


**Global Alliance for Clean Cookstoves - Uganda
Creative Brief**

Brand	<p>Improved cookstoves (ICS)</p> <ul style="list-style-type: none"> ➤ Creating a need for people currently using traditional cooking methods to change or upgrade what they currently use for wellbeing and lifestyle benefits to be realized ➤ Presenting an aspirational hierarchy of options for ICS for consumers to make an informed choice for continuous upgrading behaviors
Background	<p>In spite of alternative energy sources available in Uganda, there is heavy dependence on biomass especially for cooking due to its accessibility and affordability. Biomass is the main source of energy for approximately 90% of the Uganda population. This heavy reliance on biomass and the use of inefficient traditional stoves has caused rapid degradation of forests, leading to fuel scarcity and threatening the environment. Further, cooking on traditional stoves or three-stone fires exposes particularly women and children to dangerous emissions causing chronic respiratory diseases - to date one of the main causes of death in developing countries. 23 % of children under the age of five in Uganda has been reported to suffer from acute respiratory infections (ARIS) which is the leading cause of child mortality. Toxic fumes contribute to ARIs; 19,700 deaths are reported annually as a result of indoor air pollution. Thus, a shift toward consistent use of cookstoves that have higher efficiency, and lower smoke and emissions in Ugandan households is desired.</p> <p>For this purpose, three major barriers need to be overcome:</p> <ol style="list-style-type: none"> a. Product Quality Confusion: High quality Improved cookstoves (ICS) are not easy to identify in the market , since a high variety of different stoves is available, which are similar in appearance but vary significantly in terms of efficiency, safety and durability. b. Limited consumer awareness: Often end-users are not aware of the benefits of using an ICS, i.e. considerably reducing household spending, improving their health and wellbeing, conserving the environment and saving time that can be used for other productive uses to improve livelihoods. c. Cost of distribution: The production and distribution of ICS in Uganda is highly concentrated in Kampala and few other major cities, showing a limited distribution network across the country. <p>There is need for people currently using traditional cooking methods to change or upgrade what they currently for wellbeing and lifestyle benefits to be realized.</p> <p>To launch a new category (i.e. ICS) in the minds of consumers, 3 things need to be done</p> <ol style="list-style-type: none"> 1. Create a need: raise awareness of the problem – in this case create dissatisfaction with their current method of cooking.

	<ol style="list-style-type: none"> Educate about the solution(s) - Information about the solution category ICS and cleaner fuels, sharing on the functional benefits Bonding emotionally with the consumers: touching on the emotional nerve of the consumer. – aspiration, modernity, lifestyle, wellbeing and pride associated with owning and consistently using cleaner cooking solutions
Requirements	<ol style="list-style-type: none"> Develop a communications campaign generating demand for cleaner cooking solutions Develop a look and feel for the campaign, Develop 2 different creative directions – only one of which should try to build off/incorporate the existing logo and slogan materials developed by EnDev Uganda which serves as a quality seal for stove buyers to identify high-quality stoves that are tested to comply with <i>EnDev performance</i> standards. 
Campaign Objective	<ul style="list-style-type: none"> ➤ To create a dissatisfaction with current traditional cooking methods; ➤ To opt for an ICS to reap benefits in reduced cooking time, less smoke, savings in fuel and money and improved wellbeing
Communication Objective	<ol style="list-style-type: none"> Promote benefits of clean cooking alternatives and awareness about impact of unhealthy alternatives (Note: all health claims must be evidence based) To create awareness about the range of clean cooking solutions to promote informed choice from a hierarchy of options To connect emotionally with Moses and Mary so that they have the intention and aspiration for an improved cookstove
Target Audience	<p>Demographics: Mary (primary target) & Moses (secondary) live in urban & peri-urban areas (including small towns and large villages) and belong to the middle three quintiles of Uganda’s earners.</p> <p>They currently cook using charcoal or fire wood which they purchase. This is unlike those in the bottom quintile who tend to gather firewood or make their own charcoal, or those in the top quintile who use LPG (Gas) or Electricity.</p> <p>Moses tends to make the final decisions about large ‘ticket’ purchases for the house but Mary has considerable input, especially with regard to matters of the kitchen.</p>

	<p>Moses and Mary are conformists; they are proud of what they have. They want to fit in. They care what people say about them and do everything to ensure that their position in the community remains high; demonstrated in a number of ways</p> <ul style="list-style-type: none"> - Moses expects his family to behave in a way that will not embarrass him and others may be jealous of. - Mary works hard to achieve this, and also reinforce her position as the woman of the house, a good mother and wife- one who cooks good food and feeds her family well. - Their house is neatly maintained; children are well behaved and attend church on a weekly basis, in their cleanest clothes - Appearances matter; it is important to be seen to be doing the right or expected thing - As Urban and Peri-Urban residents, both Mary and Moses value being seen to be modern. Being modern is demonstrated through embracing new technology (e.g. phones) or through increased efficiency of daily tasks. - Mary feels resourceful and out ahead of others when she can save money, time or effort in the daily chores she performs for the family. - Moses feels a strong, good provider, when he can make life easier for his wife. And Moses takes pride in providing – so even if Mary purchases and ICS, he benefits.
Insights	<p>Mary and Moses both work hard. They are likely to have some kind of paid employment or sell items in a market or small holding.</p> <p>In addition to her paid work Mary is up early to feed the family and get the children to school. She visits the market most days to buy small items she needs for cooking in the evening.</p> <p>Moses spends time each day with his male peers. They may go to a bar or meet in the market/ shopping centers. They are continuously competing with one another for dominance.</p> <p>Mary and Moses feel a lot of pressure to always put forward their best face forward and conform to what the rest of the community is doing. They are proudest when ...</p> <ul style="list-style-type: none"> – Wearing their “Sunday Best” at church; – Their kids are well behaved and excel at school; – They have a new purchase which signifies their increasing status – Others are looking up to them or envious of what they are achieving
Brand positioning	<p>An ICS is part of a clean kitchen and healthy life style and is another way in which Mary and Moses can put their best foot forward, revealing their internal character to friends and neighbors and, thus, earning their increased respect and admiration. It is a mark of their status and position.</p>
Brand benefits	<p><u>On an emotional level</u></p> <ul style="list-style-type: none"> – Social standing

	<ul style="list-style-type: none"> – Progressive, resourceful, functional, efficient – saving time & money – Better well-being – Forward-looking, not being left behind; aspirational; lifestyle choice <p><u>On a functional level</u></p> <ul style="list-style-type: none"> – Durable – Easy to clean, – Convenient to use – Affordable – Efficient – Less smoke and smell
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<i>Reasons to Believe the Promised Benefit</i>	<ul style="list-style-type: none"> • If Mary can save money, and time through increased efficiency of her cookstove, then she can use these resources in other ways to improve the social standing and lifestyle of the family. • For Moses, he will be envied by his friends and neighbors if his wife can cook more efficiently using modern methods. He will be seen as a good provider and modern. • Owning an ‘improved cookstove’ is one more way for them to put forward that best face, revealing their internal character to friends and neighbors and, thus, earning their respect and admiration. It is a mark of their social standing and general wellbeing.
<i>Barrier to Desired Response</i>	<p>People have used traditional cooking methods for years. The norm currently is to use traditional cooking methods. The early adopters have long since purchased but the mass majority have not followed suit. Mary and Moses want to conform and so if they feel the norm is traditional cooking methods they are less likely to change their behavior. There are competing priorities for their disposable income which might take precedence over an ICS</p>
<i>Tone</i>	<p>Motivating and inspiring</p>
<i>Evaluation Criteria</i>	<ul style="list-style-type: none"> • The concepts need to be based on a single idea • Simple enough for the target audience to understand • Compelling enough for the target audience to be motivated to shift their behavior. • Increased awareness of the benefits of ICS and increased intention to purchase will be the behavioral determinants evaluated to demonstrate the success of this campaign. • Understanding the key drivers of intention to improve their cookstove should also be assessed.