



Global Alliance for Clean Cookstoves: Gender and Livelihoods World Bank BBL



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 1,400 partners actively supporting and growing the sector.

| | | | | | |
|----------------------|--|--|---|--|---|
| Donor Countries | Canada Denmark Finland | Germany Ireland Malta | Netherlands Norway Spain | Sweden United Kingdom United States | |
| Private Sector & NGO |   |   |    |   |   |
| UN & MFI |   |    |   |   |    |
| National Partners | Afghanistan Bangladesh Burkina Faso Cambodia Central African Rep. | China Colombia Côte d'Ivoire El Salvador Ethiopia | France Ghana Guatemala Honduras Indonesia Italy | Kenya Laos Mongolia Nepal Nicaragua Niger | Mexico Nigeria Peru Poland Rwanda South Africa Sri Lanka South Korea Tanzania Uganda Vietnam |

Phase 1 Accomplishments



Fostering an Enabling Environment

- 35 Alliance research studies, leveraging ongoing related efforts to maximize value and ensure rapid delivery of results
- Over 30 countries engaged in the development of ISO standards
- Interim international standards established in four critical areas of technology performance including indoor and total emissions, efficiency, and safety
- WHO Indoor Air Quality Guidelines approved and released
- 13 testing centers around the world enhanced through grants and many more engaged in training and collaborative opportunities
- Global Burden of Disease demonstrates and global community accepts that HAP is 4th highest public health risk, and 2nd highest for women, in the developing world



Strengthening Supply

- Close to \$50m in investment resources supporting the production and distribution of cookstoves
- 3 different capacity building mechanisms developed in support of 100 enterprises
- 5 different financing mechanisms in place to support innovation and growth that have supported 40 enterprises; including a Women's Empowerment Fund
- \$15m to support innovation in the sector
- Attracted over \$170m in carbon finance



Enhancing Demand

- Customer segmentation studies completed in 3 focus countries
- Customer financing and distribution studies in progress – 2 large national/Pan-African banks finalizing plans for support of consumer finance
- 6 Alliance Ambassadors on board to champion the cause
- Growing in-country media attention

Access to Cooking Energy is a Critical Issue for Achieving Gender Equality

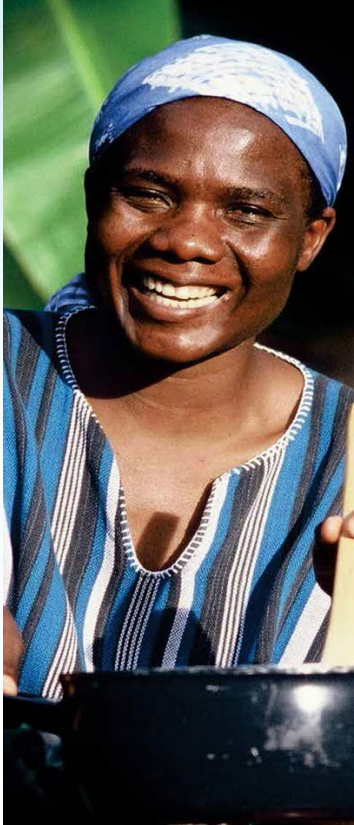
- In their [World Survey of the Role of Women in Development](#), UN Women calls for increased investment in cookstoves and recognizes access to cooking energy as a means to directly improving gender equality.
- The health and wellbeing of women and girls is at risk. Every day millions of women and girls around the world breathe in harmful smoke while cooking and spend hours walking far distances to secure fuel for cooking.
- Women and children spend many hours gathering fuel - up to 5 hours per day- or spend significant household income purchasing fuel.
 - Displaced and refugee women can walk for hours to find firewood, sometimes spending the night outside of the camps, which increases their vulnerability to the risk of attack, dehydration, and physical injuries
 - For example, in 2014 in Uganda's Nakivale refugee camp, 41% of households reported incidences of violence during firewood collection in the past six months.
 - For more information, see Alliance's fact sheet on cooking energy and GBV (<http://cleancookstoves.org/resources/353.html>)

Access to Cooking Energy is a Critical Issue for Achieving Gender Equality, continued

- **There are significant social and economic benefits from the adoption of clean cookstoves and fuels.**
 - Reduction in unpaid care work, such as less time collecting fuel and cooking, enable women to spend more time with their children, complete other responsibilities, pursue income-generating or educational opportunities, and/or for leisure activities and rest.
- **Girls often support women in unpaid care work, like cooking and fuel collection. This can have significant educational impacts for girls, as they may miss school due to household responsibilities.**
 - 75% percent of the world's total unpaid care is undertaken by women (McKinsey, 2015)
- **Women are the first to suffer from the environmental degradation caused by the reliance on biomass for cooking. Rural women are especially vulnerable to these environmental impacts often have to walk further to collect fuel.**
- **Many gains have been made over the past 20 years for women and girls, but they remain on the frontlines of climate impacts, poverty, conflict, and instability – the first responders to some of life's most difficult and dangerous moments.**

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

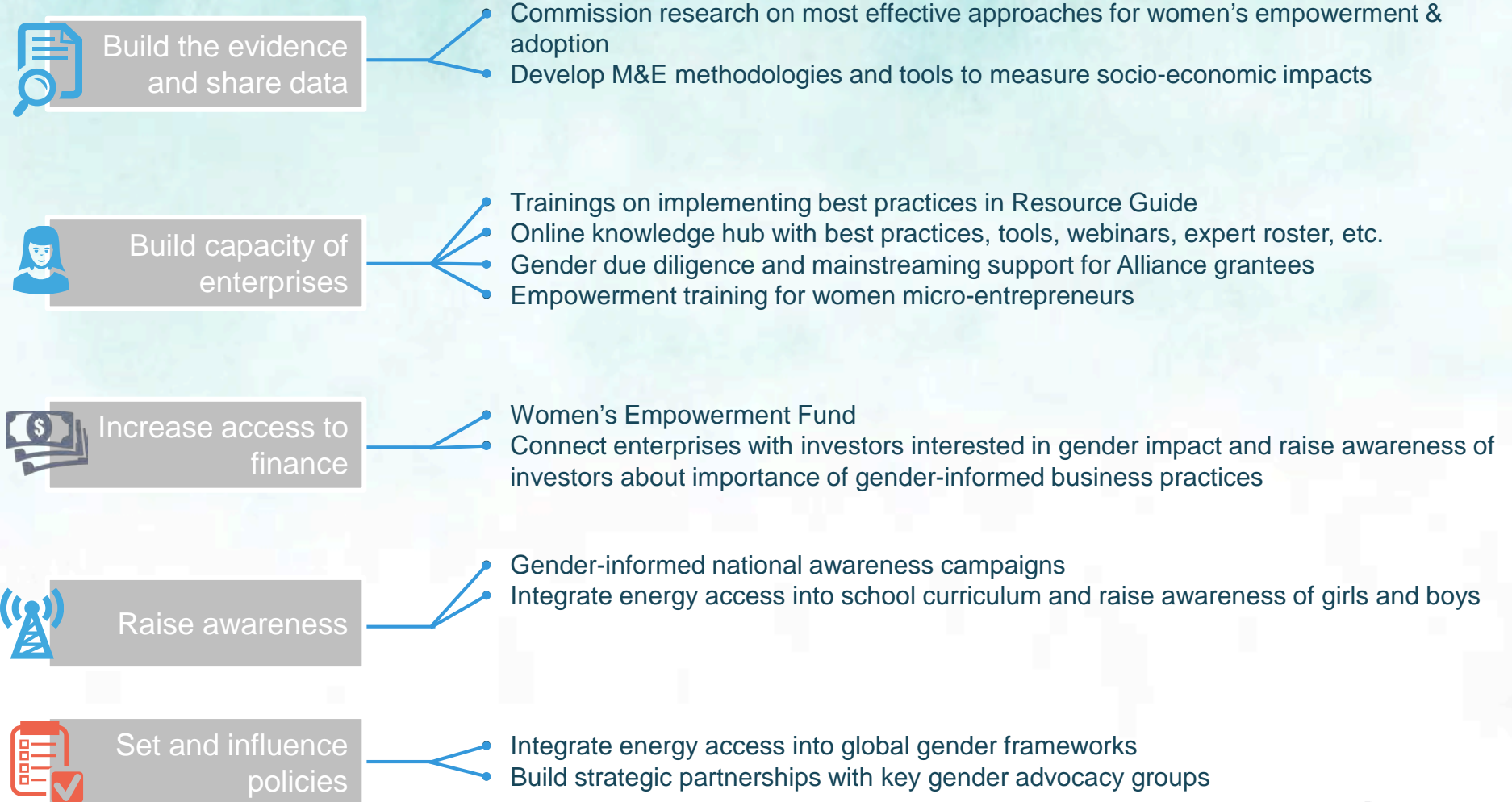
Capacity of implementing organizations to address gender and women's entrepreneurship needs to be strengthened

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.



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

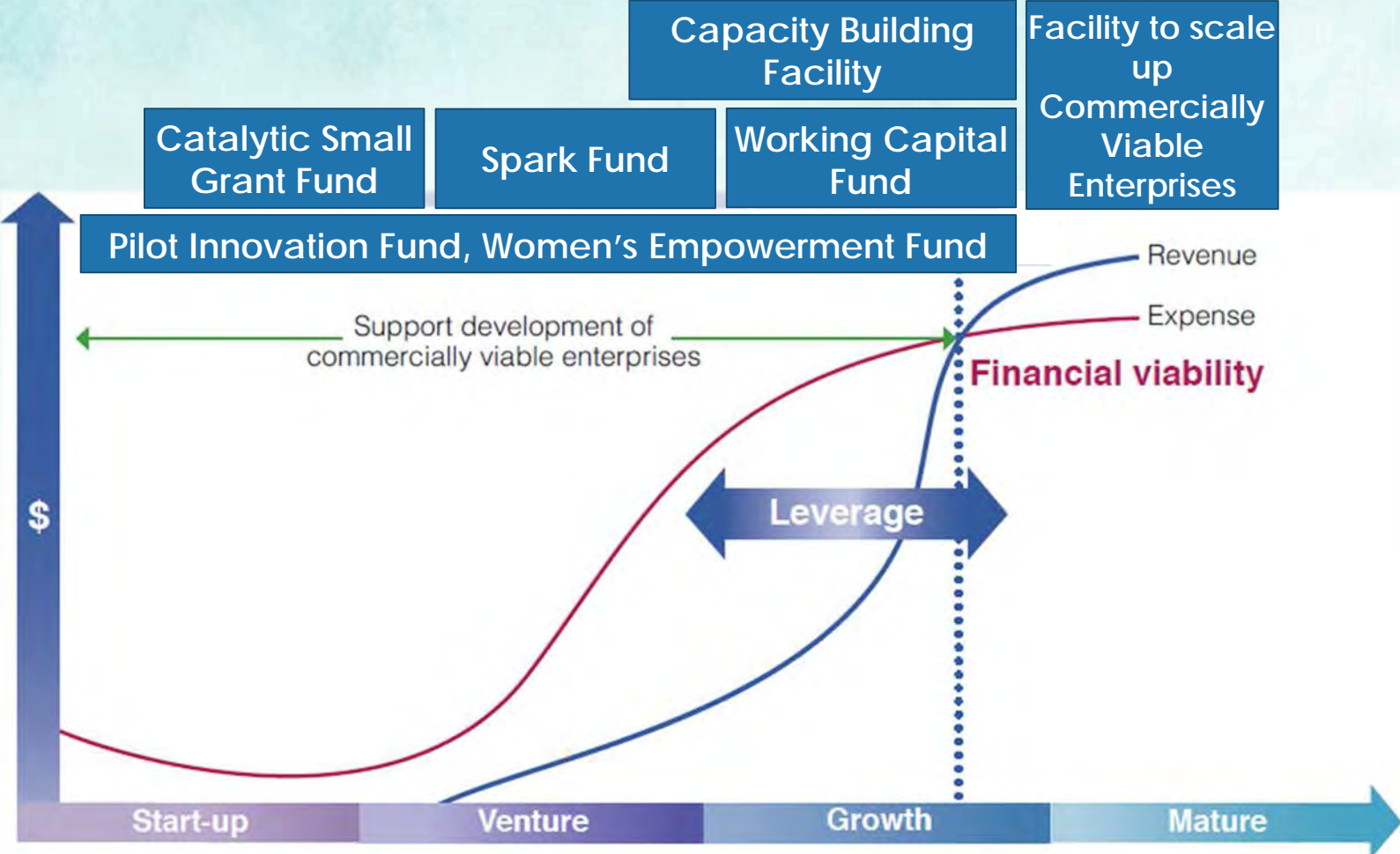


Ongoing Alliance applied research & evaluation of gender & livelihoods impacts

- Commission research on most effective approaches for women's empowerment & adoption
- Research and evaluation of approaches to understand gender and socio-economic impacts
- Developing M&E methodologies and tools to measure socio-economic impacts
- Quantifying benefits for businesses who increase women's engagement
- Quantifying benefits of increased women's engagement on sustained adoption of clean cooking technologies
- Special focus: understanding gender and livelihood impacts and drivers in humanitarian settings



The Alliance has a suite of financing mechanisms to develop and grow the clean cooking sector.



Gender and Livelihood Approach

The Alliance approach to livelihoods goes beyond the micro-entrepreneur level -- not everyone is an entrepreneur or sales agent.

Sometimes the most valuable livelihood development is not about job numbers, but rather the establishment of mid-level job opportunities and management positions.

1. Conduct due diligence to understand capacity needs:
 - Alliance focuses on determining what human capital is necessary to implement growth plans
 - Assist with recruitment and hiring of key staff needed to implement growth initiatives and cover 1st year of salary
2. Provide access to tools and networks:
 - Gender HR training
 - Gender capacity building for Spark grantees- usually involving an HR component
 - Relationships with agencies like Edge, LDI Africa, and MBAs without Borders
3. Focus on recruitment and retention:
 - Edge 'who's on board' diagnostics tool – leverage talent already have onboard; hire with a focus on best fit with existing team

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.

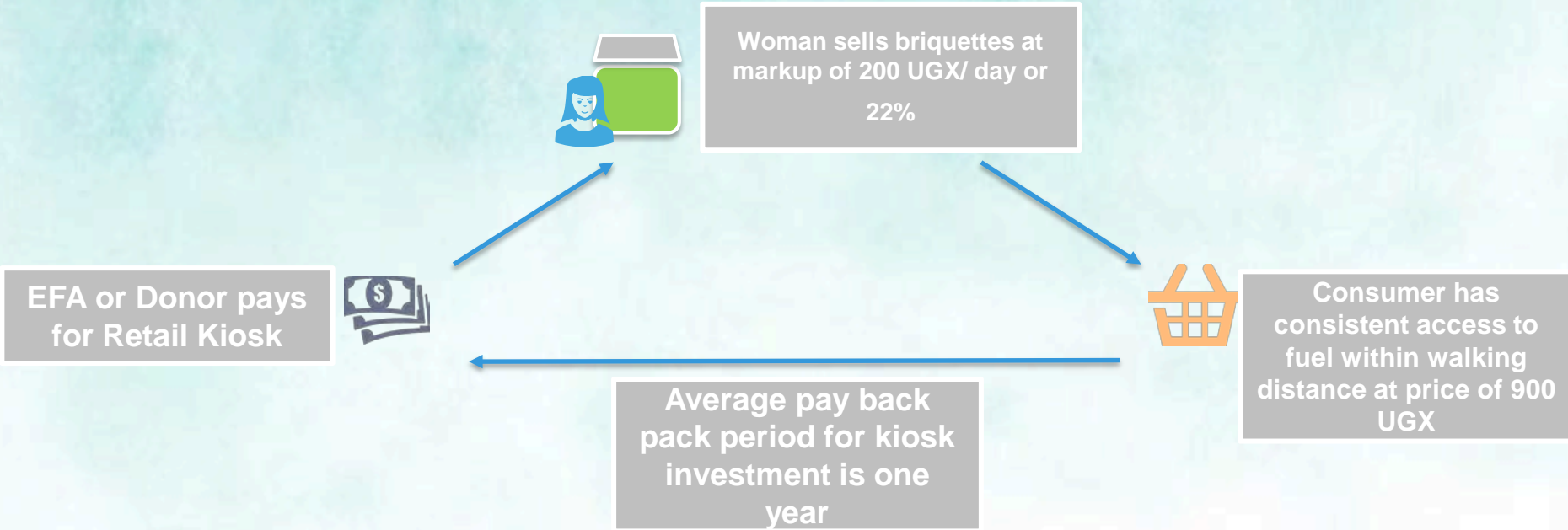
Key intervention to pilot:

- 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.

Eco-Fuel Africa: Livelihood Impacts/Approach Case Study



- Eco Fuel Africa has grown their network of retailers to 580 women - most of whom were previously unemployed
- A women earns an average of \$1.18 per day from the sales of briquettes
- Women often use their kiosks for sales of other products.
- *Donors have been keen to expand this network to create jobs. However, they have not been as keen to invest in the scaled-up production to meet the inventory needs of the retailers.*
- *Must support inventory and retailer needs. Cannot support livelihoods in isolation.*

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

Mercy Corps Myanmar Stoves Campaign: Livelihood Impacts/Approach Case Study, continued

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:

Overview of Alliance Resources

<http://cleancookstoves.org/resources/>



The Alliance's Resource Guide for Scaling Adoption of Clean Cooking Solutions through Women's Empowerment (www.cleancookstoves.org/gender)

A practical tool for a wide-variety of Alliance partners. The Resource Guide serves as the foundation to build capacity to integrate gender and empower women in clean cooking projects and businesses.

- Increases the understanding of *why* women are critical
- Demonstrates *how* to ensure they are included in every segment of the value chain
- Tells the story of women's empowerment in the clean cooking sector

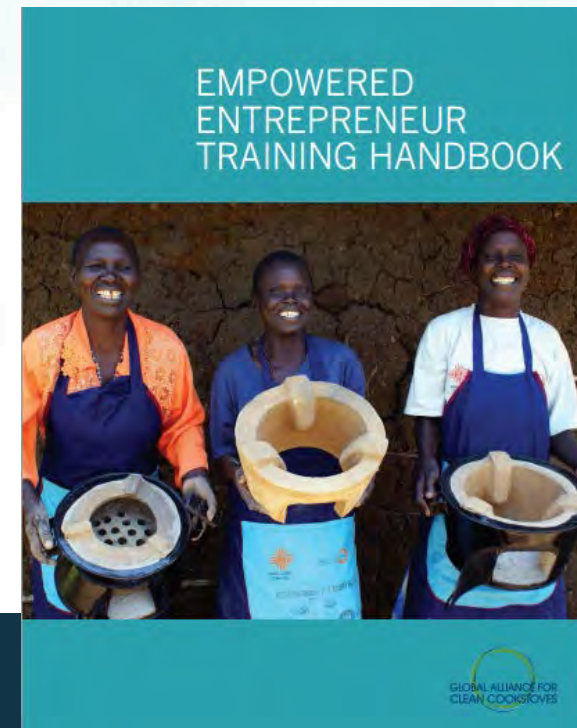


Empowered Entrepreneur Training Handbook

- 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.



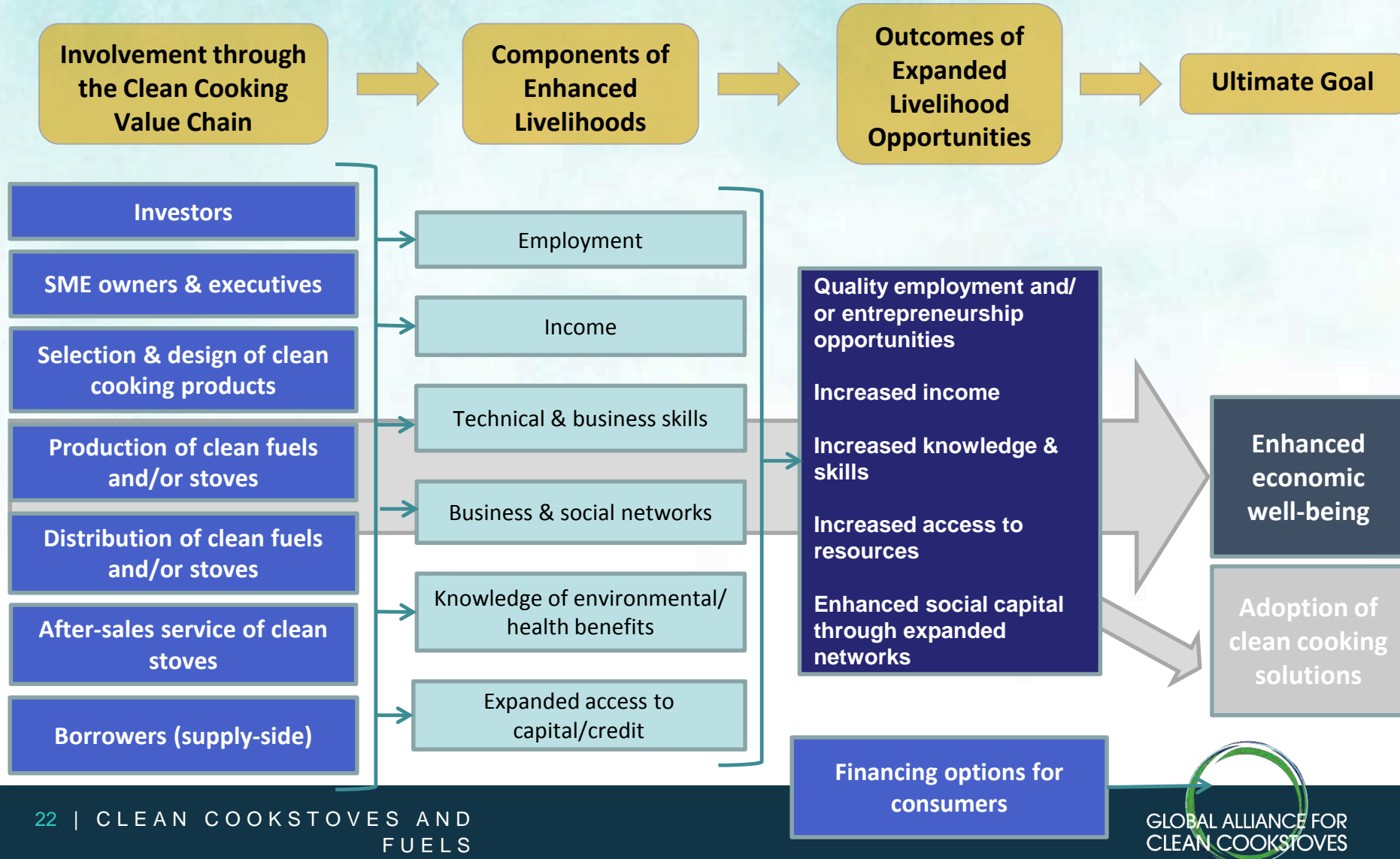
Credit: SGFE

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

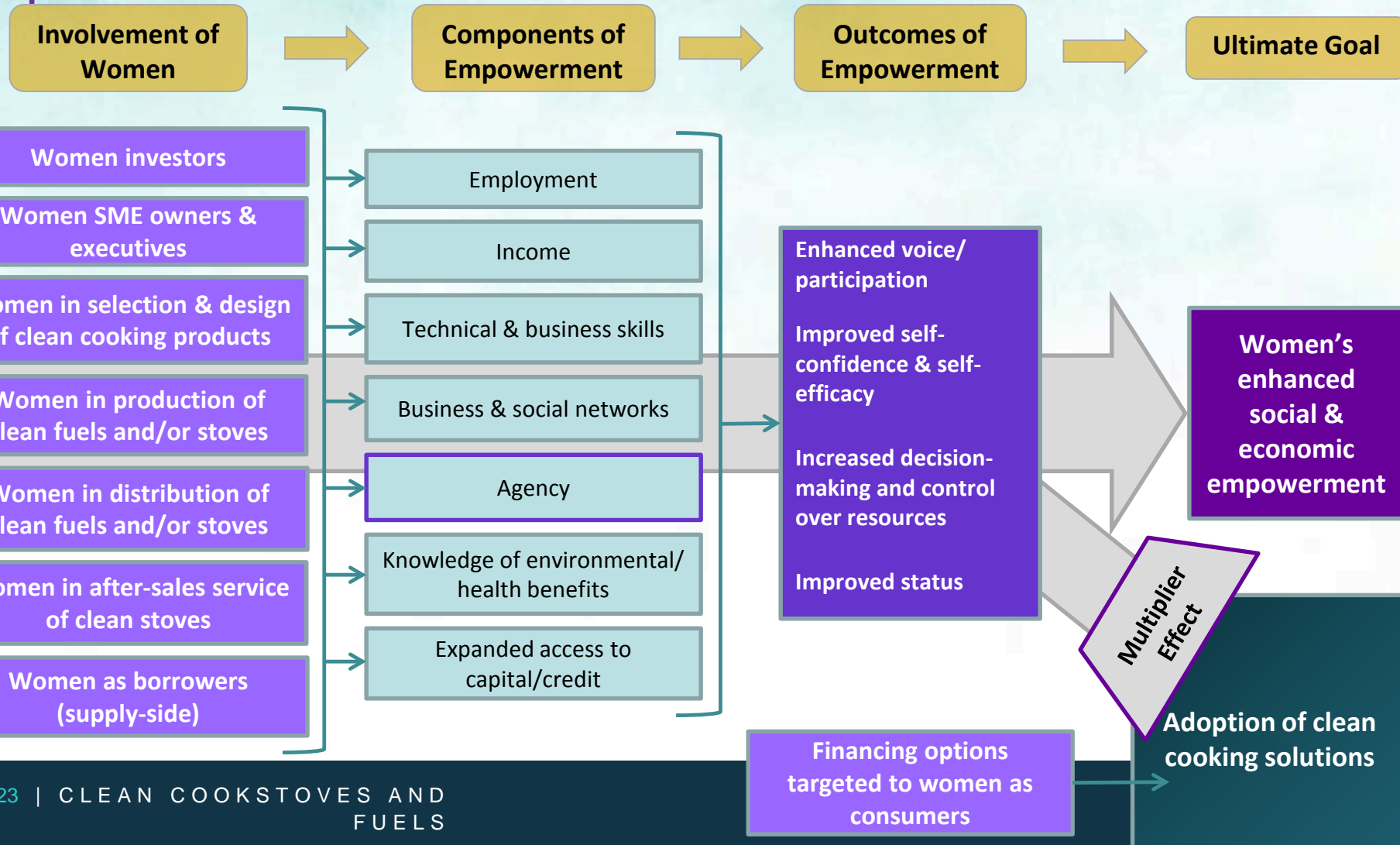
Social Impact Conceptual Framework:

How involvement in the clean cooking value chain expands livelihoods opportunities for women and men



Social Impact Conceptual Framework:

How involvement of **women** in the clean cooking value chain enhances **women's social and economic empowerment**



Concrete Actions to Increase Gender & Livelihood Impacts

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

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