**Maasai in Tanzania are testing Swedish HiNation solar charger**
**Swedish company HiNation AB recently received funding from Swedish Agency for Economic and Regional Grow program Demo Environment to test HiNation HiLight, a 100% solar powered portable, compact, mobile charger and lamp. The company was this autumn in Tanzania to test the product with Maasai communities, schools, health clinics and tourist lodges lacking access to electricity.**- In Tanzania, only 3 percent of the rural population has access to electricity. To charge a cell phone can cost almost a dollar (USD). In addition, you might have to walk 10-20 km to the nearest charging spot. As a result, charging of mobile phones is today a major spending item in the budget of many families. With HiNation HiLight, we can turn this problem into a revenue opportunity, says Linda Krondahl, CEO of HiNation AB.

Africa has over 500 million mobile phone users, the majority of whom lack access to electricity. HiNation HiLight provides 20 hours of light, or at least three mobile charges from 10 hours of sunshine. For users in emerging markets, HiLight reduce costs for kerosene and mobile charging, while creating opportunities for an additional income by charging of mobile phones to its surroundings.

- Additional important benefits of the HiLight are not as easily measured in money; children can study at night, increased safety for women, and the risk of fires and burn damages decreases, says Linda Krondahl.

The difficulty lies in being able to offer a product with high production costs to users with low purchase power. One purpose of the study was to identify ways to overcome this problem through local partnerships, micro-financing or leasing models. As a result of the trip, HiNation are now in discussions with a number of potential local partners on how larger scale collaborations could be developed.

HiNation HiLight also received considerable attention by outdoor enthusiasts in Sweden and abroad as the product is compact, lightweight, water resistant and floats - something kayakers and hikers appreciate.

- Due to the large interest from the market, we allowed for advance bookings on our website, and have already booked up a large part of the first shipment of 200 copies. In our societies, we've already gotten used to a life with wireless products, but we have not yet solved how to charge wirelessly. Now it's time to change that, says Linda Krondahl.

**HiNation AB** is a Swedish start-up company developing high quality solar products for demanding customers in a demanding climate. Customers range from western outdoor enthusiasts and recreational boaters to developing countries, united by a common need: bright, safe lighting and a need to charge mobile phones and other mobile electronic products. [www.hination.com](http://www.hination.com) / [www.hination.org](http://www.hination.org). Contact: Linda Krondahl, linda.krondahl@hination.se, +46(0)707-949280.

**Demo Environment** gives authorities, municipalities, institutions and companies in SIDA's partner countries the opportunity to try new technologies by supporting feasibility studies and project development. Demo Environment is aimed at modern environmental technology solutions for sustainable urban development and renewable energy. Demo Environment gives the recipient an opportunity to examine modern environmental technologies, and businesses to demonstrate their knowledge and their products on new markets. The aid is targeted at developing countries in Africa, Asia, Latin America and Eastern and Central Europe.