The Global Alliance for Clean Cookstoves will create a thriving market for clean cookstoves and fuels.

**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
The Alliance now has over 1,500 partners actively supporting and growing the sector.

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The Alliance has a specific gender strategy.

The sector needs to increase the role of women and address gender issues to scale adoption.

- **Women, as the users, will ultimately determine use and adoption of cookstoves and fuels**
  - Technologies, distribution approaches, marketing techniques, etc. must all be gender-informed

- **Women entrepreneurs are an untapped resource to scale adoption**
  - Fastest growing cohort of entrepreneurs and business owners in many developing countries
  - Reinvest back into their communities
  - High payback rates on business loans
  - Better able to reach female consumer segments which can increase overall sales
  - Utilize peer-to-peer communication to enhance adoption among female users
Challenges to scaling women’s empowerment and entrepreneurship in the clean cooking sector

- Capacity of implementing organizations to address gender and women’s entrepreneurship needs to be strengthened
- Financing needed for gender components of cookstove projects and women entrepreneurs
- Need increased evidence of the specific gender impacts in the sector
- Need to set and influence policies through awareness raising and advocacy
Phase 2 activities build off of the lessons from Phase 1 and are focused on scaling effective approaches and increasing gender impacts.

**Build the evidence and share data**
- Commission research on most effective approaches for women’s empowerment & adoption
- Develop M&E methodologies and tools to measure socio-economic impacts

**Build capacity of enterprises**
- Trainings on implementing best practices in Resource Guide
- Online knowledge hub with best practices, tools, webinars, expert roster, etc.
- Gender due diligence and mainstreaming support for Alliance grantees
- Empowerment training for women micro-entrepreneurs

**Increase access to finance**
- Women’s Empowerment Fund
- Connect enterprises with investors interested in gender impact and raise awareness of investors about importance of gender-informed business practices

**Raise awareness**
- Gender-informed national awareness campaigns
- Integrate energy access into school curriculum and raise awareness of girls and boys

**Set and influence policies**
- Integrate energy access into global gender frameworks
- Build strategic partnerships with key gender advocacy groups
Gender and Livelihood Evidence from Alliance Research and Pilot Projects

Agency-based empowered entrepreneur training strengthens livelihoods

- In Bolivia, women entrepreneurs who received empowerment and leadership training generated heightened demand for improved cookstoves in their communities.
- In Kenya, women with agency-based training were more than 2.5 times more likely to be a higher seller than others without the training. The training increased sales for both men and women.
- In Nigeria, Envirofit piloted empowerment & business training to strengthen entrepreneurship and they are now scaling it throughout global operations (next: Kenya, India)

Women are effective sales agents

- Women sales agents sold 3x as many stoves as men who received the same training.
- Users who bought a cookstove from women reported high customer satisfaction – they were more likely to use it predominantly, consistently, and were more likely to recommend the stove to others.
- Paradigm Project piloted recruitment and retention strategies for women sales agents. Results convinced them to include women as key part of distribution model.
Gender Capacity Building Approach

1. Conducting Gender Due Diligence
2. Understanding Gender Due Diligence
   Outcomes and Establishing a Baseline
3. Increasing Gender Awareness and Understanding
4. Conducting Gender Analysis
5. Creating a Gender Action Plan
6. Implementing Gender-Focused Actions
7. Learning through Monitoring, Evaluation, and Documentation

Example: Sustainable Green Fuel Enterprise (SGFE), Cambodia – Strengthening Gender and Livelihoods Impacts

Gender and livelihoods barrier:
• Almost all female SGFE production workers are heavily indebted to local money lenders, which causes motivation, attendance, and retention issues with staff.

Key intervention to pilot:
• SGFE partnered with a local micro-finance institution to set up a payroll system and provide loans with low interest rates. Combined with financial literacy training.

Results:
• After 9 months of providing loans to female employees (average $520 per person):
  - None of the women with the MFI loan were indebted to a moneylender.
  - 100% of women employees now have a savings account. On average, women saved $95.
  - Women take less advances from their salaries than men.
• Data shows that intended result of helping women relieve burdensome debts is being achieved.
• Men also need formal loan facility; Pilot should be extended to all workers who fit the criteria.
Mercy Corps Myanmar Stoves Campaign: Livelihood Impacts/Approach Case Study

Baseline:
- Currently only 16% of the 322 vendors are female
- Women are amongst the top sellers.
- Difficult for women to become vendors with current business model

Challenges:
- Currently, selling stoves is not a viable business and vendors are not financially incentivized (low commission).
- Women may be less interested in becoming vendor (heavy work loads; low commission)
- Recruitment channels go through community leaders (powerful men).
- Selection criteria not focused on sales skills.
- Vendor responsible for payment collection vendor. Women have more difficulties collecting money and sometimes cover the costs themselves.
- Centralized distribution and management. Women are less mobile to collect stoves and payments.

Opportunities:
- Current female vendors are supported by their husbands (i.e. collect payments)
- Women can connect with female consumers and are welcome in their homes
- Women receive and share feedback on stoves more often than men
- Women vendors are interested in more networking and mentoring
- Stove sales quite high, through word of mouth and door to door sales: enables female buyers esp. when women are vendors
- 40% consumers currently willing / able to pay upfront
- Existing female owned small shops and sellers can be tapped as vendors
Objectives of Mercy Corps’ gender action plan:

1. Create a viable business opportunity for high potential women vendors that economically empowers them and increases distribution and sales.

2. Demonstrate that empowered women entrepreneurs sell more stoves when receiving gender sensitive support (compared to the model before)

Key gender and livelihood strengthening interventions to pilot:

- Revise recruitment strategy & recruit existing female entrepreneurs
- Improve 1 day training for all recruits
- Create advanced training using Empowered Entrepreneur curriculum for high potential vendors
- Create support networks
- Support effective entrepreneurs to become local distributors
- Pilot pricing strategies:
Empowered Entrepreneur Training Handbook

- The Handbook provides 6 days of business skills, agency-based empowerment, and leadership training curriculum and tools
- It is a tool to better support female sales agents, micro entrepreneurs, and enterprises
- Without engaging women appropriately and effectively throughout the value chain, global efforts for clean cooking solutions will likely be less effective and scale less rapidly
- Applicability throughout the household energy sector

WHO IS IT FOR?

- Organizations who are currently working with or plan to work with:
  - Women entrepreneurs to produce or support the design of household energy technologies
  - Women as sales agents or entrepreneurs to market, distribute and/or provide after sales service of household energy technologies
- 11 trainings conducted to date in Kenya, Nigeria, Uganda, Ghana, Guatemala, Bangladesh, India, Peru, Bolivia & Haiti
Gender-informed Approaches to Strengthen HR & Operations: Training for Clean Cooking Enterprises

The Alliance and Value for Women training for enterprises on how to design and implement a gendered operations model

- **WHO IT IS FOR?** Managers of enterprises in the clean energy sector

- **WHAT IS IT?** An introduction to approaches for gender-informed practices, which can be tailored to the needs of the firm, as well as additional reference material for further reading.

- **WHY DO IT?** The training provides guidance for building gender into the operations & human resources policies. It explains how inclusion will enhance the performance of the firm, and provides examples of best practices for achieving this.

The training includes information on:
- The business case for gender-informed approaches
- Common challenges and solutions
- Methods and tools for implementation
- Best practices and additional resources
Concrete Actions to Reach Last Mile through Gender-Informed Approaches

Build evidence / Make the case
- Make the business case for gender – collect evidence on performance & revenue
- Create incentives and provide resources to track livelihoods along the value chain.

Use existing resources
- Provide examples of best practices (i.e. gender-informed HR & operations)
- Use social impact M&E framework and other existing tools and resources
- Tap into networks and professional firms (i.e. Edge)

Attract other investors
- Attract gender-lens investors
- Be mindful of the balanced needs of enterprises – address livelihoods and other business factors at same time (e.g. production capacity, financing for inventory)

Assess / Identify needs
- Conduct gender due diligence in addition to business due diligence
- If absenteeism or tardiness is an issue, particularly among women, investigate possible causes before taking individual action

Recruit / Retain
- Support talent pipeline
- Support capacity building for women employees based on needs assessments
- Create pathways for promotion
- Create incentives beyond sales targets- quality targets should be just as important as sales targets
- Combine training with ongoing support and mentorship

Incentivize staff
- Create pathways for promotion
- Create incentives beyond sales targets

Mainstream gender
- Engage staff at all levels in gender policies
- Encourage gender balance in management and board positions
- Designate 1-2 gender focal points
Join Us!

www.cleancookstoves.org/gender

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