

SunSawang– Social Impact Study

by (IM)PROVE

January – February 2016



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The key points of our study

Methodology

- We built a sample of **56 customers and 56 non-customers** in order to compare the situation of **SunSawang beneficiaries before and after** they purchased their product and with a **test group**
- We conveyed the interviews in the Tak region (Thailand) where SunSawang operates

Sample



5.3 People

2.2 Rooms

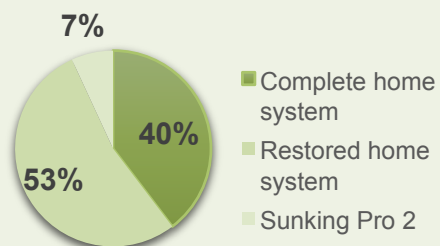


5,020 \$ Yearly income / household

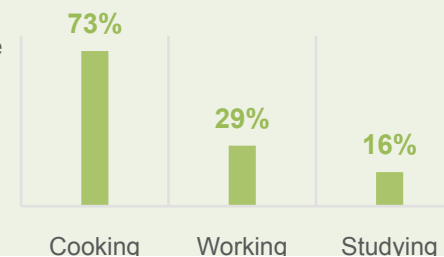


97% are farmers

Product purchased



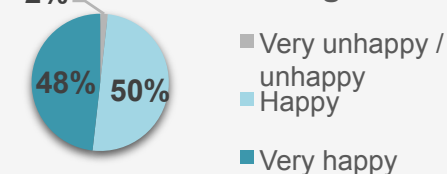
Using(s) ranked #1 for SunSawang's product



Positive feedbacks overall

- Only **30% of customers** have some requirements about the product: most of them would like to be able to plug more powerful devices (cooker, domestic machines...)
- **53% of non-customers** consider buying a complete or restored home system

Clients' feeling



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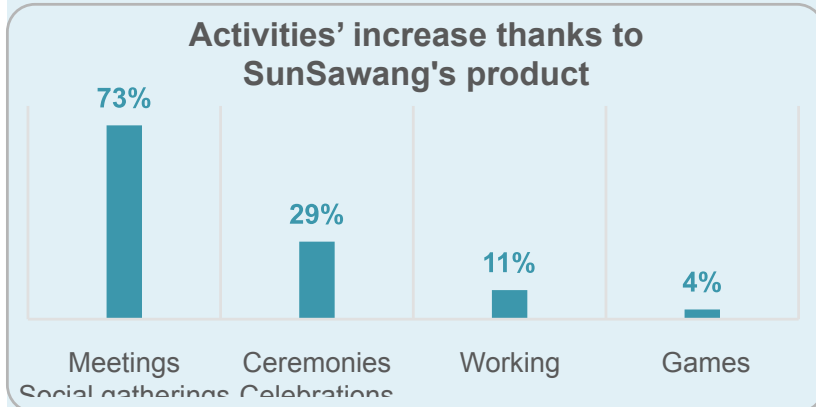
SunSawang enhances its clients' living conditions and enables their children to study more and better

Day-to-day handling



2 out of 3 customers have dropped all other lighting systems

- Thanks to SunSawang, customers get on average **1h 23 minutes of additional lighting / day**
- Thanks to the light provided, they are able to **cook and work** longer at home
- 59% of customers bought a mobile and/or a TV** after purchasing SunSawang's product

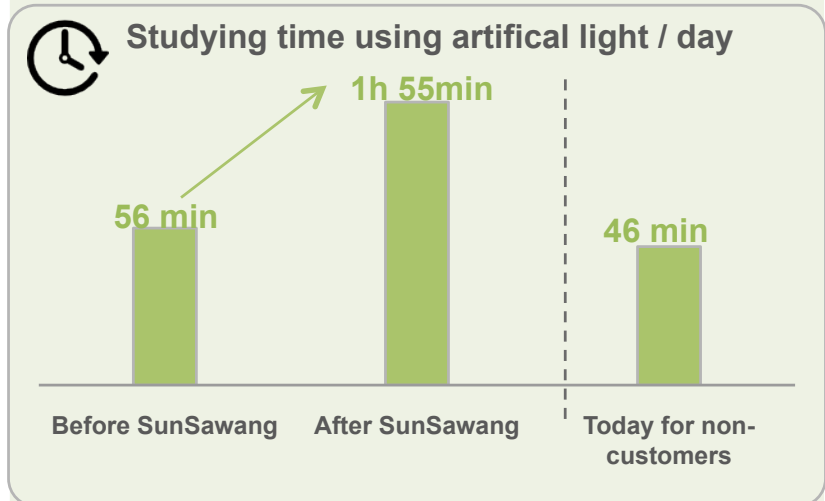


Studying at home



72% of children are more motivated to study

- Customers say that it is **easier** for their children to study in **82%** of the answers
- 69%** of the customers assert that **their children results have much or very much improved**



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SunSawang's products improve its clients health situation and foster their security feeling

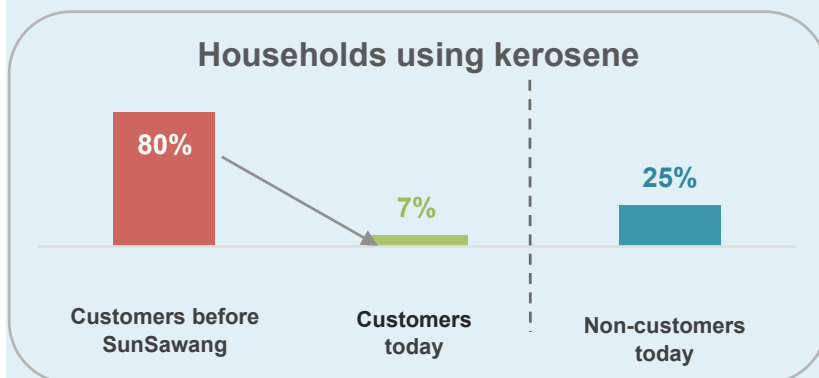


Health improvement



53% of households have improved their air quality

- **75%** of people who used kerosene lanterns have completely stopped.
- Those customers mainly have:
 - Curbed gas emission
 - Avoided risk of accidents
 - Improved breathing capacities



Security feeling



73% of the clients say they feel safer thanks to SunSawang

- Their safety feeling increases for **three major reasons**:
 - Less animals' attacks
 - Ability of using their mobile phone longer
 - Less burnings due to kerosene lamps

People declaring having experienced

