**Kenya’s Off-Grid Sector**

**Narrative:**
Kenya is the most mature off-grid market and the birthplace of the pay-as-you-go solar business model which has allowed off-grid solutions to reach thousands of rural low-income households. Kenya continues to be an example to other countries around the world due to its progressive National Electrification Strategy 2018 which incorporated off-grid solutions as part of the energy mix to reach 100% electrification by 2022. The Kenya Off-Grid Solar Access Program (KOSAP) launched in November 2018 has further entrenched Kenya’s lead in off-grid as it targets 14 underserved counties which are sparsely populated and unlikely to be connected to the grid in entirety. The off-grid population in the region is 850,000 households.

**Total Population:** 49,699,826
(World Bank, 2017)

**Off-grid Population:** 17 Million

**Population Density:**
- 2015: 79.2 people/Km²
- 2019: [Image]

**Mobile money use:** 75.9%
(World Bank Financial Inclusion index 2017)

**Poverty Headcount Ratio:** 36.8%
in 2010
(World Bank)

**Rural Electrification Rate:** 50%
(World Bank, 2016)

**Government Target for Universal Access to Electricity:** 100% by 2022

**Pay-As-You-Go Attractiveness Index**
(IFC Lighting Global 2018)

**Sales (pico & SHS (GOGLA))**

**Increased access to reliable energy for poor and vulnerable people.**