In homes and businesses across Rwanda, EMINING is transforming lives through clean energy solutions—ranging from solar lighting and mobile charging to clean cookstoves—that empower communities, women, and youth alike, from bustling urban centers to the most remote villages.

Founded in Kigali in 2021, EMINING began with a bold vision: to reshape East Africa's energy landscape. What started as a local initiative has grown into a regional force in the clean energy sector, with operations now spanning Rwanda, Uganda, Burundi, and Sudan. For EMINING, energy is not just a commodity—it is a driver of social and environmental transformation.

Musaab Eltayeb, Co-Founder and Country Director of EMINING

At the helm of its Rwanda operations is Musaab Eltayeb, Co-Founder and Country Director. Calm, focused, and deeply passionate about sustainable development, Eltayeb sees EMINING as far more than an energy company. "We are a catalyst for social and environmental change," he says with conviction.

"In Rwanda, our work focuses on providing clean cooking technologies and solar home systems that improve daily life, reduce dependence on polluting fuels, and support the country's climate resilience agenda," he explains.

Since launching operations, EMINING has made tangible impacts. In Rwanda alone, the company has served more than 10,000 customers with modern clean cooking solutions, helping families move away from charcoal and firewood.

Collaborating with various stakeholders, EMINING has enabled solar power access for over 300,000 households across rural and semi-urban areas, contributing to community development and improving the quality of life for urban, semi-urban, and rural residents alike.

The results are clear. Air quality has improved, women and children experience better health outcomes, and families now have safe, reliable lighting that allows children to study after dark.

"We're not just providing light," observes the Country Director. "We're giving

families time, safety, and opportunity. Children can study at night, mothers can cook without choking smoke, and communities can grow.”

Through its trade brands EMGAS and EMSOLA, EMINING contributes to the reduction of approximately 31,700 tons of CO_2 emissions annually in Rwanda, directly supporting climate change mitigation. These programs reduce reliance on kerosene and firewood, improve indoor air quality, and promote healthier living conditions for thousands of households.

By integrating technology with community engagement, EMINING is helping Rwanda move closer to universal energy access goals. Importantly, this model is being adapted and scaled across regional branches, ensuring that the impact is not confined by borders.

Women’s empowerment sits at the heart of EMINING’s mission.

At EMINING, women are absolutely central to its mission. “In Rwanda, 45% of company’s workforce are women, holding roles from sales and technical installation to management and leadership. This isn’t symbolic—it’s strategic. Women are key decision-makers in households and communities, and by empowering them through employment and training, they are helping them become leaders in clean energy adoption.

“At EMINING, we feel respected, trusted, and supported not just as employees, but as a women contributing to a larger vision,” Carine Cyuzuzo, testifies. The company’s commitment to fairness and professional growth has allowed her to expand her financial management skills and take on increasing responsibility with the team.

Carine Cyuzuzo

“Working in such an environment motivates me and my colleagues to give our best every day. “Seeing women trusted with key financial roles, leading field teams, and representing the company in projects is inspiring,” she says.

Cyuzuzo emphasizes that EMINING’s inclusive workplace culture empowers women across all departments. Through mentorship, continuous training, and a leadership style that values transparency. “This is why EMINING is not only driving East Africa’s

clean energy transition, but also nurturing a generation of confident and capable women.

Beyond gender empowerment, EMINING is committed to inclusive growth. Through its Agents Program, low-income and active individuals in rural areas can join the distribution and service network, improving their income opportunities. Anyone above 18 can participate, helping build a strong community-based energy ecosystem.

“We invest heavily in human resources, we support low-income individuals in enhancing their livelihoods, and provide students with internships to sharpen their skills and prepare them for the job market. At the same time, we maintain strict policies against forced labour, ensuring that our operations uphold dignity, fairness, and opportunity for all,” the Country Director said.

The results are tangible. Families in Rwanda now have safer homes with better air quality, children can study safely at night, and women have meaningful employment. Similar positive outcomes are being seen in Uganda, Burundi, and Sudan, where women-led and community-driven initiatives expand EMINING’s reach and deepen trust.

“Women and youth are not just beneficiaries of energy access,” he emphasizes. “They are the drivers of energy transformation across Africa.”

EMINING’s role in community development goes beyond energy. The company has extended its impact through social responsibility initiatives—providing scholastic materials to rural schoolchildren and supporting community health by paying community-based health insurance (*Mutuelle de Santé)*, for some vulnerable members. These initiatives underscore EMINING’s belief that clean energy and social welfare go hand in hand.

Despite its success, EMINING also faces practical challenges. Rwanda’s landlocked geography increases transportation costs, as most imports must pass through regional ports before reaching Kigali. Moving solar equipment and gas components across borders adds logistical complexity and higher costs.

“Transportation and import logistics remain significant cost factors for us,” Eltayeb acknowledges. “As a landlocked nation, Rwanda depends heavily on neighboring

routes for sea freight access, which affects delivery timelines and overall costs. But we see this as part of our journey—an opportunity to innovate locally and strengthen regional partnerships."

The company has responded by supporting regional manufacturing ecosystems, partnering with local suppliers and encouraging innovation within East Africa to reduce dependency on distant imports.

"We are gradually building a regional network that supports local assembly and supply chains," he explains. "This not only cut costs but also create jobs and strengthens resilience within our markets."

Yet, despite these challenges, the Country Director remains optimistic about doing business in the country.

"Rwanda offers one of the most stable and business-friendly environment in Africa," he says. "Good leadership, accountability, and clear policies make it easier to plan, invest, and grow sustainably. That's why we're proud to call Rwanda home."

What Sets EMINING Apart in the Clean Energy Space

"What sets us apart is our community-first philosophy," he says. "We treat energy not merely as a commodity but as a pathway to empowerment and dignity. We design and deliver solutions that are affordable, accessible, and culturally sensitive, ensuring they meet the real needs of families and communities. We also work closely with local governments, development partners, and NGOs to align with national clean energy strategies. Because of our presence in multiple countries, we can share innovations and operational lessons across borders—making our impact more scalable and sustainable."

Looking ahead, EMINING sees Rwanda at the forefront of clean energy adoption in East Africa.

"EMINING is proud to be a strategic partner in this national journey. Our commitment is to deepen our footprint, expand clean cooking access, and accelerate solar electrification—particularly for underserved rural households. At the same time, our regional presence in Kampala, Bujumbura, and Khartoum positions us to contribute to a broader East African renewable energy movement. We see energy as a unifying force—one that connects communities, empowers

women, and builds a more inclusive future.”

With headquarters in Kigali and operations across East Africa, EMINING envisions a future powered not just by technology, but by inclusion, equity, and shared purpose.

“Energy! is a unifying force.” concludes EMINING’s Co-Founder. “It connects communities, empowers women, and builds a more inclusive future for Africa.”

Customer Feedback – EMGAS Cookstove by EMINING

My name is Clementine Nyiransabimana from Nyamata.

I’m very happy with the EMGAS Cookstove by EMINING, it works perfectly.

Before, I used charcoal, which was slow, smoky, expensive, and bad for my health. Since I started using the affordable double-burner EMGAS stove, my daily life has improved a lot. Cooking is now faster, cleaner, and healthier. I can prepare rice and vegetables at the same time, finish early, and get to work on time without stress.

The stove saves time and money, keeps my kitchen clean, and has made my home environment more comfortable.

Thank you, EMINING, for bringing real change to my daily life!