

Lessons learned from ICS experiences in Asia



Towards Emerging Market

Immature market

Low awareness, informal production



**Market
research**



**Capacity
building**



R&D



**Awareness
raising**



Subsidies



Market Maturity

Business partnership opportunities

National policies and political will

Local financing opportunities

Upgrading local value chains

>4 millions ICS disseminated



Catalyzing market – no shortcut

Baseline assessment
Testing and R&D

Standards & Labeling

Quality Assurance & Quality Control

Monitoring & Evaluation

Research & Advocacy

Access to finance

Business development



No “one size fits all” solution

Define your objective:

- household air pollution*
- natural resource protection*
- living conditions*

Know your end-users

Analyze your market

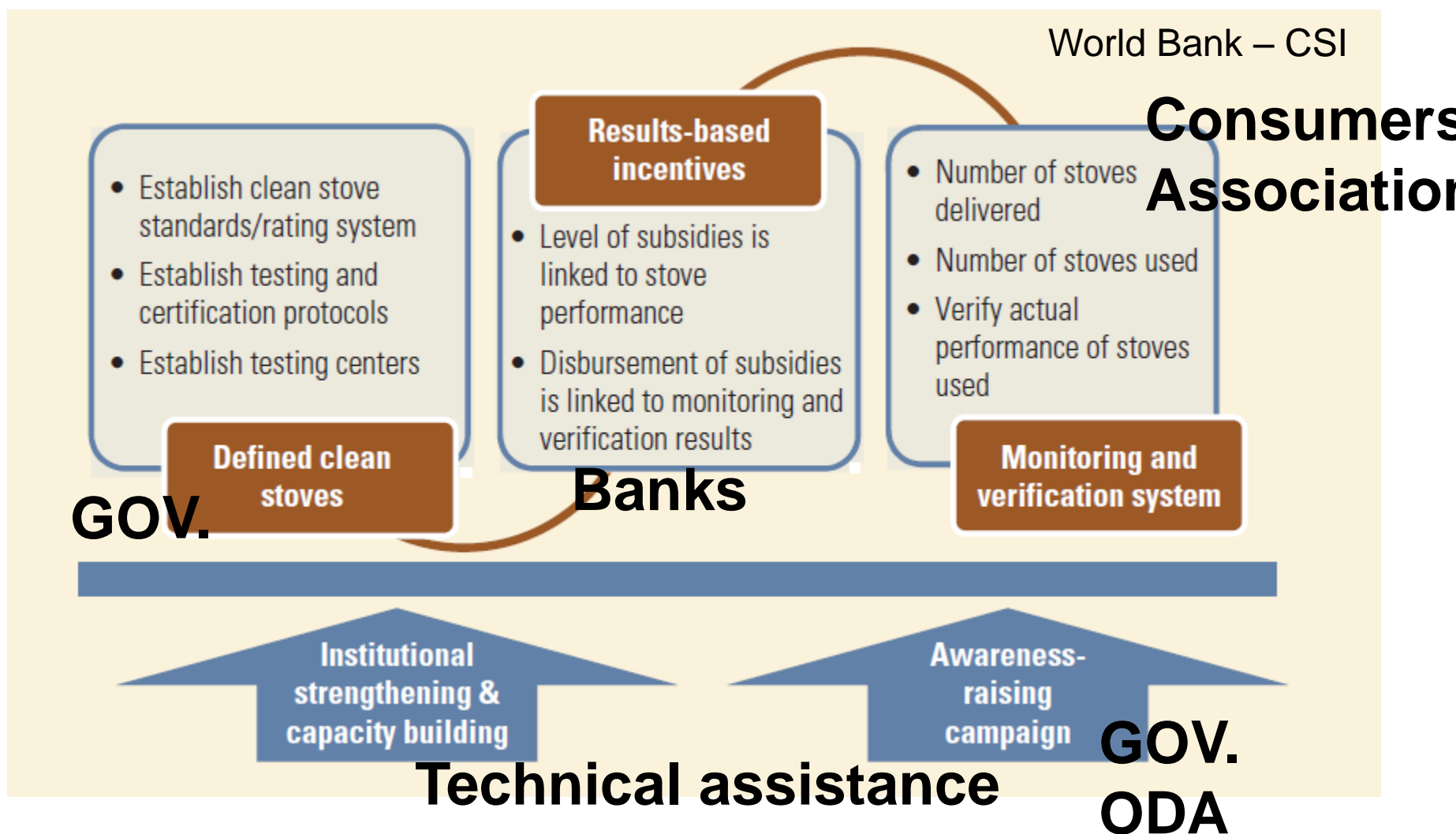
Involve women as soon as ICS testing and selection phase



Networking and knowledge sharing



Building an ecosystem



Strategic Planning



Don't throw the baby out with the bath water.

An estimated 2.7 billion people rely on biomass for cooking and its use will remain significant over the next few decades.

Each stakeholder has a role to play.