



Kenya E-Mobility Battery Initiative: Assessing Market Opportunities

Project Objectives

The Africa E-Mobility Alliance (AfEMA) engaged the Bard MBA program to identify and assess market opportunities for the second-life electric vehicle (EV) battery market in East Africa. The Bard team increased availability of market information to stakeholders via a market guidebook grounded in scenario planning and highlighting the current state of play, battery accumulation, market opportunities, key customer segments, and workforce/policy/finance interventions key to enabling a regional circular economy for EV batteries in Kenya.

Team Approach

The Bard MBA team conducted primary and secondary market research, interviewed key stakeholders, built a model of the battery repurposing/recycling market, and created a market guidebook aimed at developing a second-life EV battery market in Kenya.

Impact & Results

Key Insights

Near-term efforts should focus on capturing “residual value” in used EV batteries (e.g. via repurposing), with commercial recycling infrastructure delayed until the late 2030s. Workforce development and a supportive policy ecosystem will be critical.

Market Opportunity

Repurposing second-life EV batteries in stationary storage applications such as off-grid solar, telecom, charging infrastructure, agriculture, and commercial/industrial backup represents USD 8.9B in residual value. Recycling adds another USD 157M by 2050.

Stakeholder Action Plans

The Bard team recommends key actions for NGOs and impact investors, national and local governments, and the private sector to incentivize market development and continue creating a supportive ecosystem.