

Times Have Changed, Change Your Stove:
**Using Behavior Change Communication to Drive Consumer
Demand for Cleaner Cookstoves and Fuels**

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GLOBAL ALLIANCE FOR
CLEAN COOKSTOVES

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
- 21% of global black carbon emissions
- Health & economic burdens that disproportionately impact women & girls



MISSION

- SAVE LIVES
- IMPROVE LIVELIHOODS
- EMPOWER WOMEN
- PROTECT THE ENVIRONMENT

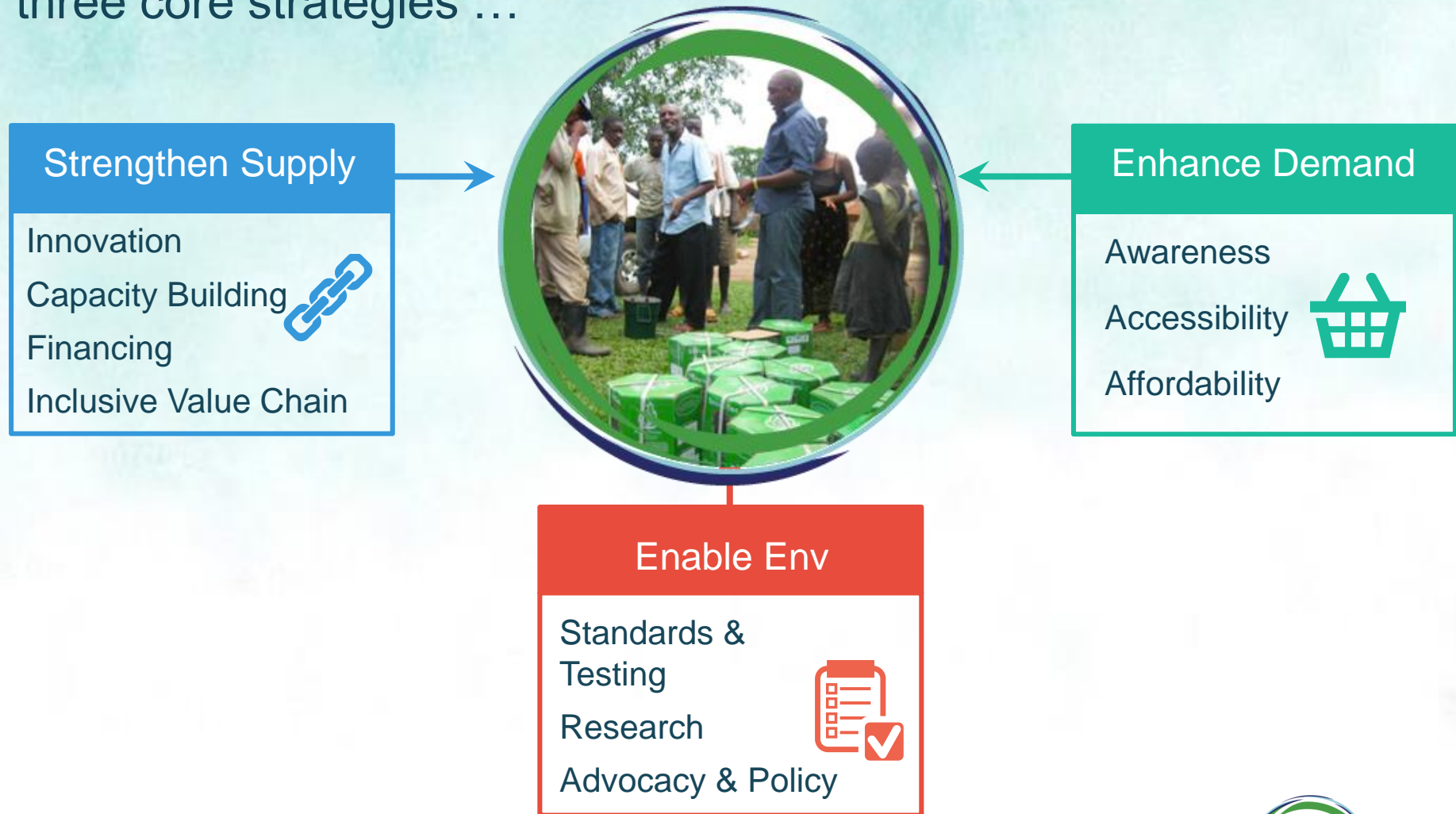


GOAL



100
MILLION
HOUSEHOLDS
ADOPT CLEAN AND
EFFICIENT
COOKSTOVES &
FUELS BY 2020

The Alliance now has more than 1600 partners actively supporting and growing the sector. Our market based approach is built on three core strategies ...



Design of the Modern Stoves Campaign in Bangladesh

Why use behavior change communication?



- Making the transition to cleaner cooking presents a complex behavioral challenge:
 - Cooking is a deeply ingrained behavior with strong social and cultural ties.
- Behavior change communication (BCC) interventions aim to influence key determinants of behavior – including social and cultural norms, attitudes, and knowledge - by using evidence-based communication

Bangladesh Campaign Details

Timeline: September- December 2016

Target Audience:

- Married women and men 20-35 years old, living in peri-urban and urban areas of Dhaka and Khulna regions.
- Typically lower middle class and use wood for cooking.
- Men and women have different needs and aspirations regarding their kitchens

Implementing Partner:

- Purplewood Communication Ltd



Tag Line: “Times have changed,
change your stove”

Communication Strategy

- The campaign's communication messages were developed by analyzing results from consumer research commissioned by the Alliance in 2015, which showed that the target audience:
 - ... responds to branding of stoves as an “essential” home appliance.
 - ... is heavily influenced by their peers, aspire to move up the social ladder, and take pride in providing for their families.
- In response to this aspiration to appear “modern,” the cookstoves were marketed as “modern stoves,” with the tagline, “Times have changed, change your stove.”
- Selected communication channels (based on examination of target audience profiles):
 - Interpersonal communication (street theatre, household visits, and stove fairs)
 - Mass media (radio ads, mobile cinema)
 - Print materials and outdoor media (billboards, teashop and rickshaw signs)
 - Mobile advertising (SMS and social media)

Stove and Category Branding



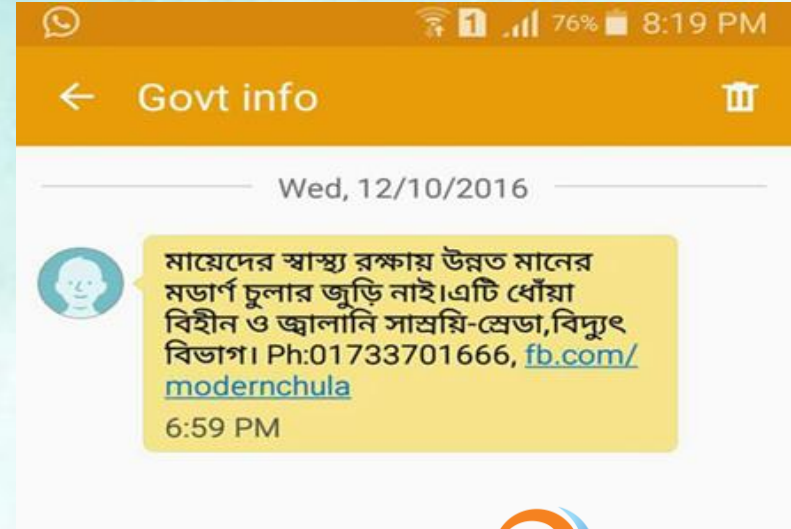
- Promoted a range of improved Cookstoves
- Category was branded with a symbol that denotes a guarantee of features – **(a) Less Fuel (b) Less Smoke (c) affordable (d) Portable**
- The windmill is a symbol of clean energy, is culturally relevant



‘চরকা’ চিহ্নিত মডার্ন চুলা

Stakeholder and Government Engagement

- The Alliance partnered with Six Cookstoves manufacturer and one pellet manufacturer who all participated in the fairs and events during the campaign
- The Alliance partnered with the Government of Bangladesh's Sustainable Renewable Energy Development Authority (SREDA)
- SREDA endorsed the campaign and also sent out government sponsored SMS promoting the campaign



Implementation and Reach of the Modern Stoves Campaign

Modern Stoves ran **72 street theatre** and **12 stove fairs**, which reached combined total audience of approximately **49,500 people**.



42,000 leaflets, 10,000 posters, and 16,000 stickers with the Modern Stoves logo and slogan were disseminated.



An estimated **38,600 people** saw a short film screened via **72 mobile cinema events**.



Approximately **80,000 people** viewed a short concept video about Modern Stoves on social media.



1000 people were reached in 500 door-to-door household visits by outreach workers.



The ModernChula Facebook page gained over **11,470 followers** and featured information and videos on modern stoves.



Close to **15 million people** were reached via SMS messaging sent by SREDA.



A radio spot was aired on Dhaka FM radio station, with **200 broadcasts** reaching 160,000 listeners.



In total, the Alliance estimates that **over 15 million people** were reached with cookstove messaging in Bangladesh via the various channels.

Results and Lessons Learned of the Modern Stoves Campaign

Results

- **Surveys implemented before and after campaign events** (mobile cinema, street theatre, stove fairs)
 - Respondents were statistically significantly more accurate identifying the advantages of using a modern stove after the event compared to before.
 - Overall, stove fairs – compared to street theatre and mobile cinema - had the greatest impact in changing consumer perceptions.
- **Mobile Survey** (conducted among those that were visited by an outreach worker, and consented to share their phone number)
 - 80% of survey respondents had heard of Modern Stoves, indicating a strong recall rate.
 - Of those surveyed that reported already owning a modern stove, 62.5% purchased it in the past 5 months, potentially due to the Modern Stoves campaign.
 - Nearly half (45.6%) of those who do not currently own a modern stove indicated that they are “very likely” to purchase one in the next three months.

Challenges and Lessons learned

- The Modern Stoves campaign provided a useful opportunity for the Alliance to **learn about how certain messaging, mechanisms, and stakeholder relationships** can contribute to the success of a behavior change campaign in Bangladesh.
- The **government's support** throughout this campaign proved to be very useful.
- The audience's conceptualization of a stove is strictly dichotomous, i.e. there are traditional stoves and gas stoves. There is **little or no notion of a continuum of improved stoves**
- **Stove demonstrations were found to be extremely helpful**; potential consumers liked being able to see, feel, and use the stoves that they were considering purchasing.
- Implementers believe that **social media** should be a staple for future urban/ peri-urban focused demand campaigns in Bangladesh..

Clean Cooking Directly Supports Achievement of 10 SDGs

1 NO POVERTY



Clean cooking is part of basic services necessary to lead a healthy and productive life and saves households time and money.

2 ZERO HUNGER



Efficient cookstoves reduce the amount of fuel needed to cook, thus reducing the burden on families who would otherwise have to collect it, buy it, or trade their food for it. Emissions of short-lived climate pollutants from inefficient cooking also hamper agricultural productivity.

3 GOOD HEALTH AND WELL-BEING



Reducing smoke emissions from cooking decreases the burden of disease associated with household air pollution and improves well-being, especially for women and children.

4 QUALITY EDUCATION



Children, particularly girls, are often kept out of school so that they can contribute to household tasks, like cooking and collecting fuel.

5 GENDER EQUALITY



Unpaid work, including collecting fuel and inefficient cooking, remain a major cause of gender inequality.

7 AFFORDABLE AND CLEAN ENERGY



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

8 DECENT WORK AND ECONOMIC GROWTH



Energy access enables enhanced productivity and inclusive economic growth. The clean cooking sector offers many job opportunities.

11 SUSTAINABLE CITIES AND COMMUNITIES



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

13 CLIMATE ACTION



Up to 25% of black carbon emissions come from burning solid fuels for household energy needs. Clean cooking solutions address the most basic needs of the poor, while also delivering climate benefits.

15 LIFE ON LAND



Up to 34% of woodfuel harvested is unsustainable, contributing to forest degradation, deforestation, and climate change.

And contributes to an enabling environment for achieving the entire Agenda 2030.

Join Us!

Global Alliance for Clean Cookstoves

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