



ETHOS 2020

Update from the Clean Cooking Alliance



# Agenda

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Updates from 2019

Strategy for 2020 and beyond



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# Updates from 2019



# Alliance Work Areas



**RESEARCH  
& THOUGHT  
LEADERSHIP**

**Impacts**

**Market Intelligence**

**Gender**

**Demand & Policy**



**KNOWLEDG  
E  
EXCHANGE**

**Product Standards**

**Convenings &  
Partner  
Engagement**

**Communications &  
Advocacy**



**GRANTS**

**Business-Related**

**Impact-Related**

**Category-Level  
Demand**



**TECHNICAL  
ASSISTANCE**

**For Businesses**

**For Investors**

**For Governments**



# 40+ million people reached

## Campaigns focused on cooking

- **Approaches:** Reality TV, web drama, radio, social media, SMS, school programs and community outreach
- **Locations:** Bangladesh, Ghana, Guatemala, India, Kenya, Nepal, Nigeria, and Uganda



## Integrating cooking into existing initiatives

- Television/radio (soap operas and reality shows)
- Schools, after-school programs, universities
- Health clinics and community health centers
- Other government service delivery programs
- NGOs and CSOs
- Fast-moving consumer goods companies
- Celebrities and social media influencers
- Faith-based groups and women's groups
- Diaspora communities



# Clean Cooking Forum 2019





# “Clean Cooking Is...” Campaign



CLEAN  
COOKING *is...*





Ministry of Energy







# SAFE Workshop & Humanitarian Energy Conference

- **Total participants:** 184
- **Country representation:**
  - Ethiopia – 23%
  - Kenya – 9%
  - Nigeria – 7%
- **Stakeholder Balance:**
  - NGOs & UN Agencies – 49%
  - Private Sector – 17%
  - Donors & Financiers – 3%





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## Strategy for 2020 and beyond



# Sector Strategy Development

## WHY

To model how to achieve universal access to clean cooking solutions by 2030 and establish a roadmap for partners to collaborate, innovate, and accelerate progress over the next 10 years.

## WHAT

A 2020-2030 Sector Strategy that identifies the unique contributions of various stakeholders to better leverage the resources and expertise currently flowing into the sector, and provides a roadmap to effectively unlock the additional resources, capital, partnerships, and innovations needed to achieve SDG 7 through the development of a clean cooking industry.

## HOW

Consultations

Design Thinking

Implementation

Partnerships



# Research Strategy Development

## OBJECTIVE

- To define the Alliance's role and identify priorities for 2020-2025

## CONSULTATION QUESTIONS

- What is the Alliance's role? (e.g., funder; communicator; translator of evidence; research advisor; collector of data)
- What internal and external processes are needed to fulfill that role? (e.g., internal research guidelines, external research best practices)
- What types of research and research questions should the Alliance focus on supporting from 2020-2025?

2010

High-level effects of clean cooking were known, but understanding of scientific impacts and potential co-benefits was limited.

2010-2015

Alliance focus on funding research about co-benefits, country-level assessments, annual reports, and research dissemination.

2015-2020

Alliance focus on filling gaps in co-benefit research, impact evaluations, and targeted markets research.



# Gender Strategy Development

Through this work, we want to see...





# Policy Strategy Development

## WHY

To support the establishment of a strong and predictable policy environment that facilitates greater access to clean cooking

## WHAT

The Alliance will develop resources and provide technical assistance to policymakers to ensure they have the information and capacity to design and implement effective policies. These include developing investment case and policy decision tools; providing policy planning support; and sharing best practices.

## HOW

Consultations

Implementation

Partnerships



# Cooking Industry Catalyst



## VENTURE CATALYST

Advisory support, TA contracts, and grants for investment readiness, research and development, and operational growth



## MARKET CATALYST

Ecosystem building, market research, data, tools, convenings



## DEMAND CATALYST

Direct-to-consumer awareness campaigns, organizational partnerships to highlight the benefits of clean cooking



# Clean Cooking Champions



*Julia Roberts*



*H.E. Hajia Samira Bawumia*



*Rocky Dawuni*



*Sanjeev Kapoor*



*José Andrés*



*Zhao Wei*





# Clean Cooking's Connections to the SDGs



Clean cooking is necessary to leading healthy and productive lives, and it also helps consumers save time and money.



Clean cooking reduces fuel needs, thus reducing the burden on families to collect, buy, or trade other resources, such as food, for fuel.



Clean cooking improves health by lowering the burden of disease from exposure to household air pollution.



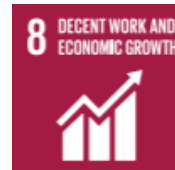
Clean cooking can help children, especially girls, stay in school by reducing time spent on cooking and collecting fuel for the household.



Clean cooking can reduce the burden of unpaid care work, which remains a major cause of gender inequality.



Clean cooking is essential to addressing energy poverty and ensuring sustainable energy security for billions of people.



Energy access enables enhanced productivity and inclusive economic growth. A global clean cooking sector can boost job creation.



Clean cooking addresses household and ambient air pollution, resource efficiency, and climate vulnerability.



Clean cooking reduces harmful, climate-damaging emissions from burning polluting fuels in inefficient stoves.



Clean cooking reduces the amount of wood required for cooking, thereby reducing environmental degradation and pressure on forest resources.



## 2020 Events

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- **February 18-20:** Global Off-Grid Solar Forum & Expo – Nairobi
- **March 8:** International Women’s Day and #EqualEverywhere
- **April 22:** Earth Day
- **May 18-23:** World Health Assembly – Geneva
- **May 26-28:** SEforAll Forum – Kigali
- **June:** Standards and Testing Workshop – Dakar
- **November 9-20:** COP 26 – Glasgow