



Solar Hands-on training and
International Network of Exchange

D3.3

Entrepreneurial toolkit for trainers

Tutor Lesson Guidebook



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Introduction

This is the SHINE Entrepreneurial Toolkit designed by Start-Up SME Centres (SSC) Ghana as a part of the Work Package 3 in the Solar Hands-on training and International Network of Exchange (SHINE) project co-funded by the European Union. It aims to serve as an entrepreneurial guide to equip students in the solar industry with the skills and knowledge needed to successfully create and run their own solar enterprise, thereby providing livelihoods while offering solar services to their communities.

This content is in two parts:

Modules in PPT formats aimed towards the students.

This document, a tutor guide book aimed at the tutors and trainers of this course.



Module 1: Solar Entrepreneurship

Overview

Introduction

This module introduces learners to the definition and types of solar entrepreneurship. It introduces the concept of solar entrepreneurship using solar energy and entrepreneurship as building blocks and explores business types and the key factors that influence the choice of a solar entrepreneur's ideal enterprise type.

Objectives

By the end of this module, learners should be able to:

- Identify a solar enterprise and the qualities needed to be a successful solar entrepreneur.
- Identify community energy challenges and how to apply solar energy to solve them.
- Understand different solar enterprise types and successfully evaluate their suitability for each one.

Learning Methodology

This module is taught using presentation materials and interactive links for the activity sessions. There is one activity per lesson in this module which encourages students to use the knowledge acquired in the module practically. This discourages theory-only based learning and empowers application of the lessons in reality.

Structure

This module has the following structure:

- Lesson 1: Introduction to Solar Entrepreneurship
- Lesson 2: Types and Forms of Solar Enterprises

Activity

This module has the following activities:

Lesson 1 Activity

- Title: "Solar Needs in My Community"

Lesson 2 Activity

- Title: "Choose your Enterprise Type"



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Competency Mapping

This module develops:

- Technical understanding.
- Critical thinking.
- Entrepreneurial decision-making.
- Problem identification and solving.
- Team collaboration.



Lesson 1: Introduction to Solar Entrepreneurship

What is Solar Entrepreneurship?

Solar Energy is energy from the sun. It is:

- Clean and Renewable.
- Available Everywhere.
- Used for lighting, powering devices, heating, pumping, etc.

Entrepreneurship is the act of identifying a need, creating a solution, and building a business around it. It involves:

- Solving real problems.
- Creating value for customers.
- Taking initiative and responsibility.
- Turning ideas into sustainable businesses.

Based on the two definitions above the definition of Solar Entrepreneurship can be deduced as

“the creation and management of businesses that use solar energy technologies to solve energy problems, deliver value to communities, and promote sustainable development.”

Solar entrepreneurship involves solar technology, problem-solving, business model creation and sustainable impact.

Why Solar Entrepreneurship?

Solar Entrepreneurship is important and needed for the following reasons:

Huge Untapped Potential

Africa has some of the world's highest solar irradiation. This means solar energy is rich in quantity in Africa.

Strong and Growing Demand

Millions still lack reliable electricity. This is partly due to the strain on the current available options for generating electricity and that means there is a discovered need for another means of producing the needed electricity. In this case, solar energy.



Cleaner and Healthier Communities

Clean energy like solar energy reduces reliance on diesel generators and lowers emissions. So essentially speaking, solar energy is environmentally friendly.

Strong Economic Potential

Processes involved in solar enterprises like installation, maintenance, sales, mini-grids, solar drying, etc. each contribute substantial financial amounts and thus contribute to the strong economic potential of solar entrepreneurship.

Powers Living and Livelihoods

Solar entrepreneurship as a business promises services to power the lives of people such as back-up electricity for households, cold storage, electricity in educational and healthcare facilities, etc. On the other hand it offers the opportunity to improve the livelihood of individuals with the job market it offers. For instance employment opportunities in the installation, maintenance of existing solar technologies as well as the invention of better solar technologies.

Energy Access Gaps and Opportunities

Here are some energy access gaps and the opportunity it presents for solar entrepreneurs to fill:

Unreliable National Grids

This provides a business opportunity like providing back-up power supply.

Off-Grid Communities

This gap provides an opportunity in the need for solar home systems.

Urban SMEs

This provides a business opportunity like providing back-up power supply for needed continuous business activities.

Agriculture

This gap provides the need for solar pumps, dryers, cold storage, etc.

Education and Healthcare

These gaps present the need for solar powering facilities.

Note that every lack we see in the world around us is an opportunity to start a business, especially when people are willing to pay to have access to that which they lack. The ability to



identify the lack and swiftly and adequately provide it to the right people in the right quantity and the right quality is what makes an entrepreneur.

What Makes a Solar Entrepreneur?

A solar entrepreneur is one who has or exhibits the following qualities:

Problem Solver

A solar entrepreneur actively looks for energy challenges in the community and designs practical, affordable solutions. They focus on solving real problems such as unreliable electricity, high energy costs, or lack of access to clean power.

Willingness to Learn Technical Basics

Even if they are not technicians, solar entrepreneurs understand basic solar concepts, system components, and how installations work. This helps them make informed decisions, guide customers, and manage quality services.

Ability to Identify Customer Needs

They listen carefully to customers and observe their environment. They can recognize what types of solar products people truly need, be it household lighting, backup systems for shops, agricultural solutions, or community mini-grids.

Commitment to Green, Sustainable Development

Solar entrepreneurs believe in clean energy and its long-term benefits. They promote environmentally friendly practices and contribute to reducing reliance on harmful energy sources like diesel and kerosene.

Community-focused Thinking

They consider the well-being, growth, and long-term benefits of the community. They often design solutions that support schools, clinics, farmers, small businesses, and local families in sustainable ways.

Ability to Adapt and Innovate in Changing Environments

The solar sector changes quickly in terms of new technologies, business models, and customer preferences. A strong solar entrepreneur can adjust, improve services, and introduce new ideas to stay relevant and competitive.



Key Areas of Solar Business Activity

Installation and Maintenance

This involves setting up solar systems for homes, businesses, schools, or farms, and providing ongoing technical support. Entrepreneurs ensure systems are safely installed, functioning efficiently, and regularly serviced to extend their lifespan.

Retail and Distribution

These businesses sell solar products such as panels, batteries, inverters, lights, pumps, and accessories. They may operate shops, mobile vans, or online platforms, bringing solar products closer to customers and remote communities.

Solar Product Design or Manufacturing

These businesses focus on creating or assembling solar products tailored to local needs such as lanterns, mini home systems, or portable chargers. Manufacturing can range from small-scale assembly to more advanced product development.

Off-grid and Microgrid Services

Some businesses provide electricity to communities that are not connected to the national grid. This includes building and managing mini-grids or selling pay-as-you-go solar systems that allow households and small businesses to access reliable power.

Solar for Agriculture

There are businesses that provide solar-powered solutions for farming, such as irrigation pumps, dryers, cold storage, and electric fencing. These technologies help farmers increase productivity, reduce costs, and preserve food more effectively.

Solar Training and Consultancy

These businesses train individuals, technicians, and organizations on solar installation, safety, and maintenance. Consultants also help customers design systems, plan projects, choose equipment, and adopt solar technologies effectively.

Activity

Solar Needs in My Community

Energy Challenge

Students are to identify one energy challenge around them.



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Background

Students are to clarify the motivation behind their choice.

Solar Solution

Students are to identify one way solar energy can be used to solve their identified challenge.



Lesson 2: Types and Forms of Solar Entrepreneurship

What is a Solar Enterprise?

A solar enterprise is any business that provides solar energy products, services or solutions to customers. Solar enterprises can include:

- Solar home system providers
- Installation and maintenance companies
- Retailers (panels, batteries, inverters)
- Solar irrigation and agricultural service providers
- Solar-powered service businesses (cold storage, phone charging, etc.)

The key features of solar enterprises include these:

They deliver value using solar technology

Solar enterprises use solar panels, batteries, inverters, and other solar technologies to solve practical energy problems. Their value comes from providing clean, reliable power for lighting, businesses, agriculture, or community services. Whether the business installs systems, sells products, or offers energy services, the core value they deliver is powered by solar energy.

They meet energy needs sustainably

Solar enterprises offer solutions that are environmentally friendly, renewable, and long-lasting. Instead of relying on diesel, kerosene, or unstable grid electricity, they provide clean energy that reduces pollution, lowers costs, and supports long-term development. Their work helps communities access energy without harming the environment.

They operate with a business model (for-profit or cooperative)

A solar enterprise must have a clear way of functioning in terms of how it generates income, delivers services, and manages operations. This can be a for-profit model (like retail, installation, or PAYG services) or a community-owned cooperative model (shared mini-grids or group-owned systems). The business model ensures sustainability, accountability, and long-term impact.

Types of Solar Enterprises

The types of solar enterprises include:

- Start-Ups and SMEs
- Cooperatives
- Sole Proprietor Enterprises



Start-Ups and SMEs

A solar startup is a newly established solar business. It is often innovative, agile and experimental. It can develop into a Micro Small Medium Enterprise (MSME) or Small Medium Enterprise (SME). If it takes global dimensions of meeting global needs and opportunities, it can be bigger.

Note

MSMEs and SMEs make up 70%-90% of African businesses. Most solar companies in Africa are MSMEs and SMEs.

They drive innovation, provide stability, jobs and long-term services.

Advantages

- High innovation potential.
- Flexible and responsive to market needs.
- Strengthen local supply chains.
- Low initial structure required.

Limitations

- Limited access to funding.
- Risk of failure or slow growth.
- Management and skills gaps.
- Operational costs can be heavy for small companies.

Cooperatives

A cooperative is a member-owned business, usually formed by a community, group of farmers, or local association.

Note

In the solar sector cooperatives may :

- Own and manage community solar mini-grids
- Share costs and profits among members
- Improve rural electricity access
- Support productive use activities (irrigation, milling, cold storage, etc.)

Advantages

- Inclusive decision-making.
- Lower costs through shared ownership.
- Ideal for rural communities.



Limitations

- Slower decision making.
- Possible conflicts among members.
- Management complexity.
- Risk of unequal participation.

Sole Proprietor Enterprise

Note

Sole proprietor enterprise is a business owned and managed solely by one individual.

In the solar sector this includes:

- Freelance solar technicians.
- Individual retailers.
- Mobile solar repair and maintenance service providers.
- Micro-business owners.
- Phone charging entrepreneurs powered by solar energy.

Advantages

- Easy to start.
- Low capital requirement.
- Flexible and independent.

Limitations

- Limited access to finance.
- Business depends heavily on individual skills.

Solar Enterprise Type Selection

The following must be taken into considerations when selecting an enterprise type:

Your Skills

Before choosing a solar enterprise type, you must first understand what you bring to the table. Your skills determine what activities you will perform confidently and where you may need support.

Technical Skills

These include basic electrical knowledge, the ability to install or maintain solar systems, troubleshooting, and hands-on practical skills.

If you are strong technically, you may excel in:

- Installation services
- Repair and maintenance



- System design
- Technical consultancy

Business Skills

These include selling, marketing, record-keeping, customer communication, financial planning, negotiation, and management.

Strong business skills point you toward:

- Retail and distribution
- Running a solar shop
- Mini-enterprises that depend on sales or service delivery

Community-Focused Skills

If you are good at mobilizing people, resolving group issues, and working in teams, you may thrive in cooperative or community-based energy projects.

Creativity and Innovation

Creative thinkers, problem-solvers, and people who enjoy generating new ideas often fit well into start-ups, where innovation is key.

Your Resources

Your available resources influence the size and structure of the business you can start.

Low Capital → Sole Proprietorship

If you have little capital, starting alone is practical.

You can begin with:

- Repair services
- Small installations
- Small-scale retail (e.g., solar lanterns)

Moderate Capital → Small Retail or Service SME

With some capital, you can open a small shop, hire 1–3 employees, or provide installation services at a larger scale.

Access to Grants or Investors → Start-Up

Start-ups often need seed funding, partnerships, or external support to test new ideas or technologies.

If you have access to funding, you can experiment with:

- PAYG models
- Digital monitoring solutions
- Phone-based payment systems



Community Support → Cooperative

If you have strong community backing, a cooperative can help share costs, labour, and ownership especially for mini-grids or shared agricultural systems.

Your Environment

Your environment determines what sells, who your customers are, and what energy problems exist.

Rural Environments

These environments often need:

- Solar home systems
- Mini-grids
- Solar water pumps
- Cooperatives
- Phone charging services

Energy access gaps are usually high, making solar solutions valuable.

Urban or Peri-Urban Areas

These environments often need:

- Backup power systems
- Inverter/solar hybrid systems
- Solar CCTV
- SME support solutions
- Installation and maintenance businesses

Agricultural Zones

These environments often need:

- Solar irrigation pumps
- Dryers for produce
- Cold storage
- Solar fencing

NOTE: Your business must match the needs around you.

Your Long-Term Goals

Your vision for the future guides your enterprise type.

Want to Grow Big? → Start-Up or SME

If your goal is expansion, hiring staff, or scaling across regions, choose a business type that supports growth.

Want to Stay Small and Flexible? → Sole Proprietorship

This fits individuals who want independence and lower responsibility.



Want Shared Ownership & Community Impact? → Cooperative

This is ideal for group-owned assets, rural communities, and socially-driven projects.

Your Risk Tolerance

Different business types come with different levels of risk.

Low Risk → Sole Proprietor / Cooperative

Sole proprietors can start small and adjust quickly.

Cooperatives share risk among members.

Medium Risk → SME

SMEs need more investment and structure but offer more stability than start-ups.

High Risk → Start-Up

Start-ups may fail but also have high potential for rapid growth and innovation.

NOTE: Be honest with yourself in terms of how much uncertainty you can handle.

Market Gaps and Competition

Understanding the market helps you position your business wisely.

What solar services already exist locally?

Identify what is already crowded (e.g., solar shops or installers) because entering an overcrowded area may be harder.

What services or products are missing?

Look for underserved or unserved areas:

- Repairs
- Quality after-sales service
- Agricultural solutions
- PAYG models
- Mini-grids
- Solar for SMEs

Can you offer something better, unique, or cheaper?

This is your “competitive edge.”

“Selecting your enterprise type is not about picking what is popular. Rather it is about choosing what fits your skills, resources, environment, and goals. A good match increases your chances of long-term success.”



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Activity

Choose your Enterprise Type

Description

Students are to assess themselves Rate yourself from 1 to 5 on each of these [statements](#) based on their knowledge of themselves and based on the lessons in this lecture conclude on the best solar enterprise type for themselves.



Module 2: Entrepreneurship and Business Skills

Overview

Introduction

This module introduces learners to the foundational business knowledge and skills required to start, manage, and grow a solar enterprise. Through four structured lessons, learners will explore business planning, marketing, financial management, and soft skills essential for success.

Objectives

By the end of this module, learners should be able to:

- Define business planning and business management and explain their relationship.
- Identify the essential components of a business plan, including vision, strategy, business model, and legal requirements.
- Apply market-driven planning to design relevant products and services.
- Complete a basic SWOT analysis to assess strengths, weaknesses, opportunities, and threats.

Learning Methodology

This module is taught using presentation materials and interactive links for the activity sessions. There is one activity per lesson in this module which encourages students to use the knowledge acquired in the module practically. This discourages theory-only based learning and empowers application of the lessons in reality.

Structure

This module has the following structure:

- Lesson 1: Business Planning and Management
- Lesson 2: Marketing, Sales Strategies and Market Analysis
- Lesson 3: Financial Planning and Management
- Lesson 4: Soft Business Skills

Activity

This module has the following activities:

Lesson 1 Activity 1

- Title: "Write Your Solar Business Vision and Strategy"



Lesson 1 Activity 2

- Title: "Complete a Personal SWOT Analysis for Your Solar Business Idea"

Lesson 1 Activity 3

- Title: "Fill in a Business Model Canvas"

Lesson 2 Activity

- Title: "Conduct a Mini Market Analysis"

Lesson 3 Activity

- Title: "Calculate Start-Up Costs for your Solar Business"

Lesson 4 Activity

- Title: "Sales Role-Play"

Competency Mapping

This module develops:

- Business planning skills.
- Market analysis ability.
- Financial literacy and management.
- Marketing and sales competence.
- Soft business communication skills.



Lesson 1: Business Planning and Management

Business Planning

Business planning is the process of defining your business idea, setting goals, and outlining the steps required to build and grow your business. It helps entrepreneurs stay focused, allocate resources wisely, and reduce risks.

Business Management

Business management involves the day-to-day activities of running a business—planning, organizing, supervising people, controlling operations, managing finances, and ensuring the business meets customer needs efficiently.

So one can say that:

“Business planning imagines the future of the enterprise and business management brings that future to life through disciplined decisions, systems, and execution.”

To plan and manage a business effectively, an entrepreneur must take these key aspects of every business into consideration:

- Business Vision and Strategy
- Business Model Development
- Legal and Regulatory Requirements

Business Vision

A business vision is a clear picture of what the business wants to achieve in the future. To come up with a business vision you must:

- Think about the long-term impact you want to make.
- Consider the community you want to serve.
- Describe the future state of your business in 1–2 sentences

Business Strategy

A strategy is the approach that guides how the business will achieve the developed business vision. To come up with a business strategy you must:

- Identify your strengths and weaknesses.
- Identify opportunities and threats in your market.
- Set goals and decide how to achieve them.



To build a strong vision and strategy for your business, you must first understand where you currently stand. SWOT analysis helps you identify your strengths and weaknesses, and anticipate opportunities and risks in your environment.

SWOT Analysis

A SWOT Analysis is a simple tool useful at the business planning stage of the business and is used to understand your business by identifying:

S – Strengths (what you are good at)

Internal advantages: skills, experience, tools, good location, strong networks.

W – Weaknesses (areas to improve)

Internal limitations: lack of capital, limited skills, poor record keeping, no shop space.

O – Opportunities (chances in the environment you can use)

External chances: high demand, rural electrification challenges, lack of competitors, climate incentives.

T – Threats (external challenges that can affect the business)

External risks: strong competitors, rising import costs, low-quality products in market, unreliable suppliers.

Case Study

A solar entrepreneur in a rural area may have this vision:

“To become the leading provider of affordable solar home systems in my district.”

The strategy to achieve this vision may include:

- Targeting households without grid access
- Offering affordable payment plans
- Training local technicians

Activity 1

Complete a Personal SWOT Analysis for Your Solar Business Idea

Description

Students are to:



- Choose a solar business idea (installation, solar lantern retail, solar pumps).
- Fill in one strength, one weakness, one opportunity, one threat.
- Discuss with a partner.

Business Model Development

A business model describes how your business creates value, who it serves, and how it earns money. A good solar business model includes:

Value Proposition

What value you provide (e.g., reliable solar lighting, long warranties).

Customer Segments

Who you serve (households, farmers, SMEs).

Revenue Model

How you earn money (sales, hire purchase, PAYG).

Channels

How products reach customers (shop, door-to-door, agents).

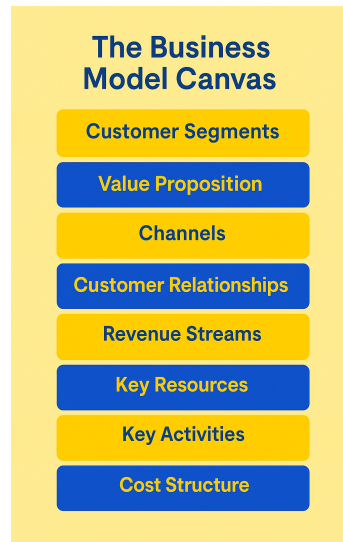
Key Partners

Suppliers, installers, cooperatives, community groups.

The Business Model Canvas

The Business Model Canvas (BMC) is a simple one-page framework for planning how your business will operate.

It shows how you create value, deliver value, and earn money.



It has 9 building blocks:

1. **Customer Segments** – Who your business serves.
2. **Value Proposition** – What problem you solve and what benefits you offer.
3. **Channels** – How you deliver your product/service.
4. **Customer Relationships** – How you build trust and keep customers.
5. **Revenue Streams** – How you make money.
6. **Key Resources** – Tools, skills, people you need.
7. **Key Activities** – What you do daily.
8. **Key Partners** – Suppliers, cooperatives, agents.
9. **Cost Structure** – Major expenses in the business.

Solar Business Example of a Simple BMC

<u>BMC SECTION</u>	<u>EXAMPLE FOR SOLAR HOME SYSTEM RETAILER</u>
Customer Segments	Rural households
Value Proposition	Affordable and reliable solar lighting
Channels	Door-to-door sales, small shop
Customer Relationships	After-sales service, installation guarantee
Revenue Streams	Product sales + installation fees
Key Resources	Panels, batteries, tools, technician
Key Activities	Market visits, installations, repairs
Key Partners	Wholesale suppliers, transport services
Cost Structure	Stock, transport, marketing, tools



Activity 2

Fill in a Business Model Canvas

Description

Students are to:

- Choose a solar business idea.
- Fill in the BMC sections.
- Share with the class.

Legal and Regulatory Requirements

Legal requirements are the rules and procedures you must follow to operate a business lawfully.

In Ghana, the local administrative steps to create a company are as follows:

1. Choose the *type* of company.
2. Decide on company *staff* and *roles*.
3. Appoint *auditors*.
4. Choose a business *name*.
5. Register with the *Ghana Revenue Authority*.
6. Prepare the company's *regulations*.
7. Submit an application to the *Registrar of Companies*.
8. Pay the registration *fees*.
9. Register with the *Ghana Investment Promotion Centre (GIPC)*.
10. Obtain a *GIPC Certificate*.
11. Register with *Other Mandatory Institutions*.
12. Apply for *Special Licenses*.
13. Open a business *account*.
14. Register with the *Data Protection Commission*.
15. Understand *Tax Liabilities*.

Additional Resources on Company Creation in Ghana

Entrepreneurship Guide of Ghana TVET services.

Companies Act, 2019(Act 992), Ghana.

<https://www.usemultiplier.com/ghana/company-registration>

<https://www.lexology.com/library>



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Activity

Write Your Solar Business Vision and Strategy

Description

Students are to:

- Think of a solar product or service they want to offer.
- Write a one sentence vision for that business.
- Identify two strengths and two opportunities in their environment.
- Based on these strengths and opportunities, write three strategies that they would use to build their business.



Lesson 2: Marketing, Sales Strategies and Market Analysis

Market Analysis

Market analysis means studying your target market to understand customer needs, competition, and opportunities. A solar enterprise must study:

- Who their customers are.
- What problems customers face.
- What competitors are doing.
- What product features customers value.
- Which areas are underserved.

After finding answers to these an entrepreneur can begin market-driven planning.

Market-Driven Planning

Market-driven planning means designing your business around real customer needs rather than assumptions. It involves:

- Customer interviews and identifying the pain points of customers.
- Building products and services that solve those pains.
- Prototype and offer testing.
- Setting prices that customers can afford.
- Business Promotion (Marketing and Sales).
- Sales Techniques
- Customer Acquisition and Retention

Prototype and Offer Testing

A prototype is a basic version of your product/service you test with real users before full launch. Prototyping and offer testing involves:

- Offering a small pilot installation.
- Giving sample demonstrations.
- Testing a new pricing model.
- Collecting feedback and making adjustments.

Marketing and Sales (Business Promotion Strategies)

Business Promotion includes:

- Branding (name, colors, reputation).
- Advertising (posters, word-of-mouth, radio, WhatsApp).



- Competitive pricing strategies.
- Promotions (discounts, bundles).
- Demonstrations (showing products at markets).

Sales Techniques

Some effective sales techniques include:

- Asking open-ended questions.
- Handling objections.
- Explaining technical concepts simply.
- Closing a sale with confidence.

Customer Acquisition & Retention

Customer acquisition means gaining new customers while customer retention means keeping them long term. Key strategies involved in successful customer acquisition and retention include:

- Good after-sales support.
- Maintenance reminders.
- Customer follow-ups.
- Referral discounts.

Activity

Conduct a Mini Market Analysis

Description

Students are to:

- Think of ONE target customer (household, farmer, SME, etc)
- Write:
 - The biggest energy problem of their target.
 - A solar solution.
 - An existing competition who provides that solution.
 - The reason why the target customer would choose the competition.
- Identify gaps in the service of the competition.
- Turn those gaps into reasons why their target customer would choose them over the competition.



Lesson 3: Financial Planning and Management

Financial Planning

Financial planning is the process of estimating how much money you need to start and run the business, how much you will earn, and how you will keep your business financially healthy.

Financial Management

Financial management is the process of tracking and controlling money daily to avoid loss or failure.

Financial Aspects of A Business

- Start-up costs
- Operating cost
- Pricing
- Revenue streams
- Profit margins
- Cash flow
- Budgeting
- Bookkeeping
- Accessing funding

Start-Up and Operating Costs

Start-up and operating costs are the expenses a business must pay to begin operating and to keep running.

Start-up costs are one-time expenses needed to start your business. Examples are costs for tools, initial stock, licenses, branding, shop setup, etc.

Operating costs are regular, ongoing expenses needed to run your business. Examples are transport, airtime, salaries, rent, maintenance, marketing costs, etc.

Revenue and Pricing

Revenue is the money a business earns from selling products or services. Revenue Streams include:

- Solar product sales
- installation fees



- maintenance services
- hire-purchase
- PAYG models

Pricing is how you decide the amount you will charge customers. An effective pricing strategy results in a price that:

- covers costs.
- creates profit.
- remains affordable for customers

Note: Price margin is the difference between the selling price and the total cost.

Cash Flow and Management

Cash flow is the movement of money in and out of the business.

Cash flow management ensures the business always has enough money to operate.

Terms to Note

Cash In:

Sales, installation payments, service fees.

Cash Out:

Expenses, stock purchase, transport, salaries.

Positive Cash Flow:

More money coming in than going out (business survives).

Negative Cash Flow:

More money going out than coming in (business struggles).

Budgeting and Forecasting

Budgeting is planning how much you will spend and earn in a certain period.

Forecasting is predicting future sales, costs, and profits.

Some budgeting and forecasting methods include:

- Estimating monthly income & expenses.
- Setting spending limits.
- Predicting next 3–12 months of revenue.
- Preparing for slow seasons or high-demand periods.



Financial Records and Bookkeeping

Financial records track all the money coming in and going out of the business.

Bookkeeping is the process of organizing these records.

Financial records include:

- Daily sales
- Expenses
- Stock/inventory
- Customer payments
- Debts owed by customers
- Receipts and invoices

Good bookkeeping helps you know whether the business is profitable and prevents loss or theft.

Accessing Funding

Accessing funding means finding financial support to start, expand, or sustain your business.

Common funding sources include:

- Personal savings
- Family contributions
- Community savings groups
- Microfinance and loans
- Government or donor grants
- Investors
- Cooperative funding

Activity

Calculate Start-Up Costs for your Solar Business

Description

Students are to list and estimate costs for:

- Tools
- Stock
- Transport
- Business Registration
- Marketing

Students are to calculate how much capital they need for their solar business based on their estimated costs.



Lesson 4: Soft Business Skills

Soft Business Skills

Soft business skills are personal abilities that help entrepreneurs communicate well, manage relationships, solve problems, and run a business effectively. They include:

Communication Skills

Explaining solar systems simply to customers.

Customer Service Skills

Handling complaints politely and providing after-sales support.

Negotiation Skills

Agreeing on prices or payment plans.

Leadership Skills

Managing a small team of technicians or sales agents.

Time Management Skills

Balancing work activities like installations, market visits, and customer calls

Problem-Solving Skills

Fixing unexpected work-related problems like technical or financial issues.

Adaptability

Adjusting a business strategy accordingly when market conditions change.

Activity

Sales Role-Play

Description

Students are to practice selling a solar product to a “customer” who asks questions or raises concerns.



Module 3: Digital Skills for Solar Entrepreneurship

Overview

Introduction

This module introduces learners to the most important categories of digital tools that support solar business operations and practical steps to select the most suitable tools for their solar enterprise.

Objectives

By the end of this module, learners should be able to:

- Define business planning and business management and explain their relationship.
- Identify the essential components of a business plan, including vision, strategy, business model, and legal requirements.
- Apply market-driven planning to design relevant products and services.
- Complete a basic SWOT analysis to assess strengths, weaknesses, opportunities, and threats.

Learning Methodology

This module is taught using presentation materials and interactive links for the activity sessions. There is one activity per lesson in this module which encourages students to use the knowledge acquired in the module practically. This discourages theory-only based learning and empowers application of the lessons in reality.

Structure

This module has the following structure:

- Lesson 1: Digital Tools for Solar Enterprises.
- Lesson 2: Selecting The Right Digital Tool for A Solar Enterprise

Activity

This module has the following activities:

Lesson 1 Activity 1

- Title: "Write Your Solar Business Vision and Strategy"



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Competency Mapping

This module develops:

- Digital tool literacy.
- Online communication competence.
- Digital marketing ability.
- Data and record-management skills.
- Safe and responsible digital practices.



Lesson 1: Digital Tools

Digital tools are software applications, online platforms, or electronic resources that help individuals and businesses communicate, organize work, store information, market products, and complete tasks more efficiently.

These tools can be used on smartphones, tablets, laptops, or computers and are essential for running a modern solar enterprise.

Digital tools play an important role in helping solar entrepreneurs communicate with customers, manage daily tasks, collaborate with team members, and market their products effectively.

By learning how these tools work, solar entrepreneurs can improve efficiency, reach more customers, and provide better services.

Communication Tools

They are tools used to interact with customers, suppliers, partners, and team members. They include:

- WhatsApp (chat, images, voice notes, customer groups)
- Email (Gmail, Outlook)
- Phone/SMS
- Zoom/Google Meet (online meetings)

Solar Businesses use communication tools in:

- Sending product photos
- Answering customer questions
- Scheduling installations
- Receiving feedback

Collaboration Tools

They are tools that help teams work together and share information. They include:

- Google Drive (sharing invoices, proposals)
- Google Docs/Sheets (collaborative editing)
- Trello/Asana (team task tracking)

Solar Businesses use collaboration tools in:

- Team members updating installation schedules.
- Sharing customer records.
- Planning weekly sales and outreach activities.



Productivity Tools

They are tools that help manage time, tasks, and work processes efficiently. They include:

- Calendar apps (Google Calendar)
- To-Do apps (Todoist, Microsoft To Do)
- Note-taking apps (Google Keep, OneNote)
- File organizers

Solar Businesses use productivity tools in:

- Tracking installation appointments.
- Setting reminders for customer follow-ups.
- Keeping notes on stock levels.

Marketing and Analytical Tools

They are tools that help promote the business and understand customer behavior. They include:

- Canva (posters, flyers)
- Facebook/Instagram pages
- WhatsApp status marketing
- Google Analytics

Solar Businesses use marketing and analytical tools in:

- Advertising solar lanterns and systems.
- Posting promotions.
- Tracking post engagement and customer inquiries.

Learning and Development Tools

They are digital tools for continuous learning and skill development.. They include:

- YouTube (solar installation tutorials)
- Online training platforms (Coursera, Udemy)
- Solar manufacturer training apps
- PDF manuals

Solar Businesses use learning and development tools in:

- Training new technicians
- Learning updated installation standards
- Understanding new solar products



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Activity

Digital Tools Identification Exercise

Description

Students are to list one tool they currently use, one tool they want to learn how to use, and how each can help their solar business.



Lesson 2: Selecting The Right Digital Tool for A Solar Enterprise

Not all digital tools are suitable for every business. Solar entrepreneurs need to select tools that match their goals, resources, and customer needs. This lesson introduces practical steps for choosing and using digital tools wisely.

Identify Your Business Need

Before choosing any tool, you must clearly understand what problem you want it to solve. For example, you may need a tool to communicate with customers, manage your records, promote your business, or track your stock. When you know the specific need, it becomes easier to match it with the right tool rather than downloading unnecessary apps.

Check Ease of Use

Choose tools that are simple, user-friendly, and easy to learn. A digital tool should help your work and not make it more complicated. If a tool requires too much training or has many confusing features, it may slow you down. Look for tools with clear instructions, simple layouts, and easy navigation.

Consider Cost

Every entrepreneur must think about cost. Some tools are free, while others require monthly or yearly payments. Solar entrepreneurs should prioritize affordable tools or those with free versions that still meet their needs. Always ask yourself whether the benefits of the tool match the cost.

Ensure Compatibility

Make sure the tool works well on the devices you already own, such as a smartphone or laptop. Compatibility also includes checking whether the tool works well with other apps you use. For example, if it can export files, share links, or store data online. Tools that work across multiple devices make business operations smoother

Look for Local Fit

A good digital tool should work well in your local context. This means it should function even with limited internet, support local payment options like mobile money, and be commonly used in your region. Tools that are popular locally have better community support, tutorials, and real-life examples.



Determine Security and Privacy

A digital tool should keep your business information and customer data safe. Choose tools that protect your records with passwords, encryption, or secure cloud storage. Avoid tools that ask for unnecessary personal information or seem unreliable. Strong security prevents data loss, fraud, or misuse of customer details.

Note: This point is very crucial as these tools may be used to handle customer and business data.

Activity

Choose One Tool for Your Solar Business

Description

Students are to select a tool and explain why it is suitable using the 6 criteria above.



Module 4: Project and Business Development

Overview

Introduction

This module helps learners understand how a business grows from an informal idea into a fully established, well-managed, and investor-ready enterprise. It focuses on business formalization, building capacity, and understanding how to attract investors and secure investment capital.

Objectives

By the end of this module, learners should be able to:

- Understand what business formalisation means and identify the key steps required to move from an informal to a formal solar enterprise.
- Describe the components of business capacity and assess the strengths and gaps within their own business idea.
- Explain what investor readiness means and identify the documents, structures, and systems investors expect to see.
- Identify different types of investment capital and understand how they support business growth

Learning Methodology

This module is taught using presentation materials and interactive links for the activity sessions. There is one activity per lesson in this module which encourages students to use the knowledge acquired in the module practically. This discourages theory-only based learning and empowers application of the lessons in reality.

Structure

This module has the following structure:

- Lesson 1: Business Formalization
- Lesson 2: Business Capacity
- Lesson 3: Investor Readiness and Investment Capital

Activity

This module has the following activities:

Lesson 1 Activity

- Title: "Create a Simple Formalisation Checklist"



Lesson 2 Activity

- Title: "Business Capacity Gap Assessment"

Lesson 3 Activity

- Title: "Investor Readiness Checklist"

Competency Mapping

This module develops:

- Business formalisation understanding.
- Organisational capacity building skills.
- Investor readiness competence.
- Financial and documentation preparation.
- Strategic growth and development thinking.



Lesson 1: Business Formalization

Business Formalization

Business formalisation is the process of moving a business from an informal stage to a recognized, structured, and legally compliant enterprise.

It involves establishing internal systems (vision, governance, management, documentation) and meeting external requirements (legal registration, permits, tax compliance).

It includes two broad areas:

Internal Formalization

These are the structures and systems inside the business, such as:

- Business mandate
- Vision and mission
- Organisational structure
- Governance and management system
- Policies and procedures (HR, finance, safety, procurement)
- Record-keeping systems
- Operational systems (production, service delivery, quality control)
- These internal elements ensure the business has direction, order, and consistency.

External Formalization

These are the official legal and regulatory requirements, including:

- Business registration (we treated this in Lesson 1 of Module 2)
- Licenses and permits
- Tax identification numbers
- Banking accounts
- Compliance with industry regulations (solar standards, safety codes)
- Contracts and legal documents

Formalisation may sometimes require the support of lawyers, accountants, and consultants – but many steps can be learned by the entrepreneur or obtained through pro bono services.

Why Business Formalization Matters

- It increases trust and credibility.



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- It opens access to loans, grants, and investment.
- It improves organisation, planning, and long-term survival.
- It shows seriousness beyond selling a product

Activity

Create a Simple Formalisation Checklist

Description

Students are to list 5 internal and 5 external steps they must complete to move their solar business from informal to formal.



Lesson 2: Business Capacity

Business Capacity

Business capacity is the ability of a business to deliver its products or services effectively and consistently through proper systems, structures, skilled people, and adequate resources.

It shows whether a business has what it needs to fulfil its mission and serve customers reliably. Capacity comes from four main areas:

Human Capacity

Skills, experience, training, and leadership. For example technicians, administrators, salespeople.

Social Capacity

Networks, partnerships, customer relationships, community trust.

Financial Capacity

Cash flow, capital, savings, access to credit or funding.

Operational Capacity

Systems, tools, processes, technology, equipment.

Note: A business must build capacity in all these areas to grow and remain competitive

What Happens When Business Capacity is Insufficient?

When business capacity is insufficient businesses may struggle with:

- Poor customer service.
- Delayed installations.
- Inability to meet demand.
- Low product quality.
- Poor financial decisions.

Capacity can be upgraded by:

- Hiring skilled workers.
- Purchasing equipment.
- Training staff.
- Improving systems.



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Activity

Capacity Gap Assessment

Description

Students are to

- Assess the current capacity of their solar business (or idea) in the four areas: human, operational, financial, social.
- Write one gap and one improvement for each.



Lesson 3: Investor Readiness and Investment Capital

Investor Readiness

Investor readiness is the stage where a business has the structures, documents, systems, financial records, and organisational capacity needed to attract investors.

Investors want to see that a business is both well-organised internally and compliant externally.

What Investors Look For In An Enterprise

Legal and Regulatory Compliance

- Business registration
- Tax documents
- Licenses
- Contracts

Organisational Structure

- Governance
- Management
- Staff roles
- Accountability systems

Financial Documentation

- Business plan
- Budget
- Cash flow statements
- Financial records
- Projections
- Audit reports

Physical and Operational Capacity

- Tools and equipment
- Office or workshop
- Inventory system
- Reliable production/service capability

Business Strengths

Investors may be attracted by:

- A unique product or service
- Growing customer demand



- Strong profitability
- Environmental and social impact
- Good governance

Investment Capital

Investment capital is money provided by investors to help a business grow, expand production, or enter new markets.

Capital may be:

- Equity (ownership share)
- Loans (debt)
- Grants
- Community contributions
- Cooperative funding

How Investment Capital Works

1. Investors evaluate the business

They check whether the business is investor-ready.

2. Investors offer capital

Depending on the business type and agreement, they offer capital.

3. The business uses capital

The business uses capital for production, expansion, operations, or assets.

4. Investors expect returns

Profit sharing, interest, equity growth, or social impact.

Activity

Investor Readiness Checklist

Description

Students are to identify ten things their business must prepare before approaching an investor.



Module 5: Solar Industry Relations and Networking

Overview

Introduction

The solar energy sector is expanding rapidly across Africa and creating new opportunities for skilled workers, entrepreneurs, and training institutions. However, a significant gap remains between the skills taught in many TVET institutions and the real needs of the solar industry. This module helps learners understand current solar energy trends, the importance of industrial attachment and apprenticeship, and how effective networking and partnerships can close the gap between education and industry. By understanding these relationships, learners can better position themselves for employment, collaboration, and long-term success in the solar sector.

Objectives

By the end of this module, students should be able to:

- Explain current trends and changes in the solar energy industry, both globally and locally.
- Understand the skills gap between TVET institutions and the solar labour market, and how it affects employment.
- Describe the role of apprenticeship and industrial attachment in preparing learners for real-world solar energy work.
- Identify ways to strengthen collaboration between TVET institutions and the solar industry.
- Apply basic networking and partnership-building skills to connect with employers, industry actors, and support institutions.
- Recognise the value of industry relationships for gaining experience, improving employability, and supporting business growth.

Learning Methodology

This module is taught using presentation materials and interactive links for the activity sessions. There is one activity per lesson in this module which encourages students to use the knowledge acquired in the module practically. This discourages theory-only based learning and empowers application of the lessons in reality.

Structure

This module has the following structure:



- Lesson 1: Solar Energy Trends and Outlook
- Lesson 2: Apprenticeship and Industrial Attachment
- Lesson 3: Networking and Partnership Building

Activity

This module has the following activities:

Lesson 1 Activity

- Title: "Solar Skills Gap Reflection"

Lesson 2 Activity

- Title: "Apprenticeship Gap Analysis"

Lesson 3 Activity

- Title: "Networking Role-Play"

Competency Mapping

This module develops:

- Industry trend awareness.
- Workplace readiness and apprenticeship skills.
- Industry-education collaboration understanding.
- Professional networking ability.
- Partnership-building competence.



Lesson 1: Solar Energy Trends and Outlook

Introduction

The solar energy sector is growing rapidly across Africa and around the world. Falling technology costs, rising demand for clean energy, unreliable national grids, and the push for sustainable development are driving expansion. However, despite these opportunities, there is a major gap between what the industry needs and what many TVET institutions currently teach. Understanding these trends helps prepare for real job requirements and future business opportunities.

Solar Energy Trends (Global and Local)

- Solar is now the fastest-growing energy source worldwide.
- Reduced cost of panels and batteries is making solar more accessible.
- Africa is experiencing growth in:
 - Solar home systems
 - Mini-grids
 - Productive-use solar (pumps, fridges, agro-processing)
 - Commercial/industrial rooftop solar
- Donors, governments, and private companies are increasing investment.

Solar Labour Market Needs

The industry needs:

- Skilled technicians
- Sales agents
- System designers
- Installers
- Maintenance technicians
- After-sales service providers
- Digital PAYG support staff
- Project managers

Note: Most companies say they struggle to find adequately trained workers.



TVET–Industry Mismatch

There is a large gap between:

what the industry needs and what TVET institutions teach

Why this mismatch exists

- Solar technology evolves faster than training curricula.
- Few instructors have industry experience.
- Industry players train their workers on-the-job.
- TVET equipment may be outdated.
- TVET institutions rarely collaborate with solar companies.

This mismatch contributes to **unemployment after graduation** despite available solar job opportunities.

Solar Outlook: Opportunities for Students

- Increasing demand for technicians.
- Growth of solar entrepreneurship.
- Expansion of productive-use technologies.
- More donors and government projects.
- Higher need for digital and PAYG skills.
- Rising energy security concerns.
- Shift to green jobs.

“Learners who build strong industry relationships gain better access to apprenticeships, jobs, and project opportunities.”

Activity

Solar Skills Gap Reflection

Description

Students are to answer:

- What solar job roles exist in your country?
- Which skills do solar companies commonly need?
- Which skills do TVET institutions often fail to teach?
- How does this affect employment?



Lesson 2: Apprenticeship and Industrial Attachment

Introduction

Apprenticeship and industrial attachment are essential for bridging the gap between classroom learning and real solar industry requirements. They allow learners to gain hands-on experience, understand workplace expectations, and build confidence. However, because TVET institutions have not fully aligned with industry needs, apprenticeship opportunities remain limited.

What Is Apprenticeship?

Apprenticeship is a structured learning experience where a learner works under an experienced solar technician or company to gain practical skills..

What Is Industrial Attachment?

Industrial attachment is a short-term placement in a solar company where learners observe operations, assist with tasks, and develop work readiness.

Why Apprenticeship Is Important

Apprenticeship:

- Builds practical installation and troubleshooting skills.
- Helps learners understand real customer needs.
- Builds technical confidence.
- Exposes learners to workplace culture and standards.
- Provides direct experience with tools, systems, and safety procedures.
- Helps learners connect with employers and mentors.

Challenges Today (The Reality)

- Few TVET schools teach solar adequately
- Many institutions lack partnerships with solar companies
- Industry trains its own workers on the job
- Companies have limited capacity to take trainees
- High demand but low availability of placements
- Mismatch between school schedules and industry needs



What TVET Institutions Can Do To Close the Gap

- Create formal partnerships with solar companies.
- Update curricula with industry input.
- Invite companies to train instructors.
- Organise student job fairs.
- Provide equipment that reflects real industry tools.
- Introduce dual training (school + industry)

What Solar Companies Can Do To Close the Gap

- Accept more trainees
- Provide mentorship and demonstrations
- Offer factory or field visits
- Participate in curriculum development
- Provide feedback to schools regularly

What Learners Can Do To Close the Gap

- Seek attachment opportunities actively
- Join solar associations or forums
- Build networks early
- Present themselves professionally
- Use digital tools to find opportunities

Activity

Apprenticeship Gap Analysis

Description

Students are to list:

- One barrier to getting an apprenticeship opportunity..
- One way TVET can reduce this barrier.
- One action they personally can take to increase their chances.?



Lesson 3: Networking and Partnership Building

Introduction

Networking and partnership building are essential for connecting TVET institutions, students, employers, solar companies, and other stakeholders. Strong relationships help close the skills gap, support apprenticeships, improve employment, and strengthen the overall solar ecosystem.

Networking

Networking is building and maintaining relationships with people or organisations that can support learning, employment, business, or project growth.

Partnership

Partnership building involves creating formal or informal collaborations between stakeholders to achieve shared goals.

Why Networking Is Important in the Solar Sector

- Access to apprenticeship and job opportunities.
- Knowledge sharing.
- Easier access to suppliers, technicians, and experts.
- Improved industry-school collaboration.
- Better visibility for entrepreneurs.
- Higher trust and credibility.
- Opportunities for joint projects.

Types of Solar Industry Networks

- Solar companies and installers.
- NGOs and donor organizations.
- Renewable energy associations.
- Government energy agencies.
- TVET institutions.
- Suppliers and distributors.



- Financial institutions supporting green energy

Partnership Building Between TVET and Industry

Who Should Take the Initiative?

Both TVET and industry share this responsibility. However, TVET institutions should take the first step because:

- They prepare learners for the labour market.
- They know their learners' needs.
- Industry is often busy and focused on contracts.

How They Can Improve Relations

- Joint training programs.
- Curriculum advisory boards.
- Instructor upskilling by industry.
- Student industrial visits.
- Apprenticeship agreements.
- Co-development of training modules.
- Job fairs and exhibitions.
- Shared facilities and equipment

Solar Entrepreneur Networking Skills

Below are some skills to practice in order to succeed in networking:

- Introducing oneself professionally.
- Using platforms like LinkedIn, WhatsApp groups.
- Speaking at events and workshops.
- Asking for mentorship.
- Maintaining relationships respectfully.
- Offering value, not only requesting help.

Activity

Networking Role-Play

Description

Students are to pair up and practise introducing themselves to a solar company representative, stating:

- Who they are.



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- Their skills/interests.
- What opportunity they are seeking (attachment, job, mentorship).

Module 6: Solar Entrepreneurship Sustainability

Overview

Introduction

Sustainability is an essential part of modern solar entrepreneurship. As solar businesses grow, entrepreneurs must understand both the positive and negative impacts of their activities on society and the environment. Beyond digital transformation, solar enterprises must also undergo a Green Transition, that is, developing products and services that reduce environmental harm, support communities, and promote long-term responsible business



practices. This module helps learners understand how sustainability should guide the planning, implementation, and control of solar business operations.

Objectives

By the end of this module, learners should be able to:

- Define sustainability in the context of solar entrepreneurship.
- Identify the positive and negative environmental and social impacts of solar businesses.
- Explain why the green transition is important for the future of solar enterprises.
- Suggest practical ways to reduce negative impacts and strengthen sustainable practices.
- Use simple sustainability frameworks to evaluate a solar business.

Learning Methodology

This module is taught using presentation materials and interactive links for the activity sessions. There is one activity per lesson in this module which encourages students to use the knowledge acquired in the module practically. This discourages theory-only based learning and empowers application of the lessons in reality.

Structure

This module has the following structure:

- Lesson: Solar Entrepreneurship Sustainability

Activity

This module has the following activities:

Lesson Activity

- Title: "Sustainability Impact Discussion"

Competency Mapping

This module develops:

- Sustainability awareness.
- Social and environmental impact understanding.
- Responsible operational decision-making.
- Green business practices.
- Ethical and community-focused thinking.



Lesson 1: Sustainability in Solar Entrepreneurship

Sustainability in Solar Entrepreneurship

Sustainability in solar entrepreneurship refers to designing, operating, and growing a business in ways that have positive long-term environmental and social impacts while reducing any negative effects of the business's activities.

It focuses on:

- Environmental responsibility.
- Social well-being.



- Ethical, responsible business practices.
- Long-term economic viability.

Why Sustainability Matters in Solar Businesses

Although solar energy is cleaner than fossil fuels, solar enterprises can still create environmental and social risks if not managed properly. Sustainability ensures:

-
- Responsible handling of batteries and electronic waste.
- Safe installation and disposal practices.
- Fair labour practices.
- Community empowerment.
- Long-term health of the business and environment.

“Sustainability aligns solar businesses with global energy goals and strengthens trust with customers, partners, and investors.”

Sustainability in the Business Lifecycle

Sustainability must be included in every stage of the business. From:

Conception

Choosing eco-friendly products, thinking about energy access needs, selecting responsible suppliers.

Planning

Planning for waste management, recycling, safe installations, and ethical practices.

Implementation

Using safe methods, training staff, ensuring customer safety.

Control and Monitoring

Checking waste disposal, tracking environmental performance, ensuring social fairness, and improving practices.

Positive Social & Environmental Impacts of Solar Businesses

Environmental Positives

Solar Businesses:



- Reduce fossil fuel use.
- Cut carbon emissions.
- Improve air quality.
- Support climate change mitigation.
- Reduce pressure on forests (less firewood use).

Social Positives

Solar Businesses:

- Provide clean, safe lighting.
- Improve education through lighting at night.
- Enhance safety and security.
- Expand economic opportunities.
- Support productive use (pumps, refrigeration, agro-processing).
- Create green jobs.

Negative Impacts of Solar Businesses

Even though solar energy is green, negative impacts can occur:

Environmental Negatives

- Improper disposal of batteries.
- Toxic leakage from old or damaged batteries.
- E-waste from panels, lights, and inverters.
- Land use concerns for large solar farms.
- Packaging waste.

Social Negatives

- Low-quality products causing accidents or fires.
- Poor installation practices leading to customer harm.
- Unfair labour practices in informal solar markets.
- Misinformation from untrained installers.
- Exclusion of women or underserved groups.

These must be addressed to maintain responsible solar entrepreneurship.

How to Reduce Negative Impacts

Environmental Solutions

- Partner with certified battery recyclers.
- Promote buy-back programs for used batteries.
- Educate customers on safe battery handling.
- Sell quality products that last longer.
- Reduce packaging waste.



- Follow national e-waste guidelines.

Social Solutions

- Train staff on safe installation practices.
- Provide accurate product information.
- Offer warranties and after-sales service.
- Ensure fair labour practices.
- Include women and youth in opportunities.
- Build trust through transparency.

Business Solutions (Green Transition)

- Adopt sustainability policies.
- Choose suppliers with eco-friendly practices.
- Periodically review environmental and social risk.
- Use sustainability frameworks like ESG, SDGs, or Environmental Impact Checklists.

Activity

Sustainability Impact Discussion

Description

Divide learners into two groups:

- Group A: Identify positive impacts of solar businesses.
- Group B: Identify negative impacts and propose one solution for each.
- Each group is to present their findings.

Closing Statement

The modules outlined in this toolkit reflect the core competencies required to prepare learners for meaningful participation in the solar energy sector. By supporting business development, digital readiness, sustainability awareness, and industry collaboration, this toolkit strengthens the link between training institutions and labour market needs, ensuring more effective and sustainable outcomes for learners, institutions, and communities.