



Adoption Plenary

ETHOS 2019

Which road to take?



"Which road do I take?" she asked.

"Where do you want to go?" was his response.

"I don't know." Alice responded.

"Then it doesn't matter." said the cat

Selecting the right roads

- What methods will determine that adoption was achieved?
- Did we achieve them?
- How can we be sure?
- Who are we accountable to?
- Are there any downsides?

How do you know you've arrived

- Adoption of clean cooking benefits the customer.
- Results from design and implementation processes provides the feedback for iterative improvements
- Proving adoption creates a virtuous cycle with funders
- Fewer failed projects are good for the sector.

Speaker	Title of Talk	Biograph
<p>MarcoTulio Maldonado</p>	<p>Challenges from the Field</p>	<p>Born in San Marcos, Guatemala, Central America Worked for Hands For Peacemaking Foundation for the last 16 years. To build and install Aler stoves in the remote Northwest of Guatemala</p>
<p>Danny Wilson</p>	<p>We Don't Know What We Don't Know</p>	<p>Danny is the co-founder of Geocene, a company that builds sensors and software for monitoring cookstove adoption</p>
<p>Tara Ramanathan</p>	<p>The Price you Pay Without Data</p>	<p>Tara leads the cookstove program at Nexleaf Analytics. Recently completed her MBA at Oxford Said Business School with a focus on how to scale clean cooking to the poorest 3 billion people.</p>

Further down the road with Alice



"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where—" said Alice.

"Then it doesn't matter which way you go," said the Cat.

"—so long as I get *somewhere*," Alice added as an explanation.

"Oh, you're sure to do that," said the Cat, "if you only walk long enough."