

60 Decibels

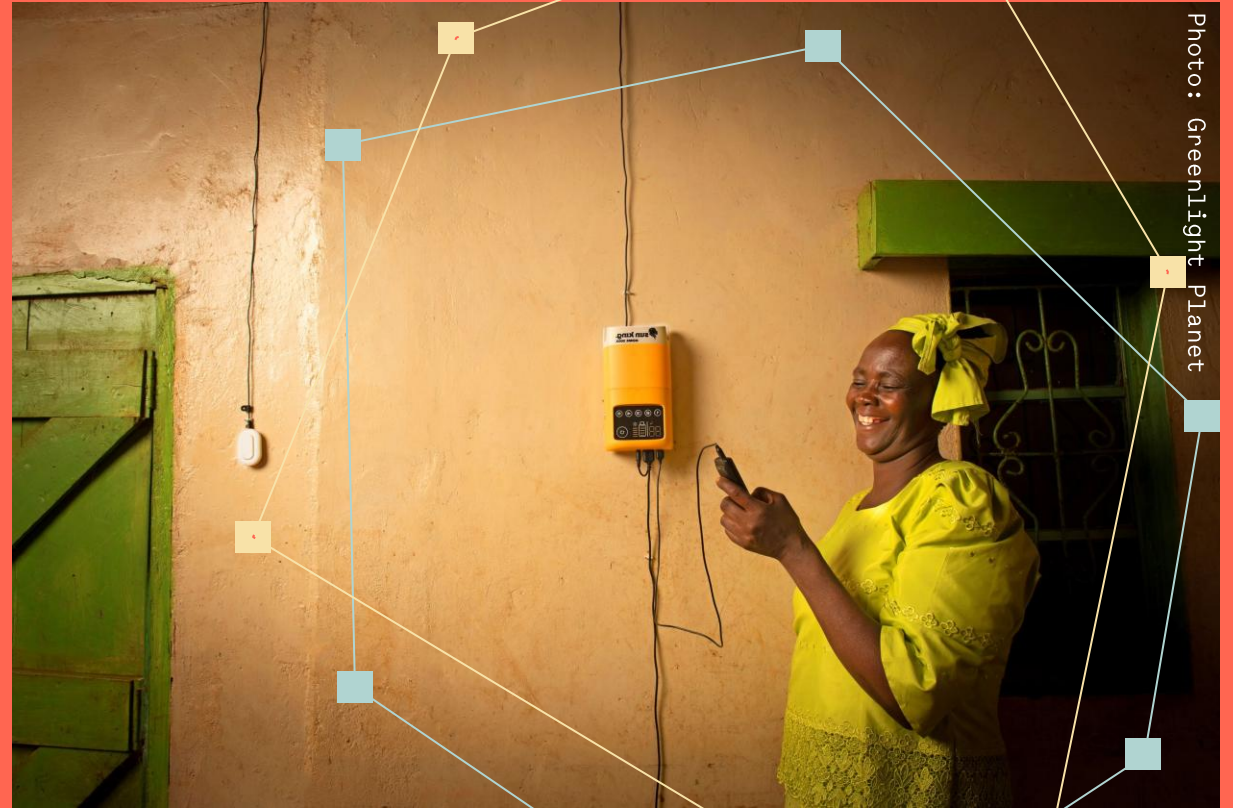
2025 Energy Initiative

This project is funded with UK aid from the UK government via the Transforming Energy Access platform.



Transforming
Energy
Access

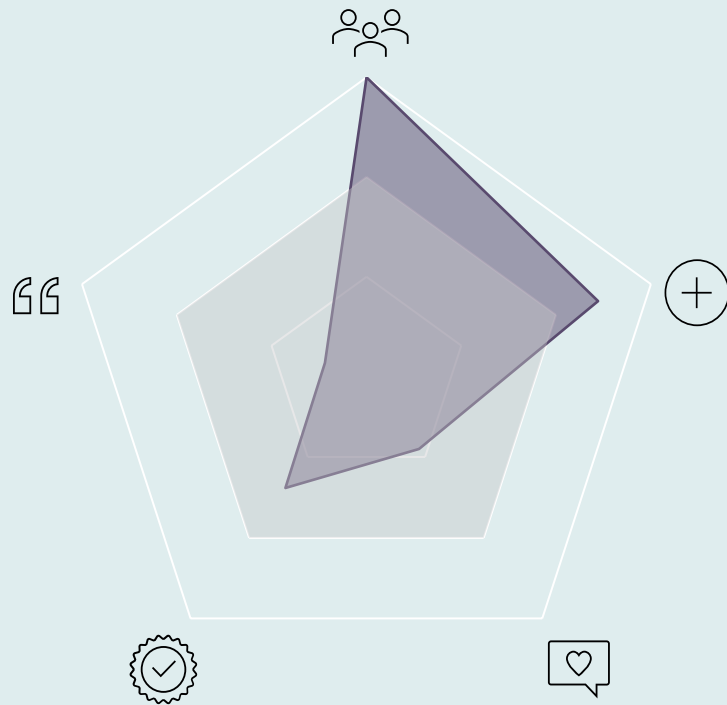
Sign up and learn more, during our webinars
Sept 9th and Sept 18th at 12:30 PM UK Time.



The 60 Decibels Energy Initiative

Imagine this...

Being able to visualise the impact of your energy product/service and how it compares to peers across dimensions of access, impact and experience.



Key*



Customer Profile

Who does your energy product/service reach?



Customer Impact

How does your energy product/service impact your customers' lives?



Customer Satisfaction

How satisfied are your customers?



Challenge Rate

What proportion report challenges with their energy product/service?



Climate Resilience

Are your customers more/less resilient to climate shocks?



60 Decibels Benchmark – equalised to 100%



Example Company performance across outcomes

* Additional dimensions include Productive Usage, Consumer Protection, Disability Profile, and Prior Sources of Energy.

Eligibility Criteria

If you fall into any of these criteria, you are eligible to apply. Organizations that qualify for multiple criteria will be given priority.

- **Recipient of TEA Funding**
- **Women-led***
- **Locally-owned***
- **Operating in hard-to-reach markets***
- **Delivering nascent products/services***
- **Have not done a 60 Decibels study in the past**
- **Feasibility of Phone Interviews with Customers***

* Refer to [the appendix](#) for a more detailed list of eligibility criteria.

How We Work



Data Built by Listening

Who knows your impact best?
The people who experience it.
That's why we listen to them
directly to understand what they
say is happening in their lives.



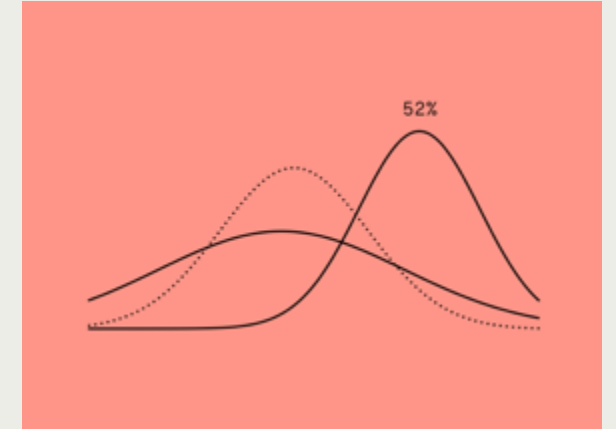
Speedy & Standardized

Most impact measurement is
either too complex to be scalable
or too simple to be useful.
Ours is a fine-tuned approach: 15-
minute, standardized surveys built
for replication and comparability.



By Phone, in Local Languages

Nothing gets to the root of impact
better than a direct conversation.
Our Research Assistants speak by
phone or in-person, in local
languages, to the people you
impact.



Benchmarked Impact Performance

Our standardised question sets
power the world's largest social
performance dataset, providing
reliable, comparative benchmarks
for energy solutions across
geographies.

No Burden, All Value

By speaking directly and respectfully to your customers, we provide actionable insights that will help you understand your impact and grow your business.

● Value to you

Learn about your value proposition from the perspective of your customers, the impact of your products on their lives, and your customers' income profile.

We'll also benchmark your performance to similar companies.

These results can be used to:

- > Evidence impact
- > Support further innovation
- > Understand your customers
- > Support further investment

● What you will receive

- > Online dashboard synthesizing findings
- > PDF report with insights
- > Follow-up support from the 60 Decibels team to interpret key findings and identify opportunities for action

How We Do It



Our team conducts phone with trained enumerators to collect data across a sample of your customers.

Our surveys gather quantitative and qualitative data through tried and tested questions. We aim for it to feel like a conversation.

We take care of all the complexities: survey design, sampling, statistical significance, data analysis, benchmarking etc.

For details regarding how we store your data read our [FAQs](#) and [Terms of Service](#) documents.

Core Components of Your 60dB Project

Methodology	Interviews will be conducted via phone calls by 60 Decibels’ trained enumerators who are recruited, trained, and managed directly by our team. Surveys last 15 to 20 minutes, and we always survey respondents in their local language.
Sample	Once we receive a list of customer contacts, we will randomly select our sample of respondents to call using a rigorous sampling method to make sure that our data and results are statistically representative of the customer base. We set a target sample size per organization (based on population of customers served) which will allow us to achieve a 90% confidence level with a 5% margin of error.
Questions	31 questions, with the option to include more, consisting of 60dB Off-Grid Energy indicators to enable benchmarking. Key dimensions covered are profile and inclusivity, satisfaction and experience, and impact.
Timing	10 - 12 weeks from onboarding and receiving customer contacts.
Deliverables	<ul style="list-style-type: none">> Private online dashboard of results> PDF report with insights

We look forward to learning together

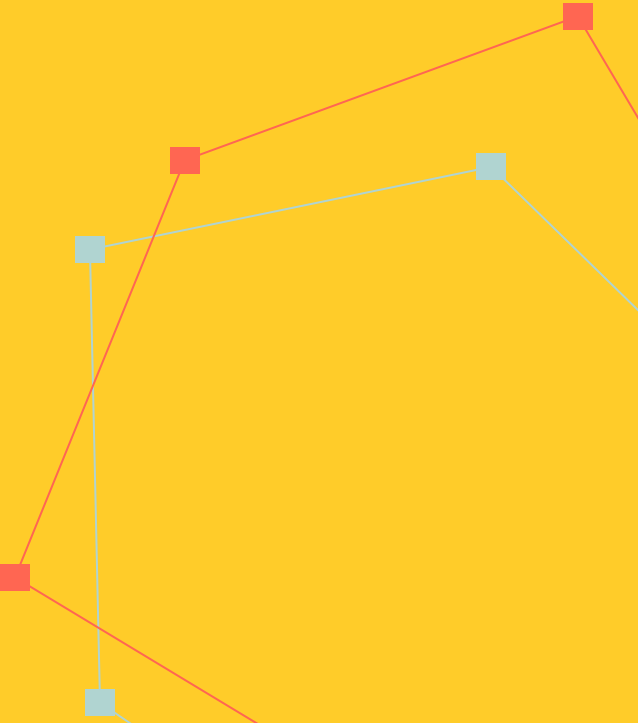
Sign up for the
webinar here:

[Sept 9th](#) and [Sept 18th](#)



For queries, email:
insights@60decibels.com

Appendix



Eligibility Criteria: Further Details

Criteria	Definition
Women led	51% or more of the company’s Board and/or Leadership are women
Locally owned	Three categories of which applicants must meet two of the following: > Operational location: based in any of the target regions / countries. > Founding/ownership: over 51% ownership/founding by citizen* of the country of operations. > Networks and support: is a network or organisation which provides support to autonomous national/regional network/organisations; supports and delivers to indigenous peoples/communities; supports and delivers to refugees, migrants and forced displaced persons.
Operating in hard-to-reach markets	> Countries having below-average electrification rates and high poverty levels. > Countries categorized as Least Developed Countries (<u>LDCs</u>) by the United Nations > Companies whose core business is the distribution and sale of beneficial products to households that are low income and/or remote > You can refer to hard-to-reach markets on slides 10 and 11
Delivering nascent products/services	> Solar home systems and lanterns, clean-cooking, mini-grids, appliances. > For more details refer to slide 12
Feasibility of phone interviews with customers	> Customers of the company have access to a mobile phone and live in areas where there is network connection. > The company has access to and is able to share contact details of customers.

* Citizen could also be diaspora citizen / refugee, migrant or forced displaced person/indigenous people/communities

Hardest-to-reach markets (1/2)

We used references from sector bodies to align with which markets are determined are hardest to reach.

Sub-sector	Source(s)	Countries	Rationale	Reference
Off grid energy	IEA 2020 World Energy Outlook	Bangladesh Benin Burkina Faso Burundi Chad Democratic Republic of the Congo Ethiopia Guinea Guinea-Bissau Lesotho Malawi Mozambique Niger Pakistan Sierra Leone Somalia Togo Uganda Zambia Vanuatu Solomon Islands Papua New Guinea	Electrification rates below the regional average and high poverty levels. Considered LDCs	World Energy Outlook 2020 – Analysis - IEA

Hardest-to-reach markets (2/2)

We used references from sector bodies to align with which markets are determined are hardest to reach.

Sub-sector	Source(s)	Countries	Rationale	Reference
Humanitarian contexts	Global Platform for action	Any	Low rates of electrification	GPA_report_Executive_Summary_screen.pdf
Last Mile Distribution	Practical Action	Any	Companies whose core business is the distribution and sale of beneficial products to households that are low income and/or remote – who play a critical role in creating markets for beneficial products in low and middle-income countries. Self identification.	Meeting the energy needs of the ‘last mile’ - Practical Action

Emerging Technologies Market

We used references from sector bodies to align with which technologies and markets are determined as nascent.

Sub-sector	Source(s)	Countries	Rationale	Reference
Solar home system and lantern	GOGLA	Angola, Burundi, Central African Republic, Chad, Congo, Democratic Republic of Congo, Gambia, Guinea, Haiti, Madagascar, Mauritania, Mozambique, Namibia, Niger, Pakistan, Sudan, South Sudan, Yemen, Zimbabwe		https://documents1.worldbank.org/curated/en/099235110062231022/pdf/P175150063801e0860928f00e7131b132de.pdf (page 79)
Cooking	Clean Cooking Alliance	Not: Kenya, Uganda, Ethiopia	The East Africa region (specifically, Kenya, Uganda, and Ethiopia) accounted for 73% of total investment in 2020.	https://cleancooking.org/wp-content/uploads/2022/05/CCA-2022-Clean-Cooking-Industry-Snapshot.pdf (page 46)
Mini-grids	UNDP, Mini-Grids Partnership, Energypedia	The whole market is considered nascent... Most progressed in: China, Nepal, India, Vietnam, Sri Lanka.		https://minigrids.org/about/ https://www.undp.org/energy/our-flagship-initiatives/africa-minigrids-program https://energypedia.info/wiki/Mini_Grids#:~:text=Despite%20the%20opportunities%20with%20mini,%2D1000%20mini%2Dgrids%20each
Appliances	CLASP/Efficiency for Access	The whole market is considered nascent...		https://www.clasp.ngo/research/all/the-state-of-the-global-off-grid-appliance-market/