Global Alliance for Clean Cookstoves: Gender Strategy
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
Our market based approach is built on three core strategies ...

**Strengthen Supply**
- Innovation
- Capacity Building
- Financing
- Inclusive Value Chain

**Enhance Demand**
- Awareness
- Accessibility
- Affordability

**Enable Markets**
- Standards & Testing
- Research
- Advocacy & Policy
...and is being pursued in three phases.

**Phase 1** (2012-14)
- Launch global and in-country efforts to rapidly grow the sector
  - (Bangladesh, China, Ghana, Guatemala, India, Kenya, Nigeria, Uganda)

**Phase 2** (2015-17)
- Drive investments, innovation, and operations to scale

**Phase 3** (2018-20)
- Establish a thriving and sustainable global market for clean cookstoves and fuels
The Alliance now has 1,000 partners actively supporting and growing the sector.

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The Alliance has a specific gender strategy. The sector needs to increase the role of women and address gender issues to scale adoption.

- **Women, as the users, will ultimately determine use and adoption of cookstoves and fuels**
  - Technologies, distribution approaches, marketing techniques, etc. must all be gender-informed

- **Women entrepreneurs are an untapped resource to scale adoption**
  - Fastest growing cohort of entrepreneurs and business owners in many developing countries
  - Reinvest back into their communities
  - High payback rates on business loans
  - Better able to reach female consumer segments which can increase overall sales
  - Utilize peer-to-peer communication to enhance adoption among female users
Gender-informed practices have two important outcomes for the clean cooking sector:

1. **Leverage gender information to identify barriers and opportunities, leading to increased effectiveness of businesses.**
   - Enterprises need to understand the impact of gender dynamics on every part of their business (production, marketing, distribution, after sales service, operations, etc.).

2. **Increase gender and empowerment impacts.**
   - By understanding gender dynamics, cooking sector players can better leverage opportunities to empower women and promote gender equality.
Challenges to scaling women’s empowerment and entrepreneurship in the clean cooking sector

- Capacity of implementing organizations to address gender and women’s entrepreneurship needs to be strengthened
- Financing needed for gender components of cookstove projects
- Need increased evidence of the specific gender impacts in the sector
- Need to set and influence policies through awareness raising and advocacy
# Phase 1 Strategic Pillars & Core Activities

## Build the evidence to make the case
- 3 studies examining gender impact of adoption and impacts of women entrepreneurs

## Build capacity of enterprises to integrate gender and empower women
- Online knowledge hub with case studies, best practices and tools.
- Trainings on gender and empowerment
- Gender due diligence and capacity building for Spark grantees
- Gender mainstreaming support for WEF and PIF grantees

## Identify best practices and test innovative approaches
- Resource Guide with best practices for integrating women at every stage of the value chain
- Women’s Empowerment Fund

## Set and influence policies through awareness raising and advocacy
- Gender integrated throughout Country Action Plans
- Gender mainstreamed throughout all Alliance activities
- Recruitment of gender expert organizations
- Engage in global gender events
Phase 1 activities revealed key lessons and areas to focus in on in Phase 2.

**Phase 1 Strategic Pillars**

- Make the Case
- Build capacity
- Best Practices
- Influence Policies

**Learnings from Phase 1**

- Capitalize on momentum and focus in the sector on gender.
- High interest but low capacity among enterprises to implement gender approaches.
- Access to finance is critical for all entrepreneurs, including women.
- Continue to solidify evidence base on cooking energy and women’s empowerment to effectively advocate among gender experts.
- Raise awareness among women consumers/users, as well as girls and boys.
- Gender needs to be an integral part of national and international policies.
Phase 2 activities build off of the lessons from Phase 1 and are focused on scaling effective approaches and increasing gender impacts.

- **Build the evidence and share data**
  - Commission research on most effective approaches for women’s empowerment & adoption
  - Develop M&E methodologies and tools to measure socio-economic impacts

- **Build capacity of enterprises**
  - Trainings on implementing best practices in Resource Guide
  - Online knowledge hub with best practices, tools, webinars, expert roster, etc.
  - Gender due diligence and mainstreaming support for Alliance grantees
  - Empowerment training for women micro-entrepreneurs

- **Increase access to finance**
  - Women’s Empowerment Fund
  - Connect enterprises with investors interested in gender impact and raise awareness of investors about importance of gender-informed business practices

- **Raise awareness**
  - Gender-informed national awareness campaigns
  - Integrate energy access into school curriculum and raise awareness of girls and boys

- **Set and influence policies**
  - Integrate energy access into global gender frameworks
  - Build strategic partnerships with key gender advocacy groups
Corinne Hart
Director, Gender and Humanitarian Programs
chart@cleancookstoves.org
www.cleancookstoves.org/gender