku dabaal dagi lahayd.

La xidhiidh iibiyaha kuugu dhaw agabka curiya tamarta cadceedda ee la aamini karo ama wasaaradda tamarta

Adeegso ilayska cadceedda waa mid aad awoodid oo agtaadana yaala .

Waa fariin kaaga timid Wasaaradda tamarta iyo macdanta iyo Bangiga aduunka

# B. Radio and TVScript 3

### **Use and Maintenance of Solar Light**

Have you just bought a solar light? Now that you have your portable solar light, you need to charge it in the Sun. Each comes with its unique solar panel so place it in the direct sunlight during the day to catch the sun's rays. Store the battery and the light (lamp) safely inside the house.

This is how it works. The solar panel catches the sunlight and powers the battery. Some products have light settings. Using the higher setting will give you brighter light but for a shorter period. Using lower setting will give you light for a longer period. To get maximum charge ensure the panel is not in the shade. And if it is dirty, it won't absorb much sunlight.

Like any machine it can be damaged.

So be careful. High quality solar light come with at least a six-month warranty. If your light has a defect, it should be returned where you bought it and have it fixed at no cost. Get quality and affordable solar products from your trusted reseller. Light your home. Get solar for your all needs. This message is brought to you by the Somaliland MINISTRY OF ENERGY AND MINERALS and the World Bank

### **Somali translation**

### Weedha Codbaahiyaha iyo Muuqaal baahiyaha 3

Isticmaalka iyo dayactir qalabka dhaliya tamarta cadceeda

Miyaad iibsatay ilayska (iftiimiyaha)Tamarta cadceeda

Laga bilaabo imika hel nalka tamarta cadceeda ee lagaadan karo.

Oo aad ku dabaysan karto cadceeda, oo mid waliba ku yimaado nooc agab oo u gaar ah, sidaa darted dhig meel ku haboon falaadhaha cadceeda maalintii si ay qabato falaadhaha cadceeda.

Si bedqabta udhig kaydiyaha iyo ifiyaha gudaha guruga.

Sidani waa sida ay u shaqayso:

Agabka tamarta cadceedu waxa uu soo qabta falaadhaha cadceeda waxaanu irmaaneeya koronto kaydiyaha.

Agabka qaarkii waxuu leeyahay meel laga jaangooyo, gaabinta ama yaraynta isticmaalkaagu waxay ku siinaysaa iftiin mudo badan kuu baxa.

Si aad u heshid dabaynta ugu badan ( maayadda) hubi in agabkaaga tamarta cadceedu yaalo meel aan hadh ahayn, iyo hadii ay leedahay wax uskag ah in aanay qabanayn falaadhaha cadceeda.

Sida mashiinada oo kale waa qalab dhaawacmi kara, sidaa awgeed ka taxadar.

Ifiyaha tamarta cadceeda ee tayada wanaagsani waxa uu leeyahay ugu yaraan 6bilood oo damaanad ah.

Hadii ifiyaahagu wax noqdo waad ku celin kartaa halkii aad kasoo iibsatay si laguugu hagaajiyio halkii aad kasoo iibsatay.

Ka hel agab tamarta cadceeda oo tayo sare leh, lana heli karo iibiyahaga la isku halayn karo

Iftiimi gurigaaga, ka hel tamarta cadceeda dhamaan baahiyahaaga.

Fariintani waxay kaaga timid Wasaaradda Tamarta & Macdanta JSL, iyo Bangiga Aduunka.

### C. Radio and TV Script 4

### **Benefits of Solar Lighting**

When the sun sets, you should use solar portable products and no other energy sources like battery powered torches, candles or kerosene lamps. Well, you can't trust these products to be reliable. They don't always make bright light, they can easily break, the fumes they emit can be unhealthy, plus they can also cause fires and also going back and forth to the shop waste your time, your energy and your money. But once you buy a portable solar product, there are no more costs, it is powered entirely by the sun.

Because they are portable, you can use them in many different ways. Many can be used for charging cell phones, as torches, powering Radio and TV, and you know what? all the things you do in the day like business, you can now do successfully when the sun sets. Look for Solar Products from a trusted retailer. Our sun our light Its hustle free and affordable. This message is brought to you by the Somaliland MINISTRY OF ENERGY AND MINERALS and the World Bank.

### **Somali translation**

Marka ay cadceedu dhacdo, adeegsada qalabka rarma ee tamarta cadceeda halka aad ku isticmaa lilahayd tooshka ku shaqeeya dabka kaydsan, tamarta ama faynuuska.

Si fiican uma ifaan horena way u jabaan, qiiqa ka baxaana waa mid caafimaadka wax yeelo ku ah, sidoo kalena waxay sababaan gubasho, iibkooduna waxay sababaan gubasho,iyo sidoo kale tamarta qofka, laakiinse marka aad iibsato qalabka rarma ee tamarta cadceeda jiri maayo qarash danbe.

Sidaaa daraadeed, agabka tamarta cadceeda waa mid rarmikara loona isticmaali karo siyaabo kala duwan ooy kamid yihiin : dabaynta mobilada gacanta, tooshashka, muuqaal baahiyayaasha, iyo codbaahiyaayasha.

Ma ogtahy Alaabtan dhamaanteed la isticmaali karo malinkasta suuqa ganacsiga?

Hadda waynu ku guulaysan karnaa qoraxdu dhacdo inaynu iftiin helno

La xidhiidh tukaamada agabka tamarta cadceeda ku shaqeeya eelagu kalsoonyahay.

Hel tamar la awoodi karo oo aan waxyeelo ahayn.

Fariintani waxay idiinka timi wasaarada tamarta iyo macdanta iyo banka aduunka.

# II. COMMONLY ASKED QUESTIONS

## The Commonly asked Questions Suaalaha ugu badan ee la iska waydiiyo

### What is solar Lighting?

In today's world there exist Solar technologies that convert sunlight into electrical energy either through photovoltaic (PV) panels or through mirrors that concentrate solar radiation that can be used for heating or lighting.

### Waamaxay tamarta cadceedu?

Dunida maanta waxaa jira farsamooyin cadceeda lagaga dhalinayo tamar loo badali karo iftiin islamarkaana dabooli karta baahiyihii ay korantadu dabooli jirtay oo dhan iyadoo la isticmaalayo qalab loogu talo galay oo ay ka mid tahay muraayada loo yaqaan Photovoltaic panel (PV) oo ururisa shucaaca ama falaadhaha cadceeda, dabkaydiyayaal iyo qalab kaloo badan.

### Is solar lighting costly?

Apart from the initial cost of buying a solar panel, a battery and a Lamp, there is no other known cost required and so you save a lot on the money you used before to buy batteries, kerosine and the energy for the distance covered when you went in search of them. Solar energy is free and the operations are done by yourself freely.



### Tamarta cadceeda laga dhaliyaa ma tahay mid qaali ah?

Marka laga reebo kharashaadka lagalayo bilowga ee iibsashuhu galayo, sida muraayada, dab-kaydiyaha iyo Laambadda, ma jiro kharash kale oo loo baahanyahay sidaa darteedna waxaa kuu baaqanaya kharashaad ama lacago aad horay ugu isticmaali jirtay iibsiga baytariyada tooshka, iyo tiriigyo oo laga yaabo inaad u mari jirtay howl badan si aad u heshid. Tamarta cadeedu waa lacag la'aan adigaana si dhib yaraana isugu dubaridi kara.

### What information do I need for Solar lighting?

- Type of application is it for home use or for business or when am moving from one place to another.
- Type of appliances and the energy they give
- Specific light level requirements depending with use requirements.
- Address of the supplier/reseller/distributor and installation information
- Operation Requirements

### War noocee ah ayaan uga baahanahay tamarta cadceeda laga dhaliyo?

 Habka loo isticmaalayo – ma waxa loo adeegsanayaa guryaha ama ganacsiyada ama marka aad meel ka guurayso meel kalena u guurayso.

- Noocyada galabka iyo tamarta ay bixiyaan.
- Shuruudaha heerka iftiinka gaarka ah oo ku xiran shuruudaha isticmaalka.
- Cinwaanka iibiyaha/ dib-usii iibiyaha/ qaybiyaha iyo warka la xidhiidha rakibaadda
- Shuruudaha loo baahanyahay

### What do I need to install Solar light in my house or at business entity?

You will need to get proper advice from a supplier or a retailer. He or she will sell you a solar system as per your need and that system will include; a solar panel, a battery and a lamp. Other requirement like the need to charge phones and power other electronic equipment like radios and TV sets will be considered upon your request and an appropriate system sold to you. Of course, you also need a good space on top of your roof or on ground to place your solar panel and safe custody of the battery and solar lamp.

# Waa maxay waxyaabaha ay tahay inaad yeesho markaad rabto inaad ku rakibato gurigaaga ama ganacsigaa qalabka dhaliya tamarta cadceeda?

Waxaad u baahan doontaa inaad talo habboon ka hesho alaab - iibiyaha ama tafaariiqlaha. Isaga ama iyada ayaa kaa iibin doona nidaamka cadceeda sida baahidaadu tahay nidaamkaasna waxaa ku jiri doona; muraayada cadceeda loo dhigo, baytari ama dab-kaydiye iyo laambadaha. Waxa kale oo aad u baahantahay, inaad isla meel dhigtaan adiga iyo tafaariigeeyuhu shuruudo kale marka khaasatan aad doonayso in tamarta cadceeda aad u adeegsato aalado kale oo loo adeegsado korontada sida raadiyayaasha, tilifoonada dabayntooda, telefishanada, iyo wixii la mida. Dabcan, waxaad sidoo kale u baahan tahay meel fiican oo saqafkaaga dushiisa ah ama dhulkaba ha ahaatee amaana oo aad dhigto muraayadaha qabta falaadhaha cadceeda. Waxa kaloo aad u baahantahay inaad talo ka hesho meeshii aad dhigi lahayd dabkaydiyayaasha ama baytariga.

### Will the solar system work if it is in the shade during part of the day?

Solar system gets its energy directly from sunlight. Any amount of shade during the day

will affect the the energy output required. If shade is a concern such as a tree or a system mounted on top of a building where there is shade, then please move it to the direct sun light or just let your solar lighting specialist know and help you out.

# Qalabka tamarta ka dhaliya cadceeda khaasatan muraayada cadceeda loo dhigo hadii ay taalo meel hadh ah ma shaqayn kartaa?

Qalabka tamarta ka dhaliya cadceedu wuxuu tamartiisa si toos ah uga helaa iftiinka cadceeda. Qaddar kasta oo hadh ah maalintii waxay saamayn doontaa wax soo saarka tamarta ee loo baahan yahay. Haddii hadh ama hoos aad filayso in uu yimaado, tusaale ahaan hadii muraayadu ay hoostaalo geed marba hadhkiisu wareegayo, hubi inaad muraayada kolba u wareejiso Meesha ay cadceedu hayso adigoo ka ilaalinaya in ay hadhgasho. Jawaabta guud waxa weeyi hadii ay kala qarsoomaan muraayada falaadhaha cadceeda qabata iyo cadceedu, tamartaad filaysay heli maysid.

### Will the solar light dim if the battery storage gets too low?

The power designed for the light is for full intensity independent of the battery storage. Dimming only occurs if it is an action of the user and allowed through the specific controls on the system to decide on the amount of energy required.

### Nalka ku shaqeeya tamarta cadceedu ma dhimaa iftiinka hadii dab-kaydiyaha ama baytariga dabka ku jiraa uu yaraado?

Waxa lagama maarmaan ah in marka hore uu jiraa qorshe cadaynaya xajmiga tamar ee nalku uu u baahanyahay, inta saacadood ama wakhtiga maalin kasta laga isticmaalayo, iyo wixii la mid ah. Kadib waa in tafaariiqeeyaha ama qofka talada ku siinayaa uu xisaabiyo tamarta aad u baahntahay kuuna sheego qalabka aad u baahantahay, hadii markaa qalabkii kugu haboonaa aad gadato, tamartaada iyadoon is dhimin ayaad u isticmaalaysaa sidii qorshuhu ahaa.

### Does solar power lighting have limitations?

Solar is usually offered to provide cost savings

as well as for environmental reasons. High wattage fixtures require a much larger solar panel. A specialist will advise you on your solar needs.

Tamarta laga dhaliyo cadceedu xad ma leedahay

Sababta loo isticmaalo tamarta cadceeda waa in la baajiyo kharashaad bixi lahaa, iyo iyadoo deegaanka ama bii'ada la ilaaliyo. Qalabka korontada badan isticmaalaa waxa ay u baahan doonaan tamar dhaliye cadceedeed oo xoogan. Talo ku saabsan awoodaha tamar dhaliyaha kugu haboon waxa laga heli karaa cidii aqoonteeda leh sida tafaariiqlaha.

### How long will the lights stay on each night?

The lights can be programmed to operate in the manner the household desires. If the light intensity from the lamp is high giving a lot of brightness, then lamp will last only a few hours. If the intensity or energy is put to moderate or low the lamp will be on for the entire night. Solar systems are sized according to the operation profile along with the desired load to ensure plenty of solar power is generated during the day to operate the light or powered equipment for the specified amount of time during the dark hours.

### Nalka ku shaqeeya tamarta cadceedu intee in le'eg ayuu shidnaan karaa habeenkii?

Nalalka ku shaqeeya tamarta cadceeda waxaa loo qorsheyn karaa inay u shaqeeyaan sida reerku rabo. Haddiise laambadaha loo daaro si garab marsan qorshaha, tamarta la kaydiyay hore ayay u idlaanaysaa. Hadii si haboon loo isticmaalo tamarta la kaydiyay oo laamabuhu ay u shaqeeyaan sidii qorshuhu ahaa waxa imanaysa in tamartu ay noqoto mid si dheeli tiran loo isticmaalay. Waxa muhiim ah in la isla fahmo in ay lagama maarmaan tahay in la is waafajiyo qorshaha loo dajiyo kaydinta tamarta iyo habka loo isticmaalayo kaydka la kaydin doono, sidaa waxa lagu hubinayaa in adeegii tamareed ee loo baahnaa oo dhan la helo.

### What do I have to do to maintain the solar system?

Daily maintenance is not required. The only maintenance needed is when a component

is reaching the end of its life cycle. Each component's life cycle can vary depending on environmental conditions. For example:

- Solar panels last approximately 30 years
- Batteries last approximately 5-7 years
- LED fixtures last approximately 50,000-100,000 hours
- Drivers and other electrical components vary from 5 to 15 years

If certain environmental conditions are experienced where the solar is, it is important to tell the solar supplier or technician so that these factors can be taken into consideration.

### Sidee ayaan dayaca uga ilaalin karaa qalabka ku shaqeeya tamarta cadceeda?

Dayactir maalinle ah looma baahna. Dayactirka kaliya ee loo baahan yahay waa marka ay gaadho xiligii la qorsheeyay in la dayactiro qalablka dhaliya tamarta cadceeda. Qeyb kasta oo ka mid ah qalabka dayactirkeedu waxa u uku xidhanyahay xaalada bii'ada ama deegaanka. Tusaale ahaan:

- Muraayada cadceeda loo dhigaa waxay shaqaysaa qiyaastii 30 sano hadii aanay wax ku dhicin
- Batariyadu ama dab-kaydiyayaashu waxay shaqeeyaan qiyaastii 5-7 sano hadii aanay wax ku dhicin
- Qalabka LED-ku ama laambaduhu waxa ay sii shaqeeyaan qiyaastii 50,000-100,000 saacadood hadii aanay waxba ku dhicin
- Qaybaha kale ee soo hadhay waxay sii shaqeeyaan qiyaastii 5 ilaa 15 sano

Hadiigoobtalaguisticmaalidoonodegaankeeda ama bii'adeedu ay ka duwantahay tan uu tafaariiqluhu yaqaanay waa in loo sheegaa si uu qorshaha ugu daro.

## Can I replace an existing light pole fixture (sockets, wires, lamps etc) with a solar light fixture?

Replacing an existing fixture with a solar fixture requires an in-depth analysis from a solar lighting specialists. Typically if there is power at the site, it is more cost feasible to install traditional grid lights; however, there are still cases where solar is the more cost effective choice. Contact your solar lighting specialist to find out more information.

### Qalab laydh ama koronto oo ku shaqayn jiray matoor ma u badali karaa in ay noqdaan gaar tamarta cadceed ka hela

Ku-beddelidda qalab jira oo ah dhaliyaha tamarta cadceeda ayaa u baahan falanqayn qoto dheer oo ka timaadda khabiirada wax ka yaqaan tamarta cadceeda. Caadi ahaan haddii ay korontadu ka jirto goobta, waxaa macquul ah in loo badali karo tamarta cadceeda; si kastaba ha ahaatee, weli waxaa jira xaalado ay tamarta cadceedu tahay tan ugu fiican markay noqoto kala doorasho. La xidhiidh khabiirada wax ka yaqaana tamarta cadceeda si aad u ogaato macluumaad dheeraad ah

### Can I mount the solar package and fixture to an existing light pole?

The existing poles are usually designed for a specific weight. The pole requirements for solar usually require a more substantial pole. Solar is designed with approximately a minimum 4 to 25 square feet and weighs from 68Kg to 227Kg. There are very rare cases where using an existing pole is an option; however, that only typically includes wood utility poles.

### Ma saari karaa biraha dhaadheer ee jidadka ama xaafadaha ifintooda loo isticmaalo qalabka ka dhaliya cadceeda.

Biraha hore usii jiray waxaa badanaa loogu talagalay miisaan gaar ah. Shuruudaha qoryaha ee qorraxda badiyaa waxay u baahan yihiin tiir aad u badan. Qorraxda waxaa loogu talagalay ugu yaraan 4 ilaa 25 cagood oo laba jibbaaran culeyskeeduna waa 68Kg ilaa 227Kg. Waxaa jira xaalado aad dhif u ah halka adeegsiga tiirka jira ay tahay ikhtiyaar; si kastaba ha ahaatee, taasi waxay sida caadiga ah ka mid tahay tiirarka ka samaysan alwaaxa.

### **FACTS ABOUT SOLAR ENERGY**

# Xaqiiqo ku saabsan isticmaalka tamarta cadceeda

### All that you need to know.

### Kaliya waxaad u baahantahay inaad ogaato

The following is a partial list of the advantages of solar energy/solar energy you might experience as an owner.

Kuwa soo socda ayaa ah liis qayb ahaan ka mid ah faa'iidooyinka tamarta cadceeda/tamarta qoraxda ee laga yaabo inaad la kulanto hadii aad yeelato qalabka dhaliya tamarta cadceeda.

### 1. YOU CAN MAKE MONEY

One of the best advantages of solar energy, and the one that is primarily responsible for the rapid growth of solar installations over the past several years is that you can make money from the sun. Even if you don't build the solar yourself – in some markets solar companies might be willing to lease your roof or land to install their solar installation. In some cases a joint venture arrangement is also a possibility. You can also install Solar panels and sell energy to your neighbours and those in need.

Waad samayn kartaa dakhli lacageed

Mid ka mid ah faa'iidooyinka ugu wanaagsan ee tamarta cadceeda, oo ah kan ugu horrayn mas'uul ka ah koritaanka degdegga ah ee iibsashada qalabka dhaliya tamarta cadceeda dhowrkii sano ee la soo dhaafay ayaa ah mid la is la fahansanyahay in kharashaad badani u baaqday dadkii. Xitaa haddii aadan adigu iibsan qalab - suuqyada qaarkood shirkadaha iibiya galabka tamarta cadceeda dhaliya ayaa laga yaabaa inay diyaar u yihiin inay kiraystaan sagafkaaga ama dhulkaaga si ay u rakibaan galabka dhaliya tamarta cadceeda. Xaaladaha gaarkood waxaa suurtogal ah in si wadajir ah loo wada shaqeeyo. Waxa kale oo la ogaaday in adiguba aad ka faa'iidi kartid hadii aad rakibato qalabka dhaliya tamarta cadceeda, adiga oo ka sii iibinkara tamartaa aad dhalisay dariskaaga.

### 2. YOU CAN SAVE MONEY

If you use the electricity yourself, instead of buying it from the grid, you can save money, which is just as good as making money. This advantage alone is propelling the rapid adoption of solar energy.

Waad baajin kartaa kharashaad macno daro kaaga bixi lahaa

Haddii aad adigu korontada isticmaasho, halkii aad ka iibsan lahayd koronto uu bixiyo adeeg bixiyaha korontadu, waxaad baajin kartaa kharash, taas oo u dhigmi karta inaad lacag abuurto aad baahiyo kale ku dabartid. Tani waa fursad inagu baraarujinaysa la qabsashada isticmaalka tamarta cadceeda ee kharash yareeyaha ah.

### 3. SOLAR ENERGY IS ABUNDANT

The sun will be around a lot longer than oil, coal or gas will be. Some of the materials used to make solar cells to convert the solar energy into electricity, such as the more exotic composite materials may run out over time, but the basic elements used to make solar cells (e.g., silicon and aluminum) are all abundant and recyclable.

Tamarta cadceedu waa tamar dhankeeda loo hayaami karo

Isticmaalka tamarta cadceedu waxa uu ahaan doonaa mid aad looga farabadsado isticmaalka shidaalka, dhuxusha ama gaasta. Qaar ka mid ah curiyayaasha loo adeegsado uruurinta falaadhaha cadceedda si loogu beddelo tamar

koronto, sida kuwa ka samaysan curiyayaasha tiradoodu yartahay ee qalaad ayaa laga yaabaa inay dhammaadaan waqti aan dheerayn, laakiin waxyaabaha aasaasiga ah ee loo adeegsado samaynta qalabka dhaliya tamarta cadceeda (tusaale, Silicon iyo Aluminium) dhammaantood way badan yihiin, waana kuwo dib loo nadiifin karo loona isticmaali karo.

### 4. AS LONG AS THERE IS LIGHT – IT WORKS

The amount of sunshine can vary depending on where you are or what the weather is like, but as long as there is light (even a small amount) PV cells (the battery) can still produce electricity.

### INTA UU NALKU JIRO - WAA SHAQAYSAA

Xaddiga cadceedu wuu kala duwanaan karaa iyadoo ay ku xidhantahay hadba meesha aad joogto ama sida cimiladu tahay, laakiin ilaa inta uu jiro iftiin (xitaa qaddar yar) agabka loo yaqaan PV (dab-kaydiyaha ama baytariga) ayaa weli kaydin kara, ina siin karana qadarka kortono ee loo baahanyahay.

### **5. SUNSHINE IS FREE**

Solar energy is free. Sure, there is an initial capital cost to install a system that will convert the electromagnetic energy and photons sent out by the sun into electricity, but once you have made the investment and the sun keeps shining you will be producing electricity freely. No one will be sending you a bill for sunshine.

### Cadceedeenu waa bilaash

Tamarta cadceedu waa bilaash. Waa hubaal, waxaa jira kharash raasamaal bilow ah oo lagu rakibayo nidaam u beddela falaadhaha ay cadceedu soo dirto tamar koronto oo la isticmaali karo, hadaba markaad hore ee aad gadato qalabka wixii ka danbeeya waxaad ku maalaysaa falaadhaha cadceeda si lacag la'aana ileen waa bilaashe, qofna u daba fadhiisan maysid.

### 6. ENVIRONMENTALLY FRIENDLY

Solar energy powers the environment and life on the planet so there's no energy source more earth-friendly than the sun. Compared to the burning of fossil fuels, which release greenhouses gases and is the main cause of climate change, solar cells don't release anything harmful into the air as they convert the sun's energy into electricity. If you want clean air – one of the important advantages of solar energy is that it will help get us there.

### Tamar dhaliyaha cadceedu waa saaxiibka deegaanka ama bii'ada

Waxaynu ka dharagsanahay awooda cadceedu in av wax fiican u tarto deegaanka iyo wixii ku dul noolba, markaa ma jirto tamar uu ta qoraxda uga baahi badanyahay deegaanku. Marka is barbar dhiq lagu sameeya saamaynta deegaanka sida ay u kala saameeyaan isticmaalka shidaalka (fossil) iyo isticmaalka tamarta cadceedu waxa la oqaaday in isticmaalka shidaalku uu keeno Hawo sumaysan oo saamayn aan fiicnayn ku yeelata deegaanka, xaga tamarta cadceedu aanay haba yaraatee wax saamayn ah ku yeelanayn deegaanka. Hadaba run ahaantii hadaynu rabno hawo nadiifa oo aynu ku daansha daanshoono waa inavnu u quurno isticmaalka qalabka tamarta cadceeda dhaliyo iskana yarayno isticmaalka walxaha hawada kharibaya.

### 7. SOLAR ENERGY IS COST EFFECTIVE

While a solar photovoltaic panel is still relatively expensive, it will pay for itself over time from the sale of electricity or from saving you money by reducing the amount of electricity you'll have to buy. The time it takes you to recover your investment is known as the payback period. Generally, the payback period for solar installations is getting shorter and shorter. As coal, gas, oil and nuclear energy fuel prices continue to rise solar energy will become even more cost effective. There is a start up cost, but then it starts paying for itself. Once you break even, everything after that is profit. Compare this to paying a monthly bill and getting no return on investment.

### Tamarta cadceedu waa kharash yareeye

In kasta oo muraayada gabata falaadhaha cadceedu ay weli qaali tahay, lacag kastoo kaa qashay waxay ku soo noqonaysaa si dhib yar, sababtoo ah intaa ay sii jirto tamarta ama korontada waxa ay kuugu soo saaraysaa lacaq la'aan aan cidina ku odhanayn keen lacagtii laydhka. Waqtiga ay kugu qaadato inaad ka soo kabato maalgashigaaga waxaa loo yagaannaa xilliga dib u helida lacagtii baxday. Guud ahaan xiliga dib u helida lacagtii baxday ayaa maalinba maalinta ka sii danbaysa sii yaraanaysa. Xaga isticmaalka dhuxusha, Gaasta, Shidaalka iyo wixii la midi uu sii qaaliyoobayo, Qalabka dhaliva tamarta cadceeduna wuu sii iabaa maalinba maalinta ka danbaysay. Sida horaba aan u sheegnay waxaa jira kharash bilow ah uun, laakiin markaa ka dib waxaa bilaabmaysa helida tamar bilaa lacaq ah, sidaa darteenda lacagihii kaa bixi jiray ayaa kuu baaqanaya. Markaad raasamaal la baxdid, wax walba oo intaas ka dambeeva waa faa'iido. Isbarbar dhiq faa'iidadan: adoo iska isticmaalava koronto ioogto ah oo biilkii korontada bixi aan lagu lahayn, iyo tan markasta biilkii korontada lagaa rabo iyadoo wax kaaga soo noqdaana aanay jirin.

### **8. SOLAR ENERGY IS CLEAN**

Solar energy is a clean alternative to fossil fuels and It's silent. Solar power can be captured anywhere without creating noise pollution that might otherwise upset neighbors and wildlife. Thus, no danger of damaging our already damaged environment further and you can be part of the Green initiative, lower your carbon footprint, and save our planet from harmful greenhouse gases.

### **Tamarta Cadceedu waa Nadiif**

Tamarta cadceedu waa beddel nadiif ah oo badal u ah isticmaalka shidaalka (fossil -ka) waana mid shanqadheedu aanay ku dhibayn. Awoodda cadceeda ayaa laga qabsan karaa meel kasta, iyada oo aan la abuurin wasakhow ama dhawaaq dheer oo laga yaabo inay dhibaatayso dadka iyo duurjoogtaba. Markaa, ma jirto wax khatar ah oo ay u geysan karta deegaankeennan horey u burburay waxaadna ka mid noqon kartaa dib u ciriyeyaasha curiya deegan Cagaaran, hoos u dhig wax yeelada degaanka, oo ka badbaadi meeraheena hawada dhirta iyo dadkaba waxyeeleeya.

### 9. GREATLY REDUCED CONTRIBUTION TO GLOBAL WARMING

One of the greatest advantages of solar energy, of course, is that there are no carbon dioxide, methane or other emissions that warm the atmosphere. However, manufacturing, transporting and installation of solar panels are necessarily accompanied by some of those emissions.

### Si miisaan leh uga qayb qaadashada badbaadinta cimilada isbadalaysa

Mid ka mid ah faa'iidooyinka ugu waaweyn ee tamarta cadceeda, dabcan, waxa cimilada khariba fara badinta kaarboon laba ogsaydh, methane ama qiiq kale oo ka dhasha wax soo saarka. Si kastaba ha ahaatee, isticmaalka warshadaha, isu socodka gaadiidka iyo dhaqdhaqaayo kale ayaa sababa wasakhowga hawada, hase yeeshee isticmaalka qalab dhaliyaha tamarta cadceedu waxa uu ka qayb qaadanayaa badbaadinta cimilada.

### 10. LOW RUNNING COSTS

After installation solar energy is free.

### Yaraynta kharash joogto ah

Ka dib rakibaada qalabka dhaliya tamarta cadceeda, tamarta dhalataa waa mid lacag la'aan ah.

### 11. FOSTERS INDEPENDENCE

You're not required to connect to the power grid. You can be completely self-sufficient and live off-the-grid. There are even solar panels you take with you as you walk or to light up celebrations and those memorable moments. Imagine never paying another monthly bill.

### Ku dhiiro madax banaani

Looma baahna inaad ku xidhnaato ama cagaha uga xidhnaato shirkad koronto layd. Waxaad ahaan kartaa qof isku filan oo aan cagaha uga xidhnayn shirkad koronto ama laydh. Waa jira qalab dhaliya tamarta cadceeda oo xitaa aad la guur guuri kartid, una isticmaali kartid iftiinkiisa inaad ku damaashaado xiliyada kugu qaaliga ah. Bal sawiro ama suurayso adoo bil danbe aan lagaa rabin inaad bixiso lacag laydh ama koronto.

### 12. RELIABILITY

Solar panels are extremely reliable. There are no moving parts so you don't have to worry about replacing anything. You can probably count on thousands of hours with little or no maintenance.

### Isku halayn

Waa la isku halayn karaa qalabka dhaliya tamarta cadceeda. Ma aha shay dhaqdhaqaaqa, sababtaa darteed war war oo dhan waad ka madax banaantahay maadaama oo aanad u baahnayn inaad shay ka mid ah qalka badashid kolba. Waxaad isku halayn kartaa kumanaan saacadood qalbkaas dhaliya tamarta cadceeda isagoo aan dayac tir badan kaaga baahnayn.

### 13. IT WORKS EVERYWHERE

One of the most basic advantages of solar energy is that It works wherever the sun shines. It doesn't matter how remote, solar can generate energy where no other form of power can be obtained. That's why it's used in areas where there is no access to other forms of electricity.

### Meel walba wuu kuugu shaqayn karaa

Mid ka mid ah faa'iidooyinka aasaasiga ah ee qalabka dhaliya tamarta cadceeda ayaa ah mid ku shaqayn karta meel kasta oo cadceedu ka soo baxdo. Macno malaha maasha ama goobta aad ku nooshahay ita ay masaafo u jirto adeegyada aas aasiga ah, qalabka dhaliya tamarta cadceedu waa mid tamar kuu dhalin kara adoo ku sugan goobo aanay suuro galba ahayn in aad ka heshaba tamar koronto ama laydh. Waxaabad moodaa in loogu talo galay goobahaa ama meelaahaa aadka u durugsan.

### 14. SOLAR ENERGY IS SECURE

We live in uncertain times and we are increasingly relying on our fossil fuel supplies coming from areas abroad over which we have little or no control. With some or all of your electricity coming from the sun you don't have to worry so much about world events disrupting your availability of electricity.

### Qalabka dhaliya tamarta cadceedu waa mid ku siiya xasilooni

Waxaan ku noolnahay aduun aan si dhib yar

xasilooni u helaynin oo ay sii kordhayso ku tiirsanaanta isticmaalka shidaalka ee laga yaabo inuu inooga yimaado wadamo oo aynaan kaantarooli Karin. Hadaba markaad rakibato qalabka dhaliya tamarta cadceeda waxaad si dhib yar u helaysaa xasilooni waayo umaba baahnid in ay dibada wax kaaga yimaadaan, cadceedaa ilaahay ee bilaashka ah ayaad maalaysaa falaadheheeda.

### **15. GUARANTEES SAVINGS FOR RURAL FAMILIES**

Rural families after installing solar lighting systems in their homes are sure to save on the monetary resources, they have been using to buy fossil fuels for lighting and heating or batteries for their torches. The savings will go to other important aspects of life like, education of their children, solving quality health care needs and reducing on time needed to find and purchase these unreliable sources of energies for light and heating.

### Qalabka dhailya tamarta cadceedu waa mid reer miyiga u damaanad qaadaya ina uu kharash u baaqdo

Qoysaska dagan meelaha miyiga ama baadiyaha ah markay rakibtaan galabka ka dhaliya tamarta cadceeda, waxa hubaala in uu kharash u baagan doono. Waxa xagiigo ah in ay soo gaddan ama iibsan jireen shidaal si ay matooradooda ugu kiciyaan uguna shaqaystaan, ama waxay soo gaddan ama iibsan jireenba baytariyo ay ku dabaystaan tooshashkooda si ay ilays uga helaan. Hadaba hadii ay rakibtaan galabka dhaliya tamarta cadceeda waxa u baaqanaya qalabkii ay ku soo iibsan jireen shidaalka iyo baytariyada yar yar, kharashkaana baaqdayna waxa ay u isticmaali karaan meelo kale oo muhiim ah sida caafimaadka, waxbarashada caruurta iyo arimo kaloo badan.

### 16. A VARIETY OFTYPES, SIZES AND COSTS

There is a huge variety of solar panel systems and solar appliances available from small solar calculators, solar lights, solar thermal systems, to giant multi-hectare commercial scale installation. Everybody can benefit from solar energy.

### Qalabka noocyadiisa kala duwan, xajimiyadiisa iyo qiimaha uu taaganyahay

Runtii qalabka dhaliya tamarta cadceedu waa mid aad u kala duduwan, waxaa jira mid kuu qaban kara hawlo aad u waaywayn sida beerashada iyo wixii la mida, waxa jira mid yar yar oo siyaabo badan aad u isticmaali karto sida ifinta, kulaylinta iyo wixii la mida. Hadaba jawaabtu waxa ay tahay qof kasta oo u baahan tamar koronto ha noqoto mid badan amaba ha noqoto mid yare waa uu heli karaa, talo bixin uun ha u raadsado iibiyayaasha ama tafaariiqlayaasha.

### 17. BENEFITS THE POOR

Forms of highly localized solar energy reduce dependency on power monopolies and tend to benefit poor people. The associated advantages of solar energy, those of health and safety benefits, may reduce much suffering.

### Qoysaska danyrata ah sidee ayay uga faa'iidayaan qalabka ka dhaliya cadceeda tamar

Qalabka dhaliya tamarta cadceeda waxa loo qaabeeyay hab ay xitaa qoysaska daynarta ahi uga faa'iidi karaan dhankastaba marka laga eegayo noshoa, xaga ifinta, amaanka, caafimaadka. Runtii waxa uu isticmaalka qalabkani yareeyaa mushkilado badan.

### **18. LOCAL APPLICATION**

Solar energy is suitable for remote areas that are not connected to energy grids. In some countries solar panels for domestic use in remote areas are becoming sources for local employment in manufacture and installation industries. Fossil-fuel poor countries can kick their dependency on this energy and spend their funds on other things through application of solar energy.

### Qaabka loo isticmaalayo

Isticmaalka tamarta cadceedu waxa uu ku habboonyahay meelkasta, khaasatan goobaha ka durugsan magaalyoonka ee aanu gaadhin adeega korontada ama laydhku. Waayadan danbe waxa uu miciin u noqday meelo

baadiye ah ama qarfo ah ama miyi ah oo haba yaraatee aanuu adeeg gaadhin, waxa sare u kacay dhaqdhaqaaqa goobahaa isticmaalay qalabkan hadii ay noqoto kooda dhaqaale, kooda wax soo saar iyo kooda shaqo abuurba. Wadamada soo koraya ama faqriga ahi waxa ay kaga maarmaan isticmaalka shidaalka qaaliga ah, kharashaadka u baaqdana waxay ku dabooshaan baahiyahooda kale ee u baahan in la daboolo sida ta caafimaad.

### 19. HEALTH AND SAFETY BENEFITS

In some poorer countries where people use kerosene and candles for domestic heating and lighting, respiratory diseases and impaired eyesight are becoming common. Many people have been burned through accidents involving kerosene heating. Fumes from kerosene lamps in poorly ventilated houses are a serious health problem in much of the world where electric light is unavailable. The World Bank estimates that 780 million women and children breathing kerosene fumes, inhale the equivalent of smoke from 2 packs of cigarettes a day. One important advantage of solar energy/solar light is that it helps overcomes these problems.

### **CAAFIMAADKA IYO NABADGELYADA**

Qaar ka mid ah dalalka saboolka ah ee dadku aadka u isticmaalaan faynuusyada iyo shamacyada si ay iftiin iyo kulba uga helaan, tani waxa ay sababtay in ay bataan xanuunada ku dhaca sanbabada iyo indhaha. Sida aynu ka warqabno dad badan ayaa ku dhintay qaraxa faynuusyada. Khaasatan goobaha aan lahayn laydhka, waxa aynu wada aragnay in ay waajahdo xaalado caafimaad xumo oo giigu uu sababo. Bangiga aduunka ayaa ku qiyaasay 780 malyuun dumarka iyo caruurta uu faynuusku ku keenay cuduro ku dhaca sanbabada, cadeeyayna in giiga galaya sanbabka ee uu faynuusku wato uu u dhigmo cabitaan laba baakidh oo sigaar ah maalintii. Faa'iidooyinka isticmaalka galabka dhaliya tamarta cadceeda waa iyadoo uu yareeyo dhibaatadaa caafimaad daro ee qiiqu uu dhailyo.

### 20. IMPROVES FIRE-REDUCTION

Kerosene lamps are a serious fire hazard in the developing world, killing and maiming tens of thousands of people each year. Kerosene, diesel fuel and gasoline stored for lamps and small generators are also a safety threat, whereas solar electric light is entirely safe.

### Yaraynta dabka iyo holoca qiiqa keena

Faynuusyadu waa halis, dhibna ku haya wadamada soo koraya, waxa u dhinta dad badan. Markaa waxa hubaal ah in Faynuuska iyo waliba isticmaalka shidaalka loo isticmaalo kicinta matoorada iyo ifintuba ay ku hayaan dadka iyo duunyada iyo deegaankaba khatar badan, xaga uu isticmaalka qalabka tamarta cadceeda dhaliyaa uu yahay khatar yareeye.

### 21. SAVESTIME

Kerosene lamps and diesel generators must be filled several times per day. In rural areas, purchasing and transporting of kerosene or diesel fuel is often both difficult and expensive. Diesel generators require periodic maintenance and have a short lifespan. Car batteries, used to power TVs must often be transported miles for recharging. Solar panels, however, require no fuel, and will last for over 20 years with minimal servicing.

### Wakhtigaaguu kuu madhxiyaa qalbka dhaliya tamarta cadceedu.

Faynuusyada iyo matoorada ku shaqeeya shidaalkuba waxa ay kaaga baahanyihiin inaad buuxiso xiliyo kala duwan. Marka baadiyaha durugsan la joogo waa ay dhib badantahay inaad maalinkasta soo socdaasho si aad u iibsato faynuuskaagu waxa uu u baahanyahay. Matooraduna waxa ay u baahanyihiin dayactir maalinle ah, cimrigooduna waa uu gaabanyahay. Baytariyada waawayn ee loo isticmaalo danaha kale sida telefeeshinada waa ay ku dhib bataan dadka, sababtoo ah waa in aad masaafo dheer u qaado si aad u soo dabayso. Hadaba qalabka dhaliya tamarta cadceedu kaagama baahna shidaal, waxaana aad isticmaali kartaa mudo ka badan 20 sano markay u yartahay adoo aan dayactir badan ka gabanba.

### 22. EXTENDS THE WORKDAY

Solar lighting allows families to extend their workday into the evening hours. Many villages where they have installed solar lights now

boast of home craft industries.

### Wuxuu kuu dhib yareeyaa kordhinta shaqooyinkaaga kale

Isticmaalka qalabka dhaliya tamarta cadceedu waxa uu qoysaska ka caawiyaa in uu wakhtigiisa qoysku u adeegsado waxyaabo badan oo ka daahnaa. Qoysas badan oo ku nool tuulooyin hada rakibtay qalabka dhaliya tarta cadceeda ayaa wakhtigoodii ka daahnaa u isticmaala samaynta iyo iibinta farshaxanka.

### 23. REDUCES URBAN MIGRATION

Improving the quality of life through electrification at the rural household and village level helps stem migration to megacities. Also, studies have shown a direct correlation between the availability of electric light and lower migration.

### Waxa uu yareeyaa tahriibka laga soo tahriibayo baadiyaha loona soo tahriibayo magaalooyinka

Kor u qaadida tayada nolosha iyada oo baadiyaha laga haqabtiray baahiyaha koroto ay u qabeen oo dhan ayaa la ogaaday in lagu yarayn karo tahriibka lagu aado magaalooyinka waawayn ee lagaga haajiro miyiga. Xaqiiqo raadin ayaa hoosta ka xariiqday in uu xidhiidh ka dhexeeyo helida koronto iyo yaraynta tahriibka.

### 24. IMPROVES LITERACY

Electric light improves literacy, because people can read after dark more easily than they can by candle or lamplight. Schoolwork improves and eyesight is safeguarded when children study by electric light. With the advent of television and radio, people previously cut off from electronic information, education, and entertainment can become part of the modern world without leaving home. Also they can use they mobile phones all through since they can now charge their phones effectively.

### Aqoonta ayaa ku korodha

Iftiinka korontadu wuxuu sare u qaaday akhriska ioy qorista. Markii ay dadku isticmaali jireen faynuuska ama shamaca waxaa jirtay dhibaato caafimaad oo caqabad ku noqon jirtay caruurta inay wax barashada sii wataan, balse markii

korontada iftiinkeeda ay wax ku akrhisteen dhibkii caafimaad yaraaday, korodhka ardayda dugsiyaduna uu fiicnaaday. Dhanka kale dadka ka go'an adeegyada wararka, waxbarashada dadban iyo madadaaladuba ayaa markii ay u adeegsadeen korontada in ay adeegyadaa oo dhan ku helaan noloshoodii ay kor u kacday.

### 25. CONSERVES FOREIGN EXCHANGE

As much as 90% of the export earnings of some developing countries are used to pay for imported oil, most of it for power generation. Capital saved by not building additional large power plants can be used for investment in health, education, economic development, and industry. Expanding solar rural electrification creates jobs and business opportunities based on an appropriate technology in a decentralized marketplace.

### Waxa ay wax ka tartaa miisaamida Sarika lacagaha qalaad iyo wax soo dajinta.

In ka badan 90% kharashaadkii loo isticmaali jiray soo dajinta shidaalka ayaa hoos u dhacday wadamo badan oo soo koraya. Tani waxa ay dhalisay in faa'iidooyin badan la dhaliyo sida miisaamida sarifyada iyo kaydinta dakhli badan oo loo isticmaalay imkaaniyaadka aas aasiga ah sida kor u qaadista Caafimaadka, Waxbarashada, Dhaqaalaha, Warshadaynta iyo wixii la mida. Ku faafinta qalabka dhaliya tamarta cadceedu waxa ay dhalisay shaqooyin badan iyo ganacsiyo hor leh oo ku salaysan tiknoolajiyada baahinta suuqyada

### **26. CONSERVES ENERGY**

Using solar electricity in rural areas of Africa reduces the need for costly infrastructure investments and conserves costly conventional power for urban areas, town centers, and industrial and commercial uses, leaving decentralized Solar power (PV-generated power) to provide the lighting and basic electrical needs to the majority of rural populations.

### **WUXUU KEENAATAMAR**

Isticmaalka tamarta cadceeda ee meelaha baadiyaha ah waxa ay hoos u dhigtay baahida loo qabay in maalqalin lagu sameeyo dhismayaal balbalaadhan, runtiina waxa

sidaa ku baaqday kharashaad bixi lahaa. Si wax soo saar loo sameeyo waxa loo baahan lahaa adeegyo koronto oo u dhigam kuwa magaalooyinka waawayn laga isticmaalo, hasa yeeshee istimaalka qalabkan dhaliya tamarta cadceeda ayaa fududeeyay in arimahaas oo dhami ay dhib yaraadaa.

### **27. QUIET**

Solar cells make no noise while collecting energy. There are no other renewable energy sources that are completely silent.

### Shanqadh yari

Qalabka dhaliya tamarta cadceedu waa mid aad u shanqadhyar xiliga uu inoo dhalinayo tamarta koronto ee aynu u baahanahay. Haseyeeshee tamar dhaliyayaasha kale oo dhani waa qaar aad u guux badan sida matoorada iyo wixii la mida.

### 28. IT MAKES YOU FEEL GOOD

Using solar energy well, actually transforms us. Our creative efforts to use natural cycles and energy makes us more aware of our place in the world. Your increased awareness and mine leads us to be more responsible to one another and towards our environments.

In this way, using renewable energy involves you and me developing greater abilities to respond to each other kindly. This is perhaps among the greatest of advantages of solar energy.

### Waxaad noqonaysaa qof aad u niyad fiican

Isticmaalka tamarta cadceedu runtii waxa uu badalaa hab-dhaqankeena. Isticmaalka saxsan awoodaha dabiiciga ah waxay ina bartaa aduunkeenan wanaagiisa. Marka uu bato ogaalkeena, maskaxdeenu waxa ay inoo horseedaa in aynu masuul noqono inagoo dhowrayna dadka, duunyada iy odeegaankaba.

Sidan, adeegsiga tamarta dabiiciga ah waxay ku lug leedahay ama keentaa aniga iyo adiga inaan horumarino kartiyo waaweyn si uga faa'iidaysano naxariis badana aynu u dhalino. Tani waxaa laga yaabaa inay ka mid tahay faa'iidooyinka ugu weyn ee isticmaalka tamarta cadceeda.

### 29. IT CAN SAVE LIVES

Half the world still cooks with firewood. Tending wooden fires are believed to contribute to the deaths of upwards of 2 million women and children per year. Cooking with solar energy is inexpensive, easy and safer and could save countless women and children

### Waxa ay bad baadin kartaa nololo badan

Badh ka mida dadka aduunka ku nool ayaa ilaa maanta guba dhirta si ay cunto ugu karsadaan. Waxa la xaqiijiyay in gubista dhirtu ay lug ku leedahay maatida iyo caruurta darxumadooda, caafimaad daradooda iyo dhimashadoodaba. Isticmaalka tamarta cadceeda si loogu karsado cuntadadu waxa ay tahay mid aan qaali ahayn, dhibyar, isla markaana badbaado u ah deegaanka iyo nololaha maati iyo caruur badan.

### 30. IT CAN SAVEYOU IN AN EMERGENCY

Whether you live in an area where electrical outages occur from time to time due to weather or other related issues., then having some form of solar energy, whether it is on your roof or a portable solar generator might save you a lot of grief and difficulty.

### Waxa ay ku badbaadin kartaa xaalad khatara ama dagdag ah markaad ku sugantahay

Hadii aad dagantahay meel korontadu ay khasaare nafeed iyo maalba keento xiliyada dabaylaha. Waxa ku badbaadin kara oo kaa hor istaagi kara khasaare nafeed iyo maalba isticmaalka qalabka dhaliya tamarta cadceeda; ha noqdo mid aad ku rakibato gurigaaga ama aad la quur quurtabae.

# (SEAP) Consumer Awareness and Citizens Engagement Campaign Design

# Communication Strategy Development and Validation Workshop

Following the endeavors to ensure that the SEAP Consumer awareness and citizen engagement initiatives are designed appropriately, KOW Media facilitated a three days validation workshop from 23rd to 25th of August 2021 where all relevant stakeholders who contributed towards the contextualization of all communication deliverables and messages.





In depiction, the representatives from the said stakeholders were involved in activities related with concept development. branding, message development and interpretation. At the beginning of the workshop, KOW Media and the Ministry of Energy and Minerals took the participants through the objectives of the entire project, the road map as well as the foundation of the thoughts articulated when the project was being developed which contributed a lot when it comes to building-on the conceptual frameworks initiated by KOW Media.

In the workshop, the Retailers (one of the key stakeholders of the project) were represented; they provided a commendable contribution when particularly it comes to the technical aspects to look in to during the customization of messages.

Participants were given assignments where they brainstormed to interpret communication materials on one hand, and on the other choose between brands and other instruments to be used during information dissemination and acting. At the end of the workshop the participants have validated the customized communication materials, concepts, and brands.



