

## Partnership Overview

This partnership will provide access to affordable and reliable solar energy solutions to off-grid households and small businesses in PNG. The initiative will release a range of reliable solar products into the market, from entry-level phone charging/lanterns to large home and business capable of powering TVs and other appliances. Digicel will provide a range of sustainable, cost effective and environmentally friendly alternatives to current costly and inferior energy sources, enabling better access to, and connection with, the digital economy.

## Creating Shared Value

This partnership creates shared value as a result of Digicel reconceiving their solar products market by leveraging their extensive logistics networks, distribution systems and organisational capabilities across PNG. This enables Digicel to build a customer base for reliable solar products, resulting in communities having more access to electricity and the ability to charge their mobile phones and access information, digital services via smart phone or computers.

### Digicel

Digicel was established in Papua New Guinea (PNG) in July 2007. It has developed a very strong local brand, with currently 81% brand awareness in PNG. Digicel employs over 900 men and women in PNG and its mobile phone coverage reaches over 90% of the population of PNG. Digicel will leverage, as part of the overall partnership, its national presence, local knowledge, client base, networks, telecommunications infrastructure and other resources to ensure the success of the initiative.



### Department of Foreign Affairs and Trade (DFAT)

DFAT's expertise in development contributes to building stronger, more inclusive private sector growth in the Asia-Pacific region. DFAT does this through sharing its deep knowledge of business, political and regulatory environments, access to professional networks and catalytic funding. The BPP is designed as an entry point for new partners, Australian and overseas entities, to work with DFAT to deliver social impact and commercial returns in the region. The BPP actively promotes initiatives that drive women's economic empowerment.



**Location**



**Country  
PNG  
Region  
Pacific**

**Total Funding  
\$1,537,000**



DFAT  
Contribution  
**\$500,000**

Private Sector  
Contribution  
**\$1,037,000**

**Shared Value  
Proposition**



**Reconceiving  
products and/or  
markets**

**Enabling local  
cluster  
development**

**Sector**



**Energy – Off Grid**

