



Supportive Environments for Healthy Communities

Issue 64 July 27, 2012 | Focus on Marketing Cookstoves

This issue contains recent reports, blog posts and videos on marketing cookstoves. The challenge achieving widespread adoption of fuel-efficient stoves is that market conditions, preferences, and practices vary drastically across regions and even within relatively small geographic regions. Resources in this issue include a proposal on testing marketing models in Uganda, a series of cookstove market assessments and blog posts from Bangladesh, Mozambique and Tanzania.

Please let WASHplus know at any time if you have resources to share for future issues of WASHplus Weekly or if you have suggestions for future topics. An [archive](#) of past Weekly issues is available on the WASHplus website.

STUDY PROPOSAL

- **Testing New Marketing Models for Improved Cookstoves – Uganda, 2012.** University of California, Berkeley. ([Link](#))
The purpose of this study is to determine the effectiveness of different sales offers and different marketing messages to increase the uptake of energy efficient cookstoves.

REPORTS/ARTICLES

- **Cookstove Market Assessments, 2012.** Global Alliance for Clean Cookstoves. ([Bangladesh](#)) | ([Brazil](#)) | ([Kenya](#)) | ([More countries](#)) |
The Alliance has prepared market assessments for more than 15 countries. Each market assessment is intended to provide a high level snapshot of the sector that can then be used in conjunction with a number of research papers, consumer surveys and other sources to enhance sector market understanding.
- **Bottom of the Pyramid as a Source of Breakthrough Innovations, J Prod Innov Manag, Jan 2012.** C Prahalad. ([Full text, pdf](#))
In this paper, the author identifies the bottom of the pyramid (BOP) markets as a new source of radical innovation. By focusing managerial attention on creating awareness, access, affordability, and availability (4As), managers can create an exciting

environment for innovation. The author uses the development of the biomass stove for the rural poor in India as an example. Increasingly, global firms are recognizing the implications of innovations at the BOP for developed markets as well.

- **"It Is Good for My Family's Health and Cooks Food in a Way That My Heart Loves": Qualitative Findings and Implications for Scaling Up an Improved Cookstove Project in Rural Kenya**, *Int. J. Environ. Res. Public Health*, Apr 2012. B Person, CDC. ([Full-text, pdf](#))

The goals of this qualitative inquiry were to understand the motivation to purchase and use; perceived benefits and challenges of cookstove use; and the most influential promotion activities for scaling up future cookstove promotion. The most persuasive promotion strategies were interpersonal communication through social networks and cooking demonstrations. Despite the cost barrier, many women still considered the improved cookstove to be a great asset within their household.

- **Putting the Cook Before the Stove: A User-Centred Approach to Understanding Household Energy Decision-Making**, 2012. Stockholm Environment Institute. ([Full text, pdf](#))

This case study from Haryana State in India study seeks to better understand the most important influences over household energy choices, in order to identify practical ways to support communities shifting to cleaner energy use. The authors used a qualitative "generative" research methodology to investigate energy use and dynamics in four villages in Haryana State. Results indicated a range of social, cultural and financial factors that influence the way people make decisions about energy and cooking, including the availability and flexibility of traditional fuels, the type of dishes prepared, the taste of food, problems with smoke, the aesthetic appeal of stoves, and how users perceive alternatives.

- **A Recipe for Success? Randomized Free Distribution of Improved Cooking Stoves in Senegal**, 2012. G Bensch, Ruhr-Universität Bochum (RUB), Germany. ([Full text, pdf](#))

This paper evaluates the take-up of improved cooking stoves (ICS) and their impacts through a randomized controlled trial in rural Senegal. Although distributed for free, the ICS are used by almost 100% of households. The authors found substantial effects on firewood consumption, eye infections, and respiratory disease symptoms.

BLOG POSTS

- **The Avon Lady Comes to Mozambique, Hawking Cookstoves**, *Triple Pundit*, May 16, 2012. J Boynton. ([Blog post](#))

CleanStar invests in, builds, and scales triple-bottom-line business models in emerging markets around the world. CleanStar Mozambique, their latest and fastest growing project, was founded to tackle the cookstove problem with a bilateral solution: new clean-burning ethanol stoves and an ethanol processing facility to fuel them.

- **Cleaner, 'Greener' Cookstoves Need Better Marketing In Bangladesh**, *National Public Radio*, July 2, 2012. ([Blog post](#)) | ([Journal article](#))

Researchers first surveyed more than 2,000 women in rural Bangladesh to find out how much they knew about indoor smoke hazards. Most of the women in the survey believed indoor smoke is harmful but only nine percent said reducing household smoke was the most important reason to use a nontraditional cookstove. Other, more popular reasons to use the new stoves included reducing fuel costs (both time gathering and actual money) and improved cooking times.

- **Human-Centered Approach to the Market for Cookstoves**, 2012. IDEO.org. ([Blog post](#))

IDEO.org worked with the Global Alliance for Clean Cookstoves to identify opportunities to increase demand for clean cookstoves in Tanzania and beyond.

- **Know Your Customer – Market Research**, *Acumen Fund Blog*, Feb 2012. S Moore. ([Blog post](#))

The challenge to date in achieving widespread uptake of fuel-efficient stoves is that market conditions, preferences, and practices vary drastically across regions – even within relatively small geographic regions – and thus the design, specifications and price of the stove must appeal to relatively specific demands. Basically, there is no “one size fits all” strategy that can be implemented and replicated across multiple geographies.

- **Paradigm Project, America’s Most Promising Social Entrepreneurs**, *Business Week*, July 19, 2012. ([Blog post](#))

The Paradigm Project, which sells clean-burning wood or charcoal cookstoves in Kenya and Guatemala, received the most votes, 15.8 percent, in Bloomberg Businessweek’s fourth annual roundup of promising social entrepreneurs. Co-founder Gregory Spencer says the Colorado Springs company hopes to sell 5 million stoves by 2020.

VIDEOS

- **Clean Energy Workshop Winds Up in Nairobi, 2012**. Business Daily. ([Video](#)) 4 min.

The Global Alliance for Clean Cookstoves, led by Executive Director Radha Muthiah, convened a four-day regional workshop in Nairobi to deliberate on how to scale up clean cooking solutions across East Africa. In this video, participants highlight workshop findings as well as activities their organizations are involved in.

- **Haitian Clean Cookstove Project**, 2011. Trees, Water & People. ([Video](#)) 3 min.

Trees Water & People has been working to build a sustainable market for clean cookstoves in Port-au-Prince, Haiti. This video highlights the Zanmi Pye Bwa (Friends of the Trees) cookstove, which is designed to be built, repaired, and refurbished with

locally available skills and resources, and is currently being distributed by vendors throughout the city.

- **Innovating for Development: Paul Hudnut**, 2011. Columbia University. ([Video](#)) 4 min.

Paul Hudnut, co-director of the Colorado State University Global Innovation Center, spoke about his work to develop clean and efficient cook stoves for consumers in India and elsewhere. He argued that marketing is often the missing link in technological solutions to environmental problems.

Each WASHplus Weekly highlights topics such as Urban WASH, Indoor Air Pollution, Innovation, Household Water Treatment and Storage, Hand Washing, Integration, and more. If you would like to feature your organization's materials in upcoming issues, please send them to Dan Campbell, WASHplus knowledge resources specialist, at dacampbell@fhi360.org.



About WASHplus - WASHplus, a five-year project funded through USAID's Bureau for Global Health, creates supportive environments for healthy households and communities by delivering high-impact interventions in water, sanitation, hygiene (WASH) and indoor air pollution (IAP). WASHplus uses proven, at-scale interventions to reduce diarrheal diseases and acute respiratory infections, the two top killers of children under five years of age globally. For information, visit www.washplus.org or email: contact@washplus.org.

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