



Powering Tanzania's Clean Cooking Transition

TANESCO's utility-led approach to electric cooking and appliance financing

Ms. Irene Gowelle

Director of Communications and Customer Experience
Tanzania Electric Supply Company Limited (TANESCO)





About TANESCO

Tanzania's national electricity utility

Tanzania Electric Supply Company Limited is responsible for generating, transmitting, distributing and supplying electricity across Tanzania.

TANESCO is promoting clean cooking through the Pika kwa Umeme awareness campaign and an On-Bill Financing (OBF) model, leveraging its customer base to accelerate electric cooking adoption.

6.5M+

electricity customers (June 2026)

4,500 MW

installed generation capacity



Tanzania's Clean Cooking Ambition: 80% by 2034

Electric cooking is one pathway within Tanzania's broader clean cooking transition



5%

Current electric cooking adoption



20%

Expected contribution of electric cooking by 2034



Source: Ministry of Energy, Tanzania

Note: Electric cooking is one pathway within a multi-technology national strategy — not the only clean cooking solution.

Why Electricity Utilities Matter in Clean Cooking



ACCESS

Existing customer networks create a route to reach households at scale.



TRUST

Customer engagement builds confidence, awareness and sustained adoption.



AFFORDABILITY

Financing and clear cost information can help households make the switch.



SCALE

Utilities can connect customer reach, appliance finance and grid planning.





The utility advantage

Using Existing Utility Assets to Enable eCooking

A national customer platform for scale

More than 6.5 million electricity customers, established customer relationships and prepaid-meter infrastructure.

6.5 M+

Electricity customers

LUKU

Existing prepaid payment channel



CUSTOMER REACH

Use existing channels to inform and engage households.



PAYMENT RAILS

Connect appliance repayment to existing prepaid electricity purchases.



SYSTEM PLANNING

Understand new cooking loads and their timing on the grid.



SERVICE & TRUST

TANESCO's public-utility status provides an established platform for customer engagement and trust.

Strategic edge: combine customer reach, payment systems and grid knowledge in one customer-centred offer.

What the utility is doing



1

PIKA KWA UMEME NATIONAL AWARENESS CAMPAIGN

Public education and practical engagement to make modern electric cooking understandable and relevant.



2

ON-BILL FINANCING(FOR CUSTOMERS)

Eligible customers obtain selected appliances and repay gradually through prepaid (LUKU) electricity purchases.



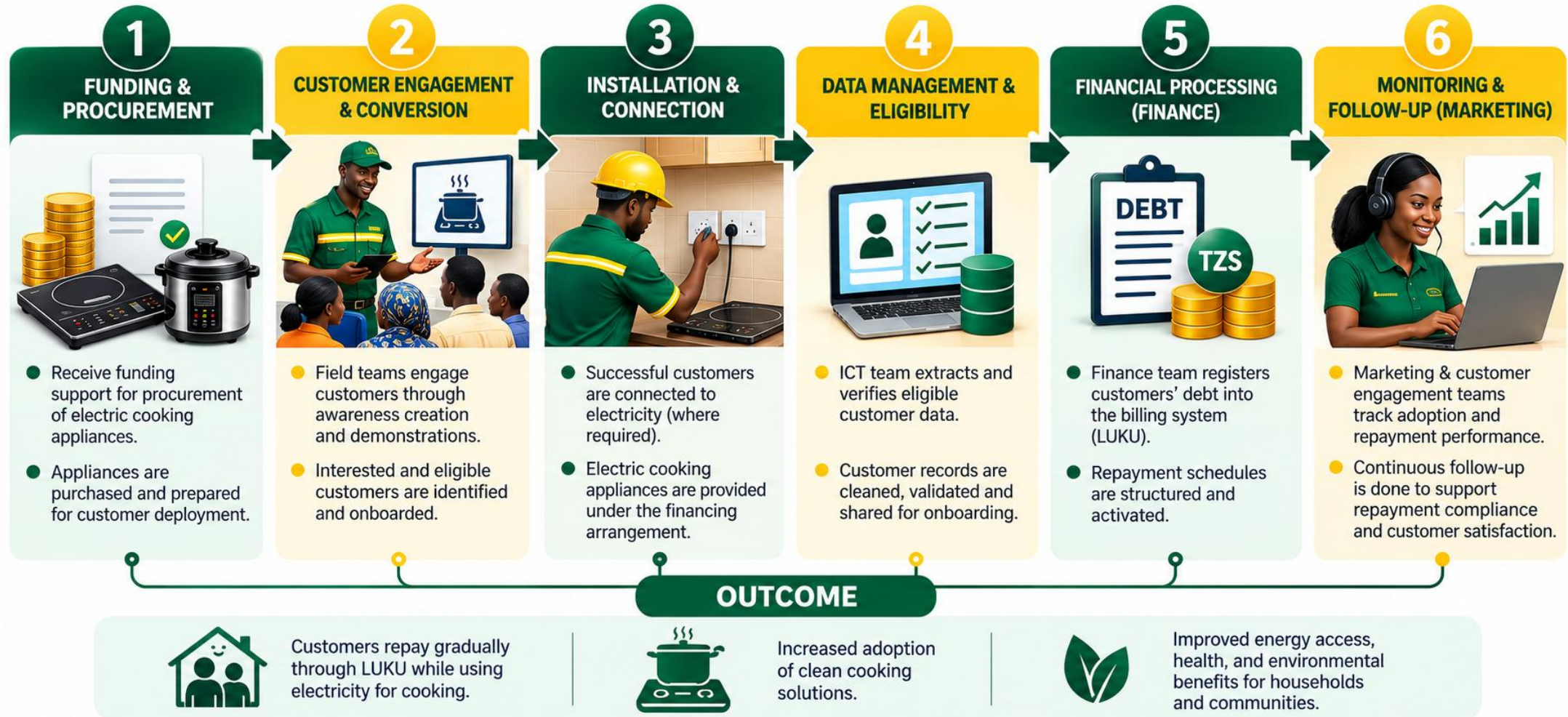
3

PAYROLL DEDUCTIONS (FOR TANESCO STAFF)

Staff pilot with MECS: clean cooking access through convenient salary-based repayments.

Not "give away appliances": build a repeatable route from customer awareness to adoption and sustained use.

OBF–TANESCO pilot methodology



OB F Programme achievements

Evidence of implementation: programme results as of September 2026

423

Awareness activities
conducted

1,720+

appliances delivered
through customer On-Bill
Financing

6,400

appliances distributed
through the staff payroll
mechanism

541

Customers who have
completed payments

Implementation insight

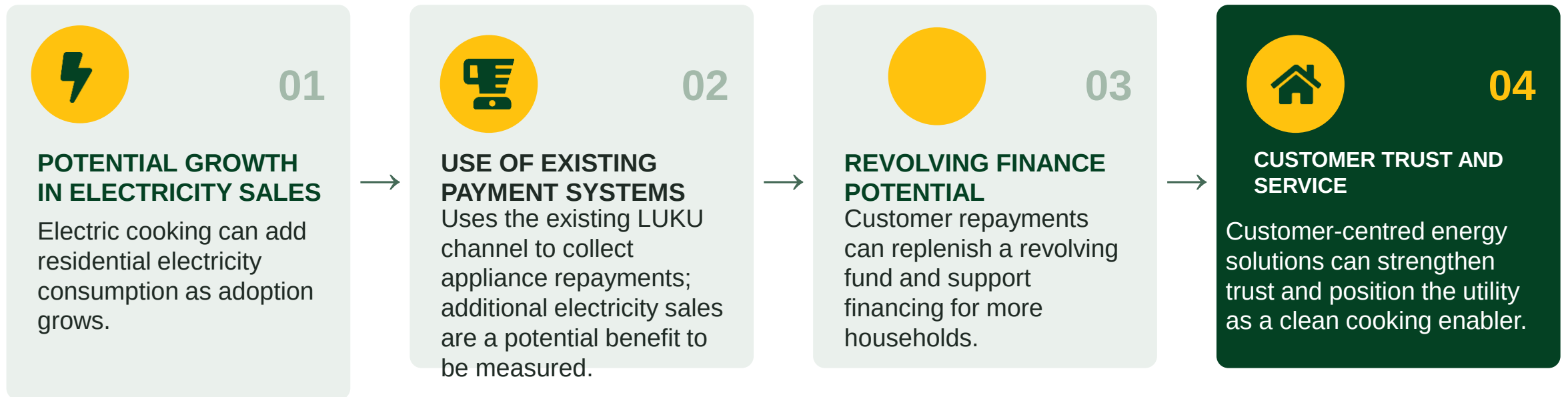
There are 1139 customers ongoing with repayment and 40 yet to start payment reason behind;

Some customers had not commenced repayment because their newly constructed houses were not yet occupied or they were temporarily using alternative electricity meters.

Key lesson: delayed repayment may reflect occupancy or metering circumstances—not necessarily unwillingness to pay.



The Business Case for Electricity Utilities



Key takeaway: the business case depends on affordable finance, customer adoption, reliable supply and evidence of sustained use.

Barriers Utilities Must Address to Scale eCooking



HIGH UPFRONT COST

Appliances remain a major entry barrier.



OPERATING COST PERCEPTION

Customers need credible, meal-specific cost comparisons.



CULTURE & COOKING PRACTICES

Solutions must fit local foods and routines; biomass habits are established.



RELIABILITY & CAPACITY

Customers need confidence in supply and suitable connections.



QUALITY & AFTER-SALES

Reliable appliances, repairs and consumer protection build trust.



FINANCING & CUSTOMER TRUST

Limited access to consumer credit; poor customer experience can damage trust.



Lessons from TANESCO's OBF Experience

01

Affordability Drives Adoption

Flexible instalments reduce upfront costs and make electric cooking appliances more accessible to households.

02

Institutional Readiness Is Critical

Effective implementation requires coordinated financing, customer data management, repayment systems and customer support. Regular customer follow-up is essential.

03

Turn Awareness into Adoption

Link demonstrations to appliance access, service and follow-up.

04

Strong Partnerships Enable Scale-Up

Reliable suppliers, quality appliances, maintenance services and strategic partnerships are essential for programme sustainability.

05

POWER SUPPLY RELIABILITY

Reliable and stable electricity supply is essential to build customer confidence and sustain the adoption of electric cooking.

From Pilot to Scale: TANESCO's Priorities

Building a scalable and financially sustainable model



Diversify Financing Options

Assess complementary options such as PAYGo, subject to feasibility and approval.



Strengthen Local Supplier Partnerships

Work with local suppliers on quality, availability, warranties and after-sales support.



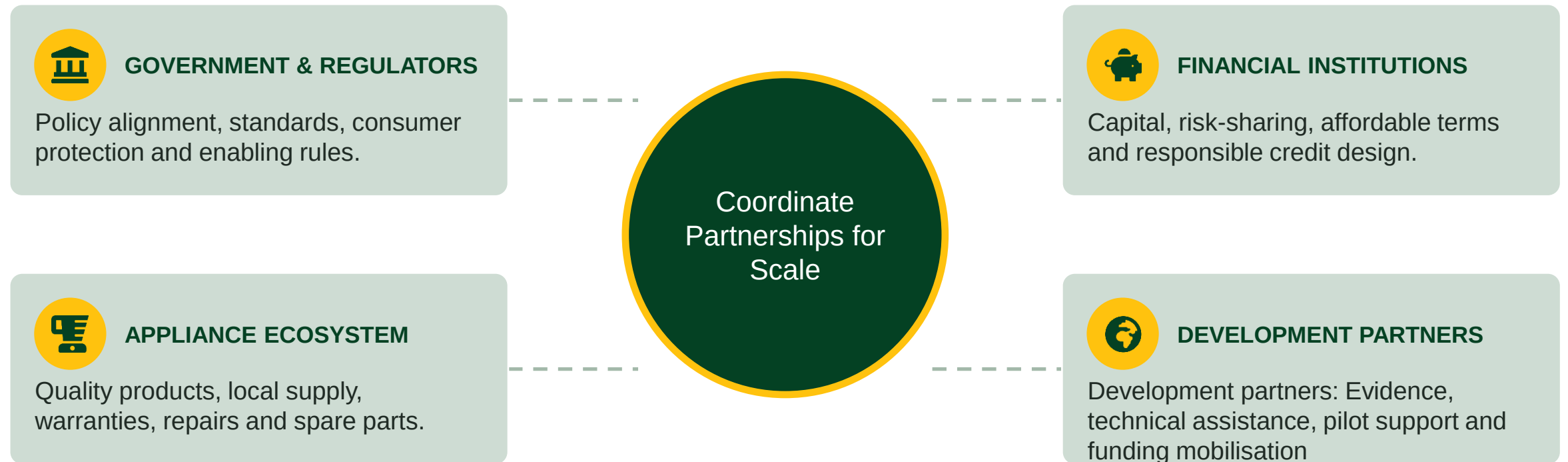
Scale Customer Awareness and Adoption

Scale up Pika kwa Umeme campaigns, customer education, live cooking demonstrations, and appliance distribution to encourage sustained adoption of electric cooking.



A Partnership Model for Scale

The utility cannot deliver the transition alone



From Electricity Access to Sustained Clean Cooking

Utilities can catalyse the transition by combining:



INFRASTRUCTURE

Electricity access and grid planning



AFFORDABILITY

Responsible appliance finance



CUSTOMER TRUST

Communication and service



PARTNERSHIPS

Evidence and shared delivery

“Success is not only the number of connections or appliances distributed; it is whether households can afford electric cooking and continue using it.”

PIKA KWA UMEME

Umeme nishati safi nafuu zaidi jikoni

*Electricity is a clean and affordable energy
in kitchen — cook with electricity.*

Asante sana

Thank you

