



## Video Release

### **WATCH: How to Use the Malawi Route-to-Market Geospatial Enabled Tool for Solar Home System Companies**

As part of the USAID Solar Home System (SHS) Kick-Starter Program for Malawi the USAID Southern Africa Energy Program (SAEP), a Power Africa initiative, has developed a **Route-to-Market (RTM) Database** that brings together geospatial data and techniques to map population, density, electrification and road infrastructure data. To tackle the low electricity access rate in Malawi, the RTM geospatial tool is part of a series of initiatives centered on the USAID SHS Kick-Starter Program for Malawi to support the off-grid sector and spur private sector investment in electricity delivery.

#### **RTM Tool Benefits**

- Helps identify high **potential geographic markets** in Malawi for expansion
- Enables **easy navigation** for targeted views
- Supports efficient delivery of products for **increased sales**

#### **How to Use the Tool**

USAID SAEP has developed a four-part video tutorial to show SHS companies how to use the data and visualization tool and provide the opportunity for users to develop use case scenarios to identify new markets and make other business decisions.

#### **Background to RTM Support**

In September 2018, USAID SAEP developed an RTM database for Malawi, building on a geospatial tool developed in Zambia for SHS companies. The database brings together different factors that SHS companies typically use to prioritize geographic target areas, at both the district and the village levels. Providing this information in a consolidated and digestible way to companies can help them finetune their market expansion strategy by targeting the areas with the highest potential, and then locating their service centers and selecting sales agents in or close to those areas. The RTM database pulls together several data sources, including population size, population density, distance from Lilongwe and other major cities, income levels, mobile activity and agricultural activity.

The goal of the Malawi SHS support is to **enable SHS companies to accelerate their expansion and to improve their operations**, and thereby help to raise Malawi's electricity access rate.

#### **Resources**

- For an overview of the RTM tool, click [here](#)
- To access the RTM data for Malawi, click [here](#) and download the Google Earth file [here](#)

- To watch the four-part video tutorial:
  - Part 1 – Welcome and Introduction (click [here](#))
  - Part 2 – Overview and Approach: Section 1 – Data Source (click [here](#))
  - Part 2 – Overview and Approach: Section 2 – Tools (click [here](#))
  - Part 3 – Use Cases; and Part 4 – References (click [here](#))
- For assistance with the tool or to request operational support, contact USAID SAEP at [malawi@southernafricaenergy.org](mailto:malawi@southernafricaenergy.org)

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*The USAID Southern Africa Energy Program is a five-year initiative to improve access to energy and increase power generation in Southern Africa. It is a part of Power Africa, a U.S. government-led initiative launched in 2013, aimed at increasing electricity access in sub-Saharan Africa by adding more than 30,000 megawatts of electricity generation capacity and 60 million new connections by 2030.*

USAID Southern Africa: <https://www.usaid.gov/powerafrica/>