

Next-door Internet, Communication and Energy Service Shop

NICE service shops support developing countries in a sustainable, independent and innovative way.

Be part of it!



The base of the pyramid

NICE makes utility services accessible for people at the lower end of the economic spectrum. A network of wireless and solar powered multi-utility shops provides an affordable mix of internet, communication and energy services. As a business at "the base of the pyramid" NICE brings sustainable development by offering access to communication, information and education.

The heart of NICE service shops

NICE is state-of-the-art, robust, wireless and energy efficient technology; supplied by reliable and sustainable solar powered energy. Creating maximum cost effectiveness enables NICE to offer services at low cost and low margins. Economic feasibility is reached by selling a large number of services. As a franchise model NICE stimulates entrepreneurship at community level.

Start-up in The Gambia

NICE Gambia Ltd as a subsidiary of NICE International has brought two NICE multi utility shops into operation

in 2006. The two shops are built in the current skill centres of the Christian Children Fund (CCF) Gambia in Welingara and Brikama. During the day IT courses are offered. CCF supports talented students by providing scholarships. The Red Cross is a NICE client; the organisation uses the communication centres to promote health issues related to HIV/ Aids, malaria, tuberculosis on wide screen television.



Franchising co-operation

NICE is looking for:

- Strategic partners
- Entrepreneurs – to become agents to set-up NICE networks in new countries
- Local entrepreneurs - to franchise a NICE shop in Gambia
- NGOs – using the NICE facilities to reinforce their local activities.

Who's behind NICE

As part of their CSR programme, EConcern and Essent support NICE through the Energy for All foundation. Further partners are the local GAM-Solar Energy, and the two Dutch companies *Better Future* and *ICT4Schools*.



29/11/2006

Make sustainable development a reality and contact us:

Jan Willem Langeraar,
NICE International,
Utrecht (The Netherlands),
T: +31 (0)30 2807839,
E: j.w.langeraar@nice-international.com
W: www.nice-international.com

Omar Njie
NICE Gambia
Fajara (The Gambia)
T: +220 7744892/9861172
E: omar.njie@nice-gambia.com
W: www.nice-gambia.com