SMOKE FREE VILLAGE
A behavioural change approach to clean cooking

Bastiaan Teune,
SNV Global Cooking Energy Advisor
About SNV

- SNV is a global development partner.
- We are deeply rooted in the African and Asian countries where we operate.
- We bring 60 years of experience and work in a team of approx. 1,600 people.
- We strengthen capacities and catalyse partnerships that transform the agri-food, energy, and water systems, which enable sustainable and more equitable lives for all.

In 2023, lives of 6.4M people measurably improved.
Our work to 2030 is defined by the intersections between nine SDGs, our three sectors of focus, and three core themes.

Our three focus sectors are agri-food, energy, and water. We apply our strong foundations and technical expertise within and across these three interrelated sectors that are critical to enabling people to lead dignified lives and thrive.

Within and across these sectors we have identified three core themes: gender equality and social inclusion (GESI), climate adaptation and mitigation, and strong institutions and effective governance.

Across these sectors and themes, we align our efforts with the relevant SDGs and measurably contribute to specific elements of nine SDGs.
Cambodia

• 3.6 million HHs in a country of 17 million, where firewood use for cooking is widespread

- 4.5M tCO2eq released from burnt firewood yearly
- 14,000 deaths from HAP annually
- 2M households cooking mostly with firewood
- 8M kg firewood burnt each day

14,000 deaths
4.5M tCO2eq
8M kg firewood
Angkor Wat, Bayon Temple, Cambodia
Bayon Temple, Angkor Wat, Cambodia

1250 AD
Siem Reap, Cambodia

2024 AD
Opportunity gap

92% of households have access to grid electricity

And yet,...

68% of households still use primarily firewood
Smoke Free Village

Cambodia
Laos
Nepal
Mozambique
Smoke Free Village Approach

**Policy Intervention**
Public policy and institutional capacity – better coordination and improved standards

**Demand Creation**
Economies, distribution and market engagement of sustainable adoption of improved and clean cookstoves

**Private Sector**
Distribution companies and market intelligence, and financing

**Behavioural Change and Awareness**
Cultural Aspects, and Decision-making Power and Gender Inequality
Smoke Free Village Governance Framework

Note: EU (European Union), CCA (Clean Cooking Alliance), GaCCo (Global Electric Cooking Coalition), SE4All (Sustainable Energy for All), MME (Ministry of Mines and Energy), MAFF (Ministry of Agriculture, Forestry and Fisheries), MoH (Ministry of Health), MOWA (Ministry of Women’s Affairs), MSMEs (Micro- Small- Medium- Enterprises)
Four Key Behaviours

The SFV approach focuses on changing behaviours for clean cooking on community level.

Approach adopted from WASH Sustainable Sanitation and Hygiene for All.
In Cambodia by 2025

4 Provinces
500 Villages
100,000 households
500,000 people
Women to Women

- Behavioural Change Communication provided by women of the Commune Council for Women and Children
- Half the shop owners/mangers are women
- Most cooks are women
SFV activities reached 200,000 people so far

BCC Village Meetings
- 30 – 50 participants prevent evoking community dialogue about cooking
- Games, stories and photos and sharing ideas

SFV Day
- Takes place at schools in communes, students from different schools compete by painting murals reflecting on clean cooking practices
- Spreads awareness of behaviours to children

Door-to-Door Visits
- D2D visits to further explain the four clean cooking behaviours on a personal level.
- Appropriate measures to HH income and context

Cook Fair
- Private sector displays and present their products
- Cooking demonstrations with different stoves
- Leaflets shared where to buy stoves
Information, Education, Communication Materials
In Schools...

Children paint
Smoke Free
Cooking Behaviours

SFV Day
Brobheb Primary School, Battambang province
February 2021
Community Groups

Opportunities for P2P Learning

Community dialogue to promote clean cooking behaviours

SFV Quarterly Meeting, Pouk District, Siem Reap province February 2021
With religious leaders

“At Buddhist celebrations I recommend for our people to cook smoke free.”

Venerable Guy Sovan Dara,
Prey Klola Pagoda
GESI inclusion

- Women-headed households
- IDPoor households
- People living with disabilities
Cooking Demonstrations
Triggering actions that grant access to clean cooking
Involving men in BCC
Overcoming knowledge barriers on clean cooking
Promoting suitable clean cooking alternatives
Building on educational foundations for clean cooking
SFV Activities

Bringing the concepts of clean cooking to schools
SFV Activities

Bringing the concepts of clean cooking, door to door
SFV Activities

Making clean cooking relatable
SFV Activities

Learning through observation and dialogue
Linking to important community groups and leaders
## The cost of cooking: single fuel scenarios in Cambodia

<table>
<thead>
<tr>
<th>Fuel</th>
<th>Unit</th>
<th>Cost per Unit (USD)</th>
<th>Monthly Fuel Consumption – estimate (Units)</th>
<th>Monthly Fuel Cooking Cost – estimate (USD)</th>
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<tbody>
<tr>
<td>Wood traditional</td>
<td>Kg</td>
<td>$0.20</td>
<td>85</td>
<td>$17</td>
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<tr>
<td>Wood ICS</td>
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<td>Electricity</td>
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<td>$6</td>
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<tr>
<td>LPG</td>
<td>Kg</td>
<td>$1.20</td>
<td>5</td>
<td>$6</td>
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</tbody>
</table>
Changes in perceptions and behaviours

Health concerns as driver for change

- **40%** Control
- **86%** After SFV

Traditional stove as a primary stove

- **62%** Control
- **39%** After SFV

Clean cookstove as a primary stove

- **38%** Control
- **60%** After SFV

6 months

Average time for SFV participants to change cooking behaviours

17%

of households participating in activities now use **electric cookers** as primary stoves (compared to 2% before the campaign).
Stoves fleet changes in Smoke Free Village
Households and inclusiveness

- 83% own an electric/LPG stove
- 65% use it as primary stove
- 42% use it exclusively

*47 new villages were added to the project in Battambang, Kampong Speu and Siem Reap*
GEDSI

Owns a clean stove (% participants)

*Six new communes were added to the project in Battambang, Kampong Speu and Siem Reap in Q3 - 2023, explaining the momentary downtrend.
Smoke Free Villages

Villages that have >85% of their HHs in the following categories:

- Not Owning a Clean Stove
- Own a Clean Stove
- Use Clean Stove Primarily
- Use Clean Stove Exclusively

* 47 new villages were added to the project in Q3 - 2023
Why It Works

**Modality:** echoing SNV WASH experience

**Network:** active, local, female SFV committees

**Context:** cash economy, access to markets selling clean stoves

**Culture:** Cambodians willing to change to modern cooking lifestyle
Results Assessment of a Behavioural Change Approach for Clean Cooking in rural Cambodia

Scan the report
WWW.EnDev.info
And now Asia,...?
Let’s collaborate