

Global Alliance for Improved Cookstoves – Guatemala

Creative Brief

Background

The Global Alliance for Clean Cookstoves (La Alianza) is a public-private partnership hosted by the UN Foundation (Fundación Naciones Unidas) to save lives, improve livelihoods, empower women, and protect the environment by creating a thriving global market for clean and efficient household cooking solutions. The Alliance's goal calls for 100 million households to adopt clean and efficient cookstoves and fuels by 2020. We are working with a strong network of public, private and non-profit partners to accelerate the production, deployment, and use of clean cookstoves in developing countries.

The Alliance will launch a pilot marketing campaign in Sacatepéquez to increase sales for improved cookstoves. Global evidence indicates less exposure to smoke from biomass fuels (wood, charcoal) reduces asthma, lung disease, some cardio vascular disease and a number of other ailments. LPG stoves and improved woodstoves limit exposure to smoke, relative to non-improved stoves and open fires, so they are a healthier option for families.

Awareness of improved cookstoves as well as the benefits of improved cookstoves is very low. The campaign will increase knowledge (awareness) that improved cookstoves are available for purchase, retail outlet locations where consumers can purchase improved cookstoves and of the health benefits of using improved cookstoves exclusively. The interpersonal communicators will speak directly to consumers (door-to-door) in target neighborhoods and venues during the campaign to create opportunities to ask questions in households, small groups, and markets.

Fuel usage and cooking practices

Around 70% of households use firewood for cooking, and approximately 30% use LPG (propano). In Guatemala, as household income increases, families transition directly from cooking with firewood to cooking with LPG (other fuels, like charcoal, have weaker penetration).

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Firewood

When households cook with firewood on an open fire or on a non-improved stove (plancha sin chimenea, o con chimenea vieja), they are exposed to high levels of household air pollution (HAP), which is dangerous for their health. A goal of this campaign is to encourage households that cook with firewood to purchase an improved cookstove to reduce their exposure to HAP.

- Total firewood consumers: 2.1 millions of households cook with firewood – of which 1.3 million households *purchase* their firewood -- 35% of households buy all the firewood they consume, the rest gather all or part of the firewood they need
- There is not a clear linkage between firewood consumption, poverty and electricity access. Poverty is one of the drivers of the consumption of firewood; other drivers include: the price of LPG, the availability of cash to purchase LPG and lack of access to LPG.
- Firewood is perceived as a “cheap” option because households pay for small amounts of

firewood at a time, in contrast to a rather significant outlay of cash for a tank of LPG. When households do not have cash, firewood can be collected or substituted in periods of financial downturn.

- Focus groups with women in Guatemala show a lack of awareness of the link between Household Air Pollution (HAP) and acute respiratory infections.

LPG

LPG is a clean fuel for cooking, and is widely available in Guatemala. LPG is one of the only cooking fuels that meets WHO (OMS) HAP standards. Many families use both LPG and firewood to cook. A goal of this campaign is to convince families who use both LPG and firewood to cook with LPG exclusively.

- LPG is consumed in 24% of rural & 75% of urban households
- Poor and low-income households that cook with LPG are usually headed by women, and often these women work outside the home.
- LPG purchases in poor and low income households often follow paycheck cycles. Households will switch to wood until they have the enough cash to afford a tank of LPG.

Burden of solid fuel use for cooking

- More than 5000 deaths (all ages) were due to Household Air Pollution (HAP) in 2010.
- HAP is the second cause of disability-adjusted life years (DALYs) in 2010 in Guatemala.
- Lower respiratory infections are the first cause of DALYs in 2010, and HAP is one cause of lower respiratory infections.
- Emissions related to open fires also contribute to outdoor air pollution.
- In Guatemala, cooking with firewood is one cause of deforestation – as the annual wood deficit (wood needed/used but not replaced) is more than 5 millions tons of dry wood

Requirements

- Develop a radio campaign to create awareness of and the need for improved cookstoves (ICS), and create associated print materials for community health workers to use to promote ICS door-to-door with potential consumers.
- Develop a look and feel for the campaign
- The campaign must build upon/incorporate the key message developed from research: **“Yo vivo para cuidar a mi familia. El humo de leña trae muchas enfermedades y algunas hasta pueden ser crónicas. ¿Si yo no estoy sana, quien velará por mis hijos?”**
- Messages about “not smelling of smoke” were found to be offensive- did not resonate.
- Messages about saving money with LPG did not resonate because a) LPG is perceived to be more costly than firewood, b) because of the relatively large outlay of cash to buy a tank of gas, and c) because cooks don’t know how much gas they are using so they worry that they are wasting it/don’t have control over it

Campaign Objectives

1. Increase awareness of the existence of ICS
2. Increase awareness of the health benefits of ICS

3. Increase sales/purchase/use of ICS

Communications Objective

1. Connect emotionally with the target audience so that they have the intention and aspiration for an ICS
2. Create the belief that “Cooking exclusively with an ICS will keep me healthy.”
3. Advise potential consumers on where to find ICS in Sacatepéquez

Target Audience

Women who work outside the home in urban and peri-urban Sacatepéquez.

Demographic information:

- Women ages 18-40
- Non-poor (socioeconomic groups B,C) and non-extreme poor (D)
- Urban and peri-urban residents of Sacatepéquez
- Nearly all – 98-100% of cooks (women) work outside the home
- Many are heads of their households
- Purchase firewood (do not collect firewood)
- Many use both LPG and firewood.
- A large fraction purchase tortillas.
- The segment is mostly non-indigenous
- Educational levels are low (primary school, no title).
- Approximately 33% of women do not live as part of a couple

Insights

LPG stoves

- Gas is aspirational, especially among younger women:
 - a. Women want to switch to LPG because it is more practical (faster, easy to light, no smoke, no struggle)
 - b. Younger women aspire to LPG – for the image (of middle class lifestyle) and for ease (comodidad)
- When women work outside the home and manage their incomes/money, they often choose to switch to LPG over firewood.
- Women who use LPG often switch to firewood when they are concerned about saving money as firewood is perceived as the more “economic” option.
- Cooks perceive that LPG is more expensive, even though our analysis showed that households spend more on firewood than on LPG

Improved Wood Cookstoves:

1. There is little awareness of these stoves in urban/peri-urban areas among the target audience.
2. Considered for “poor families” since these stoves are known primarily from programs that donate them.
3. When shown images of the improved wood stoves, women said they “[look] Like cooking with LPG, but using firewood”

Positioning

For the working woman who “vive para cuidar a mi familia”, cooking exclusively with LPG stoves and improved wood stoves protects her health so she can take care of her children and have more time with her loved ones. That’s because LPG stoves and improved wood stoves limit household air pollution that cause respiratory illness and other health problems.

Key Benefits

Emotional:

- LPG and improved woodstoves protect your health so that you will be able to take care of your children.
- Greater peace of mind knowing that you and your family will be healthier from less smoke inhalation
- Reduces stress by cooking faster
- Have more time by cooking faster
- Modern and successful families use improved cookstoves

Functional:

- Reduced exposure to smoke/health risks
- Time savings through faster cooking
- Increased ease of use, including ability to regulate heat.
- Clean cookstoves are designed to help busy women cook good meals for their family

Barriers to Consistent Use

LPG:

1. Price of LPG tank
 - a. Inconsistent incomes drive cooks to use firewood
 - b. Price of LPG tank – LPG prices are currently low, but are not regulated so could easily rise.
 - c. Large outlay of cash for a tank, rather than buying small amounts of firewood when needed.
2. Perception that LPG is for cooking fast – for “city food” – not for traditional meals
3. Fear of explosion – most women report fearing that the tank/gas will explode (concerns about tank quality – no data to support this – but a strong perception)

Improved Wood Stoves:

1. Price – cost of the improved wood stoves is high – higher than full LPG set-up: stove, tank, valve, tube.
2. Does not solve the problem of storing, preparing wood – and often requires additional cutting of wood pieces
3. Perception that stoves are fragile or break easily – especially compared with built in wood stoves made of brick.

Key Messages

“Yo vivo para cuidar a mi familia. El humo de leña trae muchas enfermedades y algunas hasta pueden ser crónicas. ¿Si yo no estoy sana, quien velará por mis hijos?”

Tone

A “wise, successful friend” - Authoritative/informed, but friendly and helpful.