17th May BREAKOUT SESSION 3

15.00 – 16.00: PANEL SESSION:
Cookstoves: Using Social Marketing to Build a Product Category

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Why Clean Cooking?

**PROBLEM**

Every day, 3 BILLION PEOPLE (500 million households) rely on solid fuels to power their rudimentary stoves which leads to...

- 4,300,000 deaths annually
- Wasted productivity
- Climate, forestry & other environmental degradation
- Up to 25% of global black carbon emissions
- Health & economic burdens that disproportionately impact women & girls

**MISSION**

- SAVE LIVES
- IMPROVE LIVELIHOODS
- EMPOWER WOMEN
- PROTECT THE ENVIRONMENT

**GOAL**

100 MILLION HOUSEHOLDS ADOPT CLEAN AND EFFICIENT COOKSTOVES & FUELS BY 2020
Why social marketing for clean cooking?

• Making the transition to cleaner and more efficient cooking presents a complex behavioral challenge on numerous levels

• Despite proven impact in other sectors, BCC/SM is relatively underdeveloped in the cookstove sector

• The Alliance launched a program in 2015 to design, implement, and assess a range of consumer-facing BCC campaigns with a goal of expanding the evidence base for effective BCC in the cookstove sector
Why do we want to “build a category”? Using social marketing to raise awareness and make the total market “pie” larger for the less mature private sector companies in the clean cooking sector.
The Challenge

- You have been tasked with developing a social marketing strategy to increase the demand and adoption of cookstoves and fuels by women in peri-urban and rural areas in Kenya.

- Your intervention will primarily focus on improved wood and charcoal stoves, but you want to ensure women are aware of the menu of options available and are able to make an informed choice.

- How do you build a campaign that “lifts all boats” within the category of “clean cooking”?
Cooking in the Kenyan context
Most commonly used cookstoves
Cooking is highly gendered
Selection of cleaner cookstoves available in Kenyan market

CHARCOAL STOVES
- EcoZoom Jiko Bora
- Envirofit Super Saver
- BURN Jikokoa
- EcoZoom Jiko Fresh

15%

5-10%

GASIFIER STOVES
- BioLite Homestove
- Wisdom Stoves Wisdom Stove

5-10%

ETHANOL STOVES
- Consumer’s Choice Moto Safi
- SAFI International SAFI Stove

70%
Some key issues to consider

- Awareness and knowledge is low – what is a clean cookstove and value

- Health benefits not a major hook – cost (saving time & money), speed and aspiration (modernity)

- Access is an issue – not available, don’t know where to get it

- Word of mouth and endorsement favored – people they trust, the satisfied customer

- Price and financing can be a major barrier but financing options are available
Your Mission...

Please try to answer the following:

• What would your top three marketing objectives be and why?
• How would you attempt to meet those marketing objectives (what interventions, activities, partnerships)?
• What problems do you think you’d face, and what might some possible solutions be if you had more information, more resources, etc.?