



Demand- Side Subsidies Results-Based Financing Programme - **Call for Applications (CFA)**

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Summary

The Demand-Side Subsidies (DSS) Results-based Financing (RBF) Programme aims to address the affordability barrier to accessing Off Grid Solar Products (OGS) and improved cookstoves (ICS) for people in ultra-poor, vulnerable settings who would otherwise not be reached by commercial suppliers or existing public initiatives. The DSS RBF will target the “poorer” and “poorest” income categories of Malawians as defined in the Unified Beneficiary Registry (UBR).

Participating companies/NGOs (herein referred to as technology suppliers) will receive incentives for each verified sale of a solar home system (SHS) and/or improved cookstove (ICS) to an eligible household in the following districts: Balaka, Dedza, Nkhata Bay and Salima. The incentives will be paid when sales have been reported and independently verified.

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1. What is the DSS RBF?

The DSS RBF is a market-based financial support program funded by the Netherlands Directorate General for International Cooperation (DGIS) and implemented by the Energising Development Programme in Malawi (EnDev Malawi), Self Help Africa (SHA) and CUMO Microfinance Ltd (CUMO). It follows a results-based financing (RBF) approach, whereby commercial companies (ICS and OGS “suppliers”) receive financial incentives for verified sales to eligible beneficiaries (see Frequently Asked Questions (FAQ) for further information on RBF). The incentive reduces the consumer price for ICS and OGS products, thus addressing the affordability gap for eligible customers. The programme will run from April 2024 until June 2025.

1.1. Objective

The DSS RBF aims to provide access to quality OGS and ICS products by bridging the affordability gap for people in ultra-poor, vulnerable settings who would otherwise not be reached by commercial markets and suppliers or existing public initiatives.

1.2. Target population

The DSS RBF will target the “poorer” and “poorest” income categories of Malawians as defined in the Unified Beneficiary Registry (UBR) established by the Department of Poverty Reduction and Social Protection of the Ministry of Economic Planning and Development.

The DSS RBF will be piloted in four districts (Balaka, Dedza, Salima and Nkhata Bay), with the possibility for future expansion.

Customers will be eligible to purchase one OGS and/or one ICS product per household. Technology suppliers will be required to utilise an *Eligibility Tool* (KoBo ToolBox/ KoBo Collect App) to confirm customer eligibility and register subsidised sales (see FAQ for further information on this tool).

The pilot is expected to facilitate sales of up to 158,848 ICS and 17,951 OGS products.

1.3. Product eligibility and service requirements

1.3.1. Improved Cookstoves (ICS)

The DSS RBF supports ICS that meet the following criteria:

- Portable, wood-fuelled
- Locally manufactured
- Generate fuel savings of at least 40% compared to traditional cookstoves / cooking methods.
- Have a credible warranty of at least 2 months, through a working warranty system.
- Adhere to national quality standards, confirmed by the Malawi Bureau of Standards.
- Be marked with a serial number to facilitate tracking and verification.

1.3.2. Tier-1 Off-Grid Solar (OGS)

The pilot will support solar-home systems (SHS) categorised as Tier-1 by the Multi-Tier Framework for Measuring Access to Electricity (MTF). In addition, products will be required to meet the following criteria:

- Be VeraSol-certified.
- Have at least a 2-year warranty
- Available on PAYG (Pay-As-You-Go) and cash basis.
- Have a minimum capacity of 3Wp and 12Wh/day. At least 3 light bulbs, and phone charging (with radio capabilities as optional)

- Not contain a lead acid or nickel cadmium battery.
- Imported no more than 2 years from the date of sale.

Documentation/records attesting the aforementioned criteria will be required.

1.4. Incentive calculation and disbursement

The DSS RBF aims to reduce end-user prices by establishing a subsidy level (hereafter referred to as 'incentive') that accurately closes the affordability gap facing the target population. As such, the entire incentive fully benefits the end-user and is thus reflected as a price reduction ("discount"). A percentage-based incentive level (affordability gap expressed as a percentage of the average product price) up to a maximum amount (cap) will be used to allocate incentives per customer category. The remaining balance is the household's contribution to the purchase of the products, either on a cash-basis for ICS products and OGS systems or Pay-as-you-go (PAYGO) for OGS systems, based on their respective ability to pay. Customers are free to choose a product according to their needs and ability to pay the customer contribution.

Participating suppliers will be required to submit the commercial prices of their products under the DSS RBF for CUMO to calculate the appropriate incentive levels. Any subsequent changes to the incentive level will be communicated 30 days before the new levels are enforced. If suppliers wish to adjust product prices during the pilot, they will require approval from the implementation team.

Incentives are disbursed for all verified sales made to eligible customers within eligible districts.

1.5. Implementation Partners

The DSS RBF is implemented jointly by EnDev Malawi, SHA and CUMO .

1.5.1. Energising Development (EnDev) Malawi

EnDev is a strategic multiple-donor partnership dedicated to advancing social development and economic growth by providing access to modern, sustainable, renewable energy services, and is currently funded by Germany, the Netherlands, Norway, and Switzerland. EnDev is jointly coordinated by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the Netherlands Enterprise Agency (RVO).

EnDev has been commissioned by the Directorate-General for International Cooperation (DGIS) of the Netherlands Ministry of Foreign Affairs to develop and pilot a component on innovative DSS mechanisms across four sub-Saharan countries, including Malawi.

1.5.2. Self Help Africa (SHA)

In 2021, Self Help Africa and United Purpose combined 57 years working in Malawi and unrivalled experience, expertise and reach in the country to scale operations that reach at least 1.2 million Malawians each year.

SHA's green energy work started in 2008 and enables market-based solutions for cooking, lighting, and enterprise, reaching over 150,000 households with green energy access each year. SHA is one of the leading implementers of improved cooking projects in Malawi and is unique in its ability to reach scaled access (over 150,000 households per year) to locally produced, improved cookstoves through its large networks of village-based sales agents. SHA's rural electrification work has seen the installation and operation of Malawi's first SMART-metered solar mini-grids and the establishment of a social enterprise for their long-term operation and management. SHA focuses on not only providing green domestic energy but also green productive uses of energy to foster economic growth and enhance the sustainability of our approach.

1.5.3. CUMO Microfinance LTD

CUMO is Malawi's largest provider of pro-poor rural micro-financial services. It is a licensed and prudentially regulated no-deposit taking microfinance institution, incorporated in 2007 as a company Limited by guarantee. Its client base has trebled since 2008 and is now in excess of 88,500 rurally based clients. Since its conception, CUMO has expanded operations to 26 of 28 districts.

2. How does it work?

2.1. Contracting

Applications will be accepted on a rolling basis until the 30th of September 2024. Please note: Funding will be allocated on a first-come-first-serve basis and therefore early applications are **strongly encouraged**. Failure to apply within the specified timelines will result in the application being nullified.

All applications must be submitted digitally via an online form with supporting documents uploaded (see section 4. How can I apply?)

The steps below provide a comprehensive overview of the contracting process for the DSS RBF:

1. Application submission by companies/suppliers.
2. Pre-screening check by CUMO to ensure that all required documents have been submitted.
3. Review of application by CUMO, SHA and EnDev.
4. Signing of agreements with suppliers.

The review process will focus on suppliers' track record, capabilities, systems, and processes in order to confirm that they are able to deliver on the sales targets set out in their application form.

If a supplier's application is successful, the supplier will sign a *Service Contract* with CUMO. The Service Contract is a results-based contract, which sets the maximum results the participating organization may achieve during the contract period. In addition, the Service Contract provides information on eligible products, applicable incentive levels, as well as the rights and obligations of both parties.

As the Service Contract is results-based, participating suppliers do not receive any funds if they do not make eligible sales. There are no penalties for not selling or not reaching the maximum results outlined in the Service Contract. The Service Contract is valid until the end of the DSS RBF.

2.2. Sales

Once the Service Contract is signed, suppliers can start selling OGS and/or ICS under the DSS RBF. Suppliers must verify and confirm the eligibility of every customer using the Eligibility Tool (KoBo ToolBox/ KoBo Collect App) before concluding a sales contract (see FAQ document for further information on the Eligibility tool).

If a customer is eligible, the sales agent/supplier can issue a sale based on the incentivised price. If a supplier sells at the incentivised price to customers who are not eligible or not living in the areas mentioned above, they will not receive an incentive for these customers.

Once the contract between the supplier and customer is signed, the supplier must register the supported sale using the Eligibility Tool (KoBo ToolBox/ KoBo Collect App). For SHS, the supplier or its related sales agent must validate the installed product (incl. the serial number) using the Eligibility Tool upon installation in the household.

2.3. Claiming

Participating companies can claim funds for supported systems through CUMO. For a claim to be eligible, it must meet the following proposed criteria (which may be revised before the Service Contract is signed):

- Claim size: minimum 100 OGS systems and 500 ICS for the first claim. After that, a minimum of 250 OGS systems and 1,000 ICS.
- Submission period: there should be a minimum of three weeks between each claim request. If a supplier makes more than 1,000 OGS systems or 6,000 ICS in less than three months, the supplier can submit the next claim earlier.
- Sales Reporting: Companies will need to comply with reporting sales as requested (see FAQ for details on the claiming process).
- End of the DSS Pilot: The last claim must be submitted 8 weeks before the end of the pilot (end of pilot is 30 June 2025)

2.4. Verification and Disbursement

Upon submission of a claim, CUMO checks for completeness and cross-references the list of customers with those registered in the Eligibility Tool. Following this step, a statistically significant sample of customers is verified using desk, phone, and field verification by an Independent Verification Agent (IVA).

Once the verification is completed and the claim passes, CUMO initiates the disbursement. The disbursement is adjusted if:

- a system supported by the DSS RBF has been returned or repossessed.
- sales could not be verified.
- the customer was not an eligible customer.
- the customer does not live in an eligible location.
- the customer has not bought a product.
- the required after-sales service and warranty has not been provided.

3. Is my company/NGO eligible to participate?

The DSS RBF supports the sale of OGS and ICS products to eligible end users on a commercial basis. As such, private firms, registered associations, and cooperatives are eligible to apply for the programme. NGOs are eligible if they pursue a commercial approach and are treated like companies under the programme.

The pilot will accept OGS companies that offer tier-1 SHS on Pay-As-You-Go (PAYG) and cash-sale business models. ICS product suppliers will only be allowed to sell their products on a cash-sale basis.

Applicants that have received grants from other organisations in the past and/or are currently receiving grants from another organisation are eligible to apply. However, these companies must disclose this information in the application process and provide required documentation. For details on eligibility in case of other grants please [see the FAQ document](#).

In general, it should be noted that the following companies are excluded from the programme:

- Public institutions and private companies owned by staff from these public institutions who are directly involved in the DSS RBF;
- Private companies owned or co-owned by staff from SHA, CUMO, EnDev or any other institution directly involved in the DSS RBF;

4. How can I apply?

The call for interested companies starts on 28 May 2024. Applications are assessed on a first-come first-served basis until 30 September 2024 (6 months before the end of the programme).

All applications must be submitted digitally via an online form with supporting documents uploaded. The form can be accessed at the link below:

<https://forms.gle/9Y29pNAQqypprv4N9>

5. How can I get further information?

For further information, please refer to the FAQ document. With further questions, please feel free to contact:

Contact

- Ezikiel Phiri, CUMO CEO, (ezikiel.phiri@cumomw.com), and
- Will Coley, SHA Energy Programme Manager (will.coley@selfhelpafrica.org), and
- Khadija Sungeni Mussa, Programme Component Manager at EnDev (khadija.mussa@giz.de)

Frequently Asked Questions (FAQ)

General

Q: What is Results-Based Financing (RBF)?

A: Results-based financing is different from traditional grants. Incentives are disbursed upon delivery and independent verification of results. Companies are contracted and allocated funds based on the agreed deliverables and will only receive disbursement of funds once these deliverables are verified.

An RBF usually only provides financial support. Large-scale capacity-building measures are not foreseen.

Q: What is the purpose of the DSS Pilot?

A: The DSS RBF seeks to 1) bridge the gap between market prices and the ability to pay of low-income households – the so-called affordability gap – and 2) encourage companies to service end users in remote areas. Hence, the RBF incentive should be considered as a direct subsidy to the end user. It is expected that companies will pass on the entire incentive to end users through a reduction in the end price.

Programme Scope

Q: Is the DSS RBF a national programme?

A: The DSS RBF is being piloted in the following districts: Balaka, Dedza, Nkhata Bay and Salima. OGS and ICS products sold outside these districts are not eligible for the DSS RBF. The pilot may expand to additional districts at a later date.

Q: Which sales qualify for incentives under the DSS RBF?

A: See Call for Applications, sections 1.2 and 2.2

Q: What if a customer doesn't have an ID?

A: Unfortunately, if a customer does not have an ID, they will not be able to purchase an incentivised product.

Q: What if a customer does not have a UBR number?

A: A customer does not need to have a UBR number. Eligibility will be assessed through their National ID number which is linked to the UBR. During the eligibility check (via KoBo ToolBox/ KoBo Collect App), they will be asked to provide their National ID which will be used to check eligibility in the KoboCollect app.

Q: What if a household changes UBR category after the launch of the DSS RBF? How will this change impact the incentive level?

A: While UBR categories may change, the DSS RBF only considers the UBR category of a potential beneficiary at the time of the eligibility check through the Eligibility Tool (via KoBo ToolBox/ KoBo Collect App). Any changes to the UBR category thereafter will not affect the incentive allocation.

Q: Are there different incentive levels for each UBR category?

A: Yes, there are different incentive levels per UBR category and product type. The UBR category “poorest” will receive a higher incentive level than the “poorer” category to match the respective ability to pay for each product type.

Q: Can two individuals from the same household apply for the DSS incentive?

A: No, a household is eligible for only one OGS and/or ICS product. The household might choose to purchase both products or only one product per technology. Members of this household may reside under a single roof as a unit, or they may reside in a shared structure, such as a house with communal spaces

for cooking, socializing etc. Where there are several households living under a single roof (shared house) or compound, each household is eligible to purchase a system however not under the same ID number.

Q: Are suppliers able to claim incentives for OGS and ICS products sold before the programme started and register sales through the DSS Eligibility Tool retroactively?

A: No. Suppliers are only able to claim OGS and ICS products sold after the date of signature on the Service Contract between the supplier and CUMO. The Service Contract specifies the contract period and timelines for claim submission, verification, and disbursement.

Q: How can suppliers find out whether a potential end-user is eligible for a DSS incentive?

A: Suppliers will be required to use the DSS Eligibility Tool, hosted in the Kobo Collect app, customised for the pilot to check a customer's eligibility and the subsidised price he/she is entitled to.

For OGS products, suppliers will be required to ask if a household already has an existing, functional SHS (excluding Tier 0 products) or use electricity from a (mini-) grid connection or national grid. If a household already owns a system that is in working condition, it will be ineligible for the DSS incentive. Suppliers will also be required to check for (pre-)existing SHS when installing a product. The sale/installation will be discontinued if the company finds an existing working SHS, mini-grid, or grid-connection at the household.

Q: What type of OGS and ICS products are eligible in this DSS project?

A: See Call for Applications, section 1.3

Q: Are fee-for-service models and productive use of energy appliances eligible for the RBF?

A: No, only ownership-based models are supported under the DSS RBF at this time.

Q: Can I sell both ICS and OGS products?

A: Yes, suppliers are allowed to sell incentivised ICS and OGS under the RBF.

Q: Will suppliers need to submit sales data when joining the RBF? If yes, what data will be required and to whom should it be submitted?

A: Yes. Participating product suppliers will be required to submit prices of their products under the DSS RBF for CUMO to properly calculate the allowable incentive levels. To ensure that suppliers are providing accurate prices for incentive calculation, they will be required to provide proof of sales price (i.e.: customer receipts) to the DSS RBF to show that they were already selling at those prices prior to application. As part of the due diligence procedures to gauge each company's ability to meet targeted projections, companies will be asked to submit historical sales data for the past 6 months. This data will include serial number (if available), location of sale, date of sale, product name etc., but will not contain any personal information about the customer. The sales data will be submitted along with the application form using the DSS RBF Application Template.

Q: Why are you requiring suppliers to submit baseline price data to participate in the DSS RBF?

A: The company must provide evidence of existing commercial prices for products supported under the DSS RBF. This data will be used by the evaluation team and compared against national averages to ensure that pricing of products for the DSS incentives are aligned with market prices, that there is no price gouging by suppliers, and that the market is not distorted by the DSS incentives.

Q: Why are you requiring companies to have more than one pricing model/plan for OGS products?

A: While the DSS incentive is agnostic to pricing models (the customer can choose which plan fits their budget, i.e. cash or credit, and receive the subsidised cost), the goal is to make the total price of the products more affordable for the end user and as such suppliers will be required to have both a cash and a PAYG option available for customers.

Note that this does not apply to ICS products.

Q: How can I apply for an advance payment?

A: Suppliers that have submitted a significant number of claims that are still undergoing verification may seek an advance payment against the outstanding claims in order ensure the suppliers' smooth and continuous operations. There will only be one advance payment and it will be capped at a maximum of 30% of claims submitted. Advanced payments received must be settled against achieved and approved claims, i.e. the advance is settled once the total approved claimable DSS equals the total advance payment received. These terms are subject to change until Service Contracts are finalised.

Incentive

Q: What is the incentive level for eligible households?

A: See Call for Applications, section 1.4

Q: Will the incentive level be updated?

A: The implementation partners (SHA, CUMO, and EnDev) assess market conditions and end-user uptake on a regular basis and may adjust incentive levels as needed. Any changes to the incentive level will be communicated before the new levels are enforced.

Eligibility Tool

Q: What is the Eligibility Tool and when is it used?

A: Potential customers/households must be checked by the supplier or its sales/installation agents against predefined eligibility criteria to determine whether they qualify to purchase an eligible SHS or ICS at a subsidized price. The Company must use an Eligibility Tool (KoboCollect App on Android phone or tablet) to determine whether the customer fulfils the eligibility criteria, specifically that they:

- live in an eligible county and district (Balaka, Dedza, Salima and Nkhata Bay) and
- are categorised as poorer and poorest in the UBR.
- do not currently have a functioning solar home system providing a Tier 1 level of service, and
- do not currently have pre-existing electricity access, through grid or mini grid, within the household.

At the point of sale, the supplier will be required to ask/check if a customer/household already has an existing working SHS or use electricity from a mini-grid connection or from the national grid. If a customer/household already owns a SHS that is in working condition, has a functioning connection to a mini-grid, obtains electricity from a mini-grid, or is not categorised as poorer or poorest in the UBR, the household will be ineligible for the DSS.

Exemption 1: Households that have (mini-) grid access but state that they cannot afford paying for (mini-) grid-electricity are exempted from this rule and may purchase a SHS component as this is considered as a first energy access. This must be checked and validated by the companies at the time of installation using the Eligibility Tool (Kobo Collect App).

Exemption 2: Households that have access to a pre-existing SHS which is broken and cannot be repaired (due to lack of technicians and/or technical reasons) may purchase a new SHS under DSS. This must be checked and validated by the companies at the time of installation in the Eligibility Tool (KoboCollect App).

Only households that fulfil the above criteria are eligible for a subsidized product.

The tool will inform the Company and their sales agents about the incentive level the customer is entitled to. Only if the tool confirms that the eligibility criteria are met can the Company proceed with the sales and registration process of the client within the tool.

The Eligibility Tool is designed in a way that data protection rules are ensured. For this the company and its sales agents must ensure that the customer is informed about the data protection notice (included in the form) and the consent box is ticked by the company/sales agent on behalf of the customer. Only if eligibility is checked and data processing has consent by the customer the process will move on to registration.

Registration - In the registration process, the Kobo Collect App will register the ID of the customer to ensure that the same ID will not be eligible to buy a second subsidized SHS/ICS. The registration step also serves to track progress of products installed and subsidies used.

Validation (OGS only)

The Eligibility Tool also offers the supplier a validation feature for SHS. Upon installation of the system, the sales agents/installer of the SHS must use the tool to validate once again if the eligibility of the client, geographic location, and installation of the product by means of a photo (without any visible faces) and the customer ID. Data protection is ensured by pseudonymized ID, anonymised GPS and reassurance that no face is visible on the photo. The supplier and its sales agents must make use of the validation to confirm the eligibility of the customer once again, better track their installations and be better prepared for the independent verification that will take place afterwards.

KoboToolbox Account

The Company will have to set up a KoboToolbox account to use the KOBO eligibility tool using the account signup on KOBO's EU-Servers.

<https://eu.kobotoolbox.org/accounts/signup/>

Once the account is set up the company will use this account for all of its sales agents /installers by providing each of them with a Sales Agent ID.

KoboCollect App

The Company's sales agents/installers will only be able to check eligibility and register customers via the KOBO Collect App (only for Android) which needs to be downloaded (always in the latest update) by all sales agents/installers.

<https://play.google.com/store/apps/details?id=org.koboc.collect.android>

The analytical overview (dashboard) of KOBO Eligibility and Validation can only be viewed by SHA/CUMO or EnDev DSS Malawi who will also add companies and insert the product prices/subsidies and can decide on what analytical data will be shared with the company.

The Company is expected to take part in any training on Eligibility Tool (KoboToolbox/ KoBo Collect App) offered either by SHA/CUMO or EnDev Malawi as a mandatory requirement for this programme.

Non-participation in training sessions may result in termination of service contract.

Q: When does a sale need to be registered through the Eligibility Tool?

A: Sales should be registered through the Eligibility Tool (KoBo ToolBox/ KoBo Collect App) at the time the contract between the company and the customer is signed. Sales that are not registered in the Eligibility Tool will not be eligible for claiming.

Q: When and how should a sale be deregistered?

A: Once the sales contract is signed and the sale is registered through the Eligibility Tool, any modifications and de-registrations will only be made by the implementation team upon request. Participating suppliers will be required to contact CUMO for these cases.

Q: Are customers that have pre-existing electricity access via connection to the national grid, a mini-grid, or a functioning SHS eligible for the DSS RBF?

A: Customers that have pre-existing electricity access – via a connection to the national grid, a mini-grid, or a functioning SHS – are not eligible for the DSS RBF. At the point of sale, companies will be required to ask households if they already have access, or an existing functioning SHS. Companies will also be required to check for pre-existing access when installing the system and discontinue the sale if the supplier finds an existing connection or functioning SHS at a household.

Claiming and Verification

Q: How do suppliers submit claims?

A: All suppliers wishing to make a claim must complete the requisite claim forms and send them by email to CUMO. All suppliers must attach the sales data required for claims (i.e. product serial number, date of sale, product name, etc.) along with their claims form. The sales data template and an email address for claim submissions will be provided by CUMO.

Q: What information needs to be submitted to make a claim?

A: To make a claim under the DSS RBF, companies will have to provide various information which will be uniform across the RBF programme and stipulated by CUMO.

Q: When can a claim be submitted?

A: See Call for Applications, section 2.3

Q: How are sales verified?

A: Sales are verified by an Independent Verification Agent (IVA) through desk verification / document checks, phone calls, and visitation to customers' residences. Phone and field verification will be conducted based on statistical sampling.

Q: When are disbursements made?

A: Once a claim request has been verified and approved, CUMO will calculate the total disbursement amount and transfer the incentive to the supplier. The total time estimate between claim submission and disbursement is, with the exception of extenuating circumstances, no more than one month.

Q: How do advance payments affect disbursement?

A: If a supplier receives an advance payment, the amount of the advance will be subtracted from subsequent claims. Suppliers thus repay the advance amount with verified sales.

Suppliers that do not receive an advance payment will receive 100% of the incentive upon verification of sales.

Miscellaneous

Q: What if a company receives a grant from another organisation?

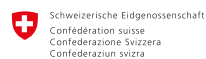
A: Products supported under the DSS RBF cannot be double-subsidised or double-reported to different programmes or organisations promoting the same product model.

Companies should be transparent about their application and receipt of other grants. To avoid any misunderstandings, companies should contact CUMO for clarification once they have applied for or received support from another donor, organisation, or programme.

In general, the following rules apply:

- If a company receives technical assistance, in-kind contributions (e.g. transport for events), partner support (e.g. cooperatives), or indirect support from another donor or organisation, there are no special requirements besides transparent information exchange.
- If a company receives a grant for buying stock or direct cash contributions for other models than those specified in the SLA, there are no special requirements besides transparent information exchange.
- If a company receives a grant for buying stock or direct cash contributions for the same models as the ones specified in the SLA, they must provide details on these systems in the monthly reports submitted to CUMO, which includes a section on support received. Systems/sales that have benefitted from other support will not be eligible for the DSS RBF.

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