In Haiti—the poorest country in the Western hemisphere with one of the lowest levels of electrification in the world—REMMP is working with Sogexpress, a leading Haitian money transfer organization, to strengthen and scale sales of clean energy products through its agent network in Haiti as well as through its international remittances platform.

REMMP in Haiti aims to expand access to clean energy products among poor and low-income households in two distinct ways. First, by selling clean energy products within Haiti, through Sogexpress’ retail stores and via its existing network of more than 1,000 street agents that sell phone air time cards. This component promotes clean energy sales while improving the income opportunities of street agents who distribute these energy products thanks to supplier credit they can access from Sogexpress to finance their inventory.

**FIGURE 1. Consignment model**

1. **SOGEXPRESS HEADQUARTERS**
   Approval of street agent application for consignment

2. **DISTRIBUTION CENTER TEAM**
   Provides solar products on consignment to street agents
   * Sales Managers & Sales Agents

3. **STREET AGENTS**
   Promote solar products to customers

4. **CLIENTS**
   Buy the solar products

5. **STREET AGENTS**
   Return the money or unsold goods within 72 hours

**HAITI**

**Haiti at a Glance**

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<tbody>
<tr>
<td><strong>Population</strong></td>
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<tr>
<td>10.7 MILLION</td>
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<tr>
<td>7.5 MILLION</td>
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<td>2.2 BILLION</td>
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**HAITI AT A GLANCE**

- Population: 10.7 million
- Rural Population: 41%
- People without access to electricity: 7.5 million (71%)
- Annual remittances: 2.2 billion (24.7% of GDP)

**HAITI**
The second component of the REMMP program in Haiti is sales via Sogexpress’ innovative remittances platform, KlereAyiti (“Light up Haiti”). KlereAyiti uses the Western Union Quick Pay platform to enable consumers to make payments in over 174 countries around the world via participating agent locations. A dedicated website allows senders living abroad to pre-order the solar light kit of their choice to send to a family member back home and use their order number to complete payments at participating Western Union Agent locations around the world.

**Targets for 2017 and Achievements to Date**

Under REMMP the targets included sales of 75,000 clean energy products, recruitment of 1,000 street agents and extensive awareness building campaigns in both Haiti and the United States. To date, over 82,000 clean energy products have been sold, awareness raising efforts have reached over 6 million Haitian diaspora members and 6 million people living in Haiti via TV, radio, social media, and street marketing events.

**FIGURE 2. Remittances model**

1. Haitians living in diaspora make an order on klereayiti.com

2. Money sent via Western Union QuickPay by diaspora members

3. Sogexpress receives notification of payment from WU, along with the family member’s information, and delivers the product to the closest Sogexpress location for pick up

4. Recipient picks up the product in one of the 60 locations in Haiti

This country fact sheet is a core offering under the Renewable Energy Microfinance and Microenterprise Program (REMMP), which is implemented by Arc Finance and funded by the US Agency for International Development (USAID). The central goal of REMMP is to increase access of underserved populations to clean energy products to improve livelihoods and quality of life, while minimizing climate-damaging emissions.

For more information, please visit: [www.arcfinance.org/learn](http://www.arcfinance.org/learn) | [www.arcfinance.org/projects/remmp](http://www.arcfinance.org/projects/remmp)