The journey to clean cooking: motivating the formation of new cooking habits in Kenya and Zambia

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SEI is an international non-profit organization that works with environment and development issues from local to global policy levels.

The SEI Initiative on Behaviour and Choice examines how to bring about change in decision-making at the household level toward sustainability, mostly in low-income countries.
Background: The global cookstove challenge
Why so hard to switch?

Creating new cooking habits is a form of *behaviour change*
Overview of case studies
User Journey Mapping
User Journey Zambia
User Journey Map - Kenya
Key findings Kenya and Zambia: Factors motivating stove purchase

✓ Save money
✓ Convenience
✓ Aesthetic appeal
Key findings: Learning to use the stove

Delays and lack of information/ customer support can lead to nasty surprises and an end to the user journey.
Key findings: three key behavioral groups

- Habits changed for the "savers"
- "Convenience seekers" are less regular users
- Those "attracted by aesthetic appeal" do not become long term, regular users
Recommendations

**Stove sellers:**
- supporting the user in the start up phase is critical to success
- An array of after-sales support mechanisms may be needed, social support and trust are crucial

**Governments:**
- Incentives for advanced stoves and pellet fuel can lower barriers

**International donors:**
- Funding needed for regular, long-term M&E
Thank you!

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