

GHACCO Advocacy Plan on Clean Cooking 2017. (Excerpts)

1. Problem description

The use of inefficient stoves exposes households to problems of indoor air pollution (IAP) and causes about 13,400 health related deaths in Ghana annually, majority of whom are women and children. It also leads to the destruction of the ecosystems, high carbon emissions, environmental degradation, deforestation and loss of fertile agricultural lands. It is estimated that, 80% of households continue to rely on solid fuels for cooking. According to Sustainable Energy for All, averagely a household uses more than 1,000 kg of firewood annually owing largely to the use of inefficient stoves. Between the year 2005 and 2010, the rate of forest depletion was estimated at 2.19% per annum.

Factors such as high initial cost of improved cooking technologies, poor dissemination of clean and sustainable energy technologies, inadequate regulatory framework, inadequate financing schemes and inadequate public awareness on the effect of IAP have all contributed to the problem.

To support efforts of government and other stakeholders in reversing the trends and increasing access to improved cooking, CSOs will gather evidence and build the capacity of end-users (women and youth groups), suppliers, FIs and MMDAs to improve access to affordable, efficient and sustainable energy solutions.

2. Goal

The goal of this clean cooking advocacy is to increase access to affordable, efficient and sustainable energy solutions. This will be achieved through the creation of enabling environment for inclusive business and increased investment by financial institutions and manufactures of ICS/LPG. This will increase the reliability and supply of ICS/LPG. CSOs and ICS/LPG value chain actors such as women and youth groups, retailers, distributors and manufacturers will work together to lobby local governments to formulate and implement inclusive policies on sustainable cooking. The value chain actors will also lobby financial institutions to create financial products to support sustainable cooking.

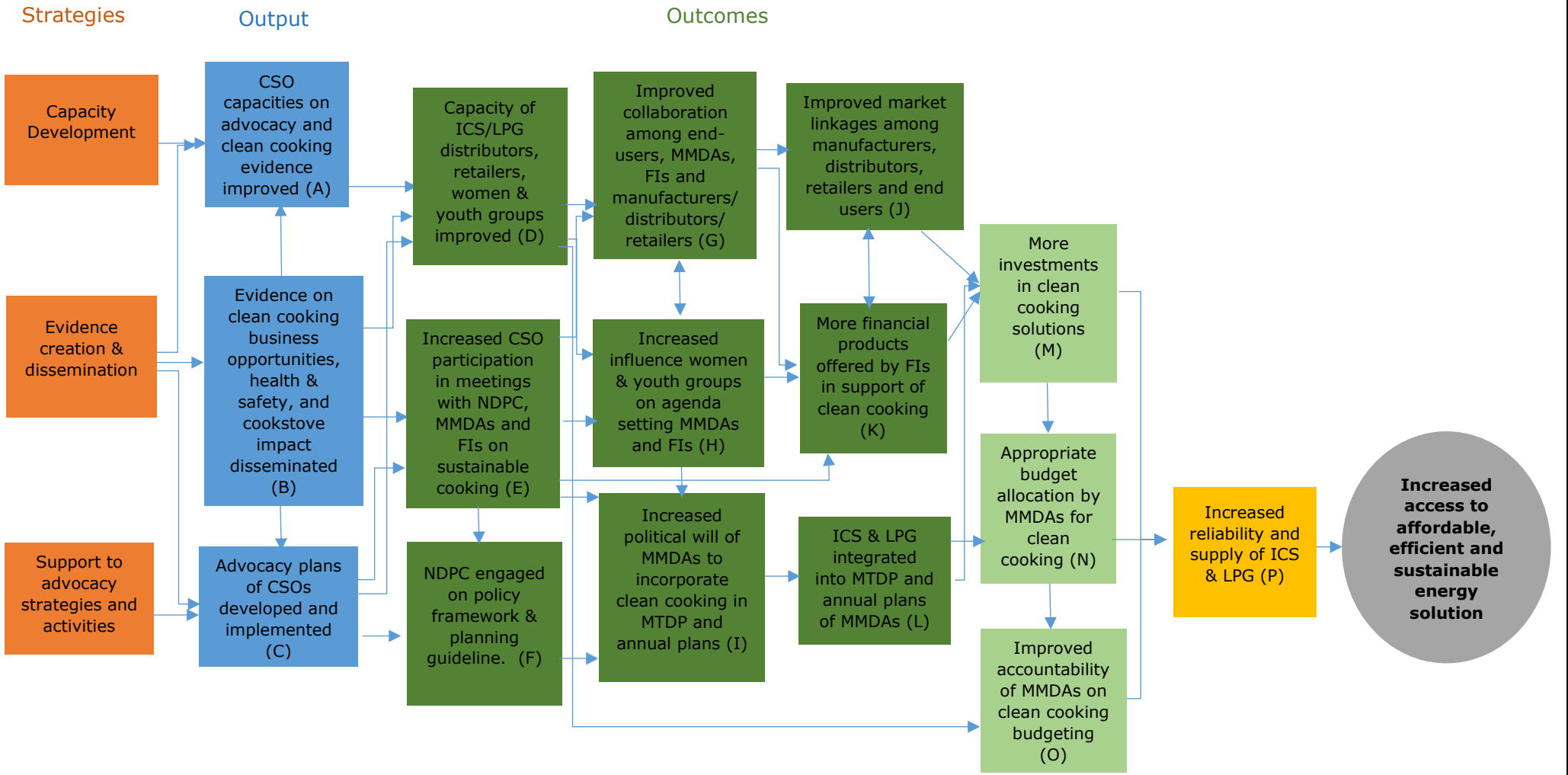
3. Context analysis

Despite growing recognition of the dangers of continued reliance on solid fuels for cooking, spurring transitions towards cleaner cooking solutions remains a challenging task for Ghana. Government policies and strategies have been formulated and some legislations passed in the attempt to overcome challenges of clean cooking. However, they have had other unintended crippling effects on the sector and have not adequately responded to the needs of women although women are greatly affected by these policies. The enforcement of the policies have also not been effective and targets set by government have mostly not been achieved. Most of these policies and regulations and their institutions are mainly at the national level with little decentralisation and inadequate capacity to ensure clean cooking is mainstreamed into the various development plans at the district levels where many of the issues related to clean cooking are felt most. The National Development Planning Commission (NDPC) for instance develops country plans under which local governments are to develop their district level plans. The current country plan, the Ghana Shared Growth and Development Agenda (GSGGA II 2014- 2017 policy framework), does not lay emphasis on clean cooking as a means of addressing climate change challenges at the district level. Moreover, the districts do not have the capacity or the energy institutions to make inputs into the Metropolitan, Municipal and District Assemblies' (MMDAs) medium term development plans of their districts. To cause the needed change at the district level, CSOs will engage NDPC on the integration of clean cooking into the national development plan. The use of evidence on the impact of the clean cooking sector on climate change will be central to this engagement.

Lack of consumer's knowledge on safety on the use of improve energy cooking systems especially on LPG have also limited its use. Burns and even deaths which have occurred from the unsafe use of improved stoves has deterred end-users from switching to clean cooking technologies. Lack of adequate financial

support for the manufacturing and distribution of clean cooking technologies is another challenging factor. High interest rates as a result of an uncoupled and thus strongly fluctuating currency and limited liquidity of local banks imply producers have serious difficulty to obtain funding for investments/upscaling. From the end-user side is also the issue of high upfront cost of improved stoves and LPG as compared with the inefficient stoves. Financing clean cooking, like other renewable energy technologies is a new and unventured area for the financial institutions. Financial institutions will be engaged using evidence on the business opportunities in supporting both the manufacture and purchase of clean cooking technologies. The few piloted successes of financial support to clean cooking will also be used. End-user groups (women & youth groups) will also be engaged on health and safety issues in the use of ICS and LPG, to empower them towards influencing district politicians and financial institutions for increased support of clean cooking.

4. Contextualised Theory of Change



| Target audience | ENGAGEMENT STRATEGY Barriers | ENGAGEMENT STRATEGY Desired change | ENGAGEMENT STRATEGY Key messages | ENGAGEMENT STRATEGY Communication Channel |
|----------------------------|---|---|--|--|
| Women & youth Groups | Low awareness of benefits of ICS on health | Lobbying the MMDAs and other stakeholders to integrate clean cooking into district development plans. | <ul style="list-style-type: none"> • Cooking with open fire kills • ICS/LPG support good health & saves lives • Saves money | Face to Face encounter with women groups at churches. TV, drama, local radio programs, panel discussions, jingles, and announcements. Moderated group discussions, Open market activations and peer to peer marketing |
| Retailers and Distributors | Low access to ICS/LPG sales and distributions channels | Have more access to ICS for onwards sales and distribution and aftersales services, Clean cookstoves available and accessible in rural and peri-urban areas, Door to door cylinder service to end users | <ul style="list-style-type: none"> • Distributors and retailers are key to increasing access of ICS/LPG • LPG distribution can save lives and improve health • Clean cookstoves business is profitable • Clients satisfaction leads to more customers | Face to face engagement of retail and distribution shops Dialogue sessions with distributors and retailers Capacity building workshops on how to promote and increase distribution |
| Financial Institutions | Lack of awareness of the financial benefits of investing in the cookstove sector High initial cost of ICS/LPG prevent potential end-users from acquiring improved cooking technologies | Offering financial support to end-users and suppliers of ICS and LPG | <ul style="list-style-type: none"> • Cookstoves sector: prime opportunity for investment. • Clean cookstoves is financially viable | Business seminars, Face to Face encounters |
| MMDAs | Low priority and interest in ICS & LPG issues and policies | Policy and budgetary allocation to the cookstoves sector | <ul style="list-style-type: none"> • Mainstreaming sustainable cooking is key to improving women's health and livelihood, and for the economic development of their districts • LPG and ICS promotion is key to addressing climate change and environmental degradation as outlined in the GSGDA • Sustainable cooking should be mainstreamed as part of climate change interventions | Meetings with District Planning and Coordinating Unit (DPCU), core management, Development Planning Sub-Committee of the selected districts. Face to Face encounters on the need to mainstream ICS in MTDP. |
| NDPC | Clean cooking issues are not well captured in the policy | To highlight the issues of clean cooking as a complete section | <ul style="list-style-type: none"> • Highlighting clean cooking as a key indicator in the district development planning guidelines | Involve Energy Commission and other relevant stakeholders in the clean cooking |

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| | framework and development planning guidelines | both in the policy frame work and the planning guideline | will ensure MMDAs integration into their plans | sector in the engagement meetings with NDPC. Lobby Energy Commission and relevant stakeholders to integrate clean cooking in their position papers to the NDPC. |
| Media | Low media reportage/ education on cookstove sector issues | Media reports/educates on indoor air pollution, ICS & LPG issues. | <ul style="list-style-type: none"> • Cooking with open fire kills • ICS/LPG support good health & saves lives • Saves money | Press briefings, media engagement soirees/workshops/conference, editors/producers information sharing meetings |

Activity and resource planning

7.1 Activities & resource planning for 2017 Only captured below.

| Output/ outcome | Activity | Result of activity | Brief description | Timeline |
|---|--|--|--|-----------------|
| CSO capacities on advocacy and clean cooking evidence improved (A) | Take CSOs through capacity development trajectory to strengthen their capabilities in leadership, advocacy, use of evidence and thematic knowledge | Report of CSO training workshop | SNV and IFPRI will train and coach CSOs in leadership, advocacy, use of evidence and thematic knowledge | 2016/ 2017 |
| Evidence on clean cooking business opportunities, health & safety disseminated (B) | B1. Develop communication materials health and safety issues on clean cooking | <ul style="list-style-type: none"> Communication material produced (flyers, banners, videos) | <ul style="list-style-type: none"> Short-Term Technical Assistance will be sought to develop communication materials | Mar – Apr. 2017 |
| | B2. Develop report on business opportunities | <ul style="list-style-type: none"> Report on business case for clean cooking production and distribution | <ul style="list-style-type: none"> A business consultant will be commissioned to produce a report on the viability of clean cooking business value chain. This will be shared with FI, entrepreneurs. | May- June 2017 |
| | B3. Organise community education on the importance of clean cooking technologies | <ul style="list-style-type: none"> Community groups are sensitized on the health impact of indoor air pollution. | <ul style="list-style-type: none"> Focus group encounters with women groups at churches or market centres will be organised. TV and local radio panel discussions with phone-ins to clarify their concerns/ as well as jingles. | May- June 2017 |
| | B4. Evidence dissemination to FIs | <ul style="list-style-type: none"> FIs are aware of the business opportunities that exist in the cookstove sector and willing to invest in the production, supply | <ul style="list-style-type: none"> Business seminars, Face to Face encounters will be organised to educate financial institutions on business opportunities in the sector | May- June 2017 |

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| | | and purchase of clean cooking technologies. | | |
| | B5. Media engagements on the health and safety benefits of clean cooking, relevant policies, and evidence of financial viability | <ul style="list-style-type: none"> The media be better informed and educated on health and safety benefits of clean cooking, relevant policies and evidence of financial viability. They would support and ensure duty bearers and other stakeholders get committed to their responsibilities. | <ul style="list-style-type: none"> There will be media engagement soirees/workshops/conference, editors/producers information sharing meetings on health and safety benefits of clean cooking, relevant policies and evidence of financial viability. | Oct 2016 – June 2017 |
| Advocacy plans of CSOs developed and implemented (C) | C1. Support CSOs to develop advocacy plan | Final draft of Advocacy plan | SNV will guide two representatives each of GHACCO & ORGIIS to develop and progressively refine an Advocacy plan on clean cooking | May 2016 - 2017 |
| Capacity of ICS/LPG distributor, retailers, women & youth groups improved (D) | D1. Organise capacity development session for women and youth group leaders on policies and responsibilities of duty bearers. | Community groups will be capacitated to demand for adoption of clean cooking options by duty bearers (MMDAs). | One day workshop per district for 36 women & youth groups in 7 districts on engaging with their MMDAs. | March-July 2017 |
| | D2. Organise capacity building workshops for distributor and retailers on how to promote and increase distribution | Retailers/ distributors are capacitated to expand their distribution network for both ICS and LPG. | One workshop per district for 7 districts. | Aug- Sep 2017 |

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| Increased CSO participation in meetings with NDPC, MMDAs and FIs on sustainable cooking (E) | E1. Engagements meetings with NDPC | NDPC appreciate clean cooking as key in addressing climate change challenges | Inception meeting with the Commissions and directors of NDPC on the gaps in the clean cooking GSGDA. | Jan - March 2017 |
| | E2. Organise meetings with District Planning and Coordinating Unit (DPCU), core management, Development Planning Sub-Committee of the selected districts on the need to mainstream ICS in MTDP. | The MMDAs better informed on the need to mainstream ICS interventions in their development plan | Meeting to present and discuss sustainable cooking as a means of addressing climate change at the district level | March-2017 |
| | E3. Meetings with directors of FIs on clean cooking business opportunities | Awareness on investment in cookstoves created among financial institutions | Round table conference organised with presentations to be done to board, management of some MFIs/Banks for buy-in | Feb-March 2017 |
| NDPC engaged on policy framework & planning guideline (F) | F1. Meetings with NDPC, Energy Commission, Ministry of Local Government and other relevant stakeholders on integrating clean cooking in policy framework and planning guidelines. | NDPC commits to integration of clean cooking interventions into the national development framework and planning guidelines | 3 Meeting and debriefing sessions with directors of NDPC, Energy Commission, Ministry of Local Government and other relevant stakeholders organised to advocate for the relevant for making clean cooking in the National and district agenda | Jan-June 2017. |

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| <p>Improved collaboration among end-users, FIs and manufacturers /distributors/retailers (G)</p> | <p>G1. Stakeholder fora with end-users, manufacturers, distributors and FIs</p> | <p>Stakeholders discuss challenges and opportunities for effective collaboration. Outcomes of the meetings are concrete action points for participants.</p> | <p>One forum per district for Volta, Ashanti and Greater Accra and Two Zonal meetings for Upper East and Northern Region.</p> | <p>Oct-Dec 2017</p> |
| <p>Increased Political will of MMDAs to incorporate Clean Cooking into MTDP and annual plans of MMDAs (I)</p> | <p>I1. Follow- up discussions with the MMDAs to lobby for the integration of clean cooking interventions in the MTDPs and annual plans.</p> | <p>The MMDAs have better evidence to mainstream ICS interventions in their development plan</p> | <p>Participate in district budget meetings, town hall meetings, performance review meetings</p> | <p>June October2017</p> |

7.2 Outlook activities 2018

Beyond 2017, activities will continue to engage MMDAs on the need to integrate sustainable cooking technologies into development interventions as part of climate change mitigation efforts at the district levels. From 2018, the MMDAs will also be engaged on other clean cooking interventions on institutional cookstoves (Schools, prisons, catering facilities, pito brewery, Gari Processing, Shear – Butter processing, and other agri-processing initiatives) involving the use of sustainable fuels.

Activities on improving market linkages among manufacturers, distributors and retailers will continue in 2018. In the coming years, they will be guided to establish regional distribution depots, marketing/customer service and administrative hotlines. CSOs will also support manufacturers to create a database of all trained distributors and retailers to facilitate easy access and distribution of the various clean cooking options.

The expansion in the ICS/LPG supply and distribution channels with corresponding increase in demand means end-users have a variety of improved cooking technologies and sustainable fuel options to choose from in the ensuing years. Also, to ensure prompt and continued aftersales service support to end-users, 2018 activities will bring on board local artisans who will be trained by the manufacturers to undertake repairs in their various communities.

The results of the financial investment fora on clean cooking business opportunities organised in 2017 will be reviewed. The workable options will undergo competitive upscaling. With the support of the CSOs, the FIs will work towards establishing a technical committee on finance who will come up with financial products to suit the various groups of customers. Other non-government financing options will be explored in 2018. This will include green financing options for manufacturers and suppliers and social support from the corporate businesses for women and youth groups.

The national interest and awareness stimulated on IAP and ICS/LPG adoption in 2017 will help facilitate action from government both at national and district level in the coming years. The increased interest in clean cooking as a strategy for climate change adaptation and meeting women energy needs will create the avenue for increased collaboration with other stakeholders in 2018 and beyond. This is part of the strategy for government to create the required enabling environment needed to promote inclusive businesses.

8. Assumptions, risks & mitigation

FIs sensitization will be presumed to stimulate and awake support for cookstoves initiative and its capital injection. It is assumed that proposals from banks/ MFI for providing financial schemes will be secured. This will help facilitate affordable cookstoves purchase by women groups for both domestic use and for food processing.

The MMDAs interest in ICS and LPG interventions will be sustained. Once the MMDAs realize the benefit of ICS/LPG initiative we presume that they will mainstream sustainable cooking into their MTDPs and annual plans and make budgetary allocations for related interventions. The mainstreaming will ensure that successive leadership of the local government will continue to sustain the interventions. Appropriate budget allocation by MMDAs for clean cooking is assumed to be done successfully through project inception meeting with Head of dept. and stakeholders. The oversight accountability systems on the budgetary allocation are expected to ensure transparency. Prior to the initial integration process at the MMDA's, NDPC is presumed to collaborate on all the engagements relating to policy framework and guideline planning.

Improved collaboration among end-users, FIs and manufacturers/ distributors/ retailers is presumed to be ensured through financial investment review forum on clean cooking business opportunities, undertaking competitive upscaling of FI into cookstoves sector funding of: manufacturers, retailers and distributors and facilitating financial sponsorship and collaborations from corporate world to end user/ women groups to access to stoves. These activities will help attain common grounds on challenges and roles to play to enhance collaboration in ICS funding. This system of operation and collaboration between parties is assumed to be fostered.