



SURJOKONNA CAMPAIGN

FUTURE CARBON

MARKETING PLAN



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EXECUTIVE SUMMARY

Like in many countries around the world, women in Bangladesh are also tasked with the responsibility of running the household. This is especially true in rural communities where women's responsibilities include taking care of children, cleaning the home, subsistence farming, pumping water, and cooking meals. Households in rural areas mostly employ the use of traditional cookstoves that run-on biomass, the collection of which is another duty bestowed on women. The often physically demanding and time-intensive nature of biomass collection leaves little time for women to pursue other activities, such as furthering their education, participating in community based activities, and economic activities—activities that can contribute to women's economic empowerment and thereby, the eventual eradication of poverty.

Improved cookstoves (ICS) that are designed to be fuel efficient are being developed and promoted by various non-governmental organizations (NGOs), governments, private development organizations and local manufacturers as more environmentally-friendly alternatives to the heavy-exhaust producing, biomass-intensive, traditional cookstoves currently used in many of these households. Till to this date ICS technologies have focused on the health benefits of using fuel-efficient technologies, as well as their potential for mitigating environmental degradation. Through Surjokonna campaign, we aim to go one step further to explore the potential economic benefits of ICS dissemination by employing women in the sales process that can contribute to an improvement in women's economic standing in rural communities.

Future Carbon is actively working in the Improved Cookstove (ICS) sector for a quite substantial time-locally and globally to create a sustainable and pollution free cooking atmosphere around the world. As a continuous effort and commitment to work to fight Household Air Pollution (HAP), Future Carbon has been engaged in designing, manufacturing and disseminating its own branded ICS, Shakti Chula since 2014. To this date since the inception, Shakti Chula has been adopted in the retail market as a contemporary solution to traditional cooking practice in Bangladesh.

Future Carbon has an existing distribution channel consisting of more than fifty NGOs/SMEs/Local entrepreneurs all over the country. We have already conducted a good number of promotional activities in various locations in Bangladesh and the proposed three locations are among those.

It is our best understanding that the collaboration with Global Alliance for Clean cookstove (GACC) to conduct a long-term campaign activity in the prime market segments of Bangladesh for ICS to spread awareness and promotional activities for Shakti Chula, local communities will be furthered by adopting modern cooking solution and we will be benefited by scaling up sales activities. In this circumstances, we would like to get a Catalytic Small Grant from the GACC to boost up our promotional activities which will eventually help us to create a sustainable business platform in the country.

We aim to incorporate two essential components to economic empowerment in this framework— power and agency, and economic advancement. In this initiative, we have focused on the economic advancement component of the framework and confident that ICS and other clean energy products and services can provide women with resources to compete in markets, as well as fair and equal access to economic institutions needed to succeed and advance economically. It is our firm belief that deploying women in the supply value chain will create a sustainable economic platform for women in our society especially in the rural communities as well as fostering the adoption of clean energy solutions. Surjokonna initiative will assure women empowerment, faster adoption of clean energy means and catering the environmental integrity.

BACKGROUND

The Global Alliance for Clean Cookstoves and its partners are working with Sustainable Renewable Energy Development Authority (SREEDA) of the Power Division of the Bangladesh Ministry of Power, Energy & Mineral Resources to enable five million households to adopt clean and efficient clean cooking solutions by 2017. Household Air Pollution (HAP) affects 138 million people in Bangladesh and contributes to 78,000¹ premature deaths on an annual basis within the country. Right at this moment 89% of the entire households are using biomass fuels to cook and SREEDA along with GACC and other stakeholders are working to disseminate 30 million Improved Cookstove (ICS) in Bangladesh by 2030 to create a sustainable, pollution free and modern cooking platform.

Although, currently the potential market size is about 3 million, the market penetration rate is slightly higher than 3%. There are improved cooking solutions available in the market, but none has had much success yet. Because the solutions involve cost and male dominated families do not prioritize the issues faced by women and do not show interest to procure the solutions for a price. Future Carbon has incorporated all these issues and involve women in the sales and distribution of clean cooking solution so that uptake is ensured with an incentive motivation. Future Carbon is a private limited entity that aims to work within the improved cookstove value chain and reaches the bottom of the pyramid consumers of semi-urban and rural Bangladesh. Future Carbon has launched its own branded ICS, Shakti Chula in retail market in collaboration with Catalyzing Clean Energy in Bangladesh (USAID-CCEB) in December 17, 2014 to fill the potential gap in the local market. Shakti Chula has been enlisted and distributed under Infrastructure Development Company Limited's (IDCOL) ICS Program since June, 2015 which is a significant marketing strength to distribute Shakti Chula within the largest ICS distribution channel in Bangladesh. Shakti Chula has been designed and manufactured locally to cater the need of local population. Shakti Chula is being distributed to the end users mainly through reliable NGOs, SMEs and Freelance Women Salesforce (Surjokonna) and this distribution model has been proved a success within a very short time.

In our supply value chain of Surjokonna Campaign, women play the most important role for disseminating clean cooking solution among the clean energy deprived households in Bangladesh. The term “Surjokonna” means “Girl of Sun” and sun symbolizes the cleanest form of natural energy source and it keeps the lives alive on the earth. The idea of “Surjokonna” has been adopted from this natural phenomenon aiming to provide clean energy solutions for all and additionally to create an independent freelance salesforce consisting of women of different clusters of the society which will eventually lead to women empowerment. In our society, male members are the dominating figures in all aspects even in the female welfares and housekeeping issues which hinders women upliftment in family and society. The principal reason behind this gender discrimination and social value degradation is the economic barrier between men and women in our society. Heads of the families especially in the rural areas no wonder are males, equal opportunity for women sometime seems located in the distant horizon though their contributions play the most vital role in the tree of family life. Gender discrimination issues in Bangladesh are being improved gradually though which ignites the spark of hope to make an empowered Bangladesh. This inspiring upliftment scenario in our economy has persuaded us to initiate Surjokonna Campaign in the country which could be a potentially ideal model for women empowerment and additionally this model could be replicated in many similar social businesses to take a lead for achieving Millennium Sustainable Development Goal (MSDG).

¹ <http://cleancookstoves.org/country-profiles/focus-countries/6-bangladesh.html>

INTRODUCTION: WOMEN EMPOWERMENT THROUGH SURJOKONNA CAMPAIGN INITIATIVE

Surjokonna (literal meaning Daughter of Sun in Bengali but the theme represents an empowered woman) is a women-led commercial model designed and piloted by Future Carbon for retail sales of household energy products which include but not limited to clean cookstove (ICS) to accelerate the pavement of socio-economic women empowerment by creating sustainable entrepreneurship and income generating activities.

Around Bangladesh, it is women and girls who are disproportionately affected by poverty and discrimination. Often, women and girls are not allowed to make decisions about their household's income, or tradition and culture forbid them to leave their homes. In other words, half of the population cannot contribute to their family's and community's economic development. A great resource goes untapped. But women are an important part of the solutions needed to truly overcome poverty. They play a key role in navigating their family and their community to a better life.

Our experience shows us that when equipped with the proper resources, women have the power to help their families and entire communities escape poverty. When women earn an income, they reinvest 90 percent of it in their families while for every year a girl spends in school she raises her family income by up to 20 percent. Additionally, educated girls grow into educated women, who have healthier babies and are more likely to educate their children. It's a simple formula: empowerment is the total sum of changes needed for a woman to realize her full human rights. Empowerment is not just about giving women training or a loan. Empowerment is more than that. It means that relationships and social structures that shape the lives of women and girls must change.

Women's empowerment can only be achieved when we include men and boys. Men are often those who define and keep women within their boundaries. But when we engage with them they realize that their wives' empowerment benefits the whole family. Promoting gender equality and empowering women is the key to lifting entire families out of poverty - and it defines our project objective. Surjokonna Campaign is focused on women exercising greater choice in decisions affecting their lives; reduced violence against women; and the emergence of strong social movements built on women's solidarity and participation of men.

Considering the above-mentioned realistic issues very contextual to Bangladesh, Future Carbon aims to take a lead for establishing a sustainable pavement for women empowerment by engaging them in clean cooking solutions distribution value chain in spreading awareness for the adoption of clean cooking solutions especially in rural areas where access to households seem obscure for conventional men led distribution channels. We strongly believe that engaging women in clean cookstove distribution process directly will accelerate the pace of market penetration faster than anticipation.

RATIONALE FOR EMPLOYING WOMEN (SURJOKONNA) IN DISTRIBUTION VALUE CHAIN

Wide-scale distribution of clean cookstoves has always been one of the major challenges for the sector particularly as manufacturers try to reach the most remote and rural consumers. There are many diverse types of intermediaries that need to be engaged in order to develop strong, wide-reaching distribution chains, such as retail outlets, marketers, transporters, micro-entrepreneurs, and producers. Not only can the logistics of distribution be difficult, such as the bulkiness and fragility of cookstoves, but also low awareness among consumers (both the purchaser and end user) leads to lower demand for the products. Distributors of clean cookstoves face the major challenge of ensuring their customers are aware of the many benefits of their products, which requires intensive and innovative marketing efforts.

In Surjokonna Campaign initiative, women (Surjokonna) are the key to scaling distribution. Through Surjokonna Campaign initiative we aim to establish a self-sustaining network of women sales and distribution force who will conduct door-to-door sales. Women have access to hard-to-reach households, can utilize woman-to-woman marketing techniques, and are trusted promoters of household products among their peers. Furthermore, in country like Bangladesh where gender disparity is high, female sales agents can access untapped markets because women can buy directly from other women in the community and do not need to venture to cities or marketplaces. Engaging women in distribution of clean cookstoves can have significant impacts on sales and long-term adoption.

ROLES AND RESPONSIBILITIES OF SURJOKONNAS

Surjokonna (women sales representatives) is the most vital and key component of the said campaign. The primary objective of this campaign is to coin the idea of incorporating women in clean cooking solutions distribution process to assess the adoption trend of the products among the target audiences. In the project designing phase we have incorporated many innovative ideas and country specific initiatives to make their engagement more interactive, effective and fruitful from business perspective view. Hence, we have designed the roles and responsibilities of Surjokonna in best possible manner which would best serve our purpose. In the following sections these have been sketched in more details:

1. BRAND AMBASSADOR AND PROMOTER OF SURJOKONNA CAMPAIGN

The campaign has been named after the main project component which is Surjokonna itself with an objective to establish the employed women and girls as the Brand Ambassador and Promoter of the products (clean cooking solutions) among the communities in Bangladesh. The Surjokonnas will represent the products (clean cooking solutions) and the overall campaign as well.

2. HOUSEHOLD SURVEYS

First task and assignment of Surjokonnas is to conduct household surveys to identify potential consumers (both purchaser and end user) segments who may adopt clean cooking solutions in the process or near future. After providing a 6-day deep dive awareness, sales and marketing training to the employed women (Surjokonnas) in implementing locations, they will be engaged in communicating with the consumers as the first step of sales process.

Task: Household survey

Objective: Consumer data collection and to be engaged with them

Tools: Leaflet, Product literature, Data collection form, Feedback form and Generic business card

Primary audience: Women

Secondary audience: Men

No. of surveys per day per Surjokonna: Minimum 15 households

Primary survey duration: 1 week (6 working days)

Total no. of households to be surveyed: Minimum 90 households per Surjokonna

Primarily reporting to: Regional Partner Organization (PO) as appointed by Future Carbon

Reporting frequency: Daily and weekly

3. FOLLOW UP ON SERVED HOUSEHOLDS

Next step of primary household survey is to conduct follow-up on the surveyed households by means of phone call and physical visit (if necessary) to make sure that the conveyed message is not lost in the process and to go one more step ahead to win the consumer.

Task: Follow-up

Objective: Consumer winning

Tools: Phone call, Physical visit and follow-up tracking sheet

Target audience: Surveyed households

Primary follow-up duration: 1 week (6 working days)

Total no. of households to be followed up: Minimum 60 households per Surjokonna

Primarily reporting to: Regional Partner Organization (PO) as appointed by Future Carbon

Reporting frequency: Daily and weekly during the follow up period

4. DOOR TO DOOR (D2D) RETAILS SALES AND PRODUCT DISTRIBUTION

Surjokonnas will distribute/sale product to the interested consumers. Surjokonnas will collect sales order from the surveyed households as well as others who might be influenced by the surveyed household's audiences. They will also make sure the product (Shakti Chula) disbursement to the interested consumer to their desired locations (households/work places) as and when required during their working hours.

Task: Product distribution

Product collection point: Regional Partner Organization (PO) warehouse

Product delivered to: Interested consumers

Delivery period: Within 1 day from the date of the order confirmation from the customers

Payment collection: During product delivery

Payment mode: Cash/Bkash/Rocket

Tools: Formatted bill, Delivery note, product brochure, Warranty card, Purchase agreement, Money receipt and Sales tracking sheet

Collected payment hand over to: Regional Partner Organization (PO)

Primary sales reporting to: Regional Partner Organization (PO)

Secondary sales reporting to: Future Carbon

Reporting frequency: Daily and weekly

5. AFTER SALES SERVICE ASSURANCE

Surjokonna sales representatives will also assure after sales service to the customer as and when required. Customer's key contact person is the Surjokonna women, any complaint related to the products would be passed to them by the purchasers/users so that they get one stop and fast service. If any sold product needs to be repaired or changed during the warranty period, Surjokonnas will take immediate action against valid claim to provide them their desired service as per company's warranty policy. Regional POs will be the coordinating entity for supervising Surjokonnas working under their umbrellas. POs will make sure that the customers are getting proper after sales service through the Surjokonnas.

6. MESSENGER OF PROMOTIONAL AND AWARENESS ACTIVITIES

Surjokonna is the heart of this initiative. We aim to establish the Surjokonnas as the Brand Ambassador for this campaign. They will convey the message regarding the BCC campaign activities to the households, to the interested consumers and to the mass audience through their working process. It is expected that they will encounter a good number of target audiences during their households visit, product distribution process and sales & marketing activities in their respective working locations and their surroundings. They will get another big advantage which is-access to the households especially

to the end users who are the owners of kitchens. So, it would be very convenient for them to invite target audiences to the activation events like household gathering, market place gathering, school session, religious and health complex demonstration. Surjokonnas will convey the events schedule to the consumers and communities those they will visit and this procedure will make sure the participation of maximum number of target audiences during any activation event.

7. PROMOTIONAL AND AWARENESS ACTIVITIES COORDINATION

Surjokonnas will be directly engaged in organizing household courtyard gathering, women health complex demonstration and school session activities. They will also be engaged in one to one preaching to the target audiences especially to the women and purchaser (heads of the households).

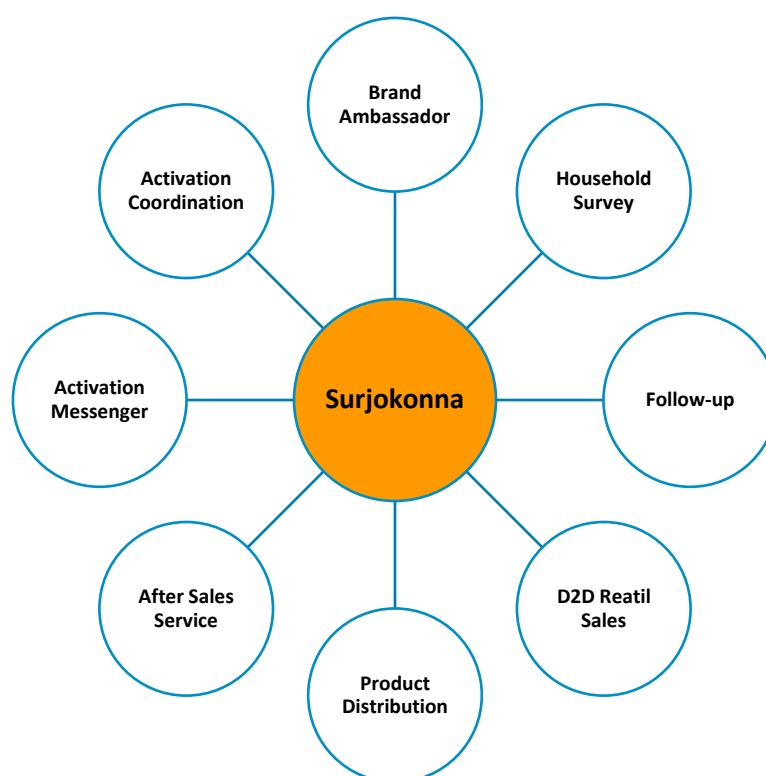


Figure: Pictorial representation of Surjokonna activities

SURJOKONNA TRAINING

A 6-day deep dive women empowerment, BCC awareness, sales and marketing training will be provided to the recruited women and girls (Surjokonnas) before engaging them in their designated roles and responsibilities. Training will be conducted in collaboration with Global Alliance for Clean Cookstove (GACC), renowned local NGOs experienced in women empowerment, regional partner organization (PO) and Future Carbon's in-house expert team. Surjokonna training will be coordinated by local POs. Training module will be provided later after finalizing the contents with various stakeholders of this campaign.

The training module is to be designed based on Human Centered Design (HCD) methodology prescribed in the handbook titled Empowered Entrepreneur Training Handbook developed by Global Alliance for Clean Cookstove (GACC).

SURJOKONNA CAMPAIGN IMPLEMENTING PARTNERS

This campaign has been designed by engaging several stakeholders related to cookstove sectors. Key stakeholders/components of this initiative are as followed:

- Global Alliance for Clean Cookstove (GACC)
- Future Carbon Limited (Project Implementer)
- Local Implementing Partner Organization (PO)
- Creative Partner
- Surjokonna (Brand Promoter and Retail Sales Representative)

▪ GLOBAL ALLIANCE FOR CLEAN COOKSTOVE (GACC)

Surjokonna Campaign is supported by Enterprise Market Fund (EMF) facilitated by Global Alliance for Clean cookstove (GACC) to Future Carbon for enabling the adoption of clean cooking solutions among the communities of Bangladesh. GACC will oversee the overall activities of Surjokonna Campaign as and when required as per their global policy. Future Carbon will report to GACC about the campaign activities on a regular basis as and when required.

▪ FUTURE CARBON

This initiative is co-funded and implemented by Future Carbon, an Improved Cookstove (ICS) entrepreneurship and manufacturer in Bangladesh. Future Carbon's designed, developed and manufactured ICS is branded as Shakti Chula (Energy Stove) which is being distributed in retail market since 2014 in collaboration with various local and international entities like Global Alliance for Clean Cookstove (GACC), Infrastructure Development Company Limited (IDCOL), Catalyzing Clean Energy in Bangladesh (USAID-CCEB), Household Energy Platform (HEP) and Local NGOs (POs) to create a sustainable business platform for clean cooking solutions across the country.

Surjokonna initiative is a brain child of Future Carbon. This project is to be implemented, monitored and evaluated by Future Carbon in collaboration with various stakeholders involved.

▪ PARTNER ORGANIZATION (PO)

Surjokonna campaign and its related BCC campaign activities will be executed by Partner Organizations (POs) in campaign locations. Rationale for engaging local POs is that they have better understanding and access to the local resources which would be beneficial for the project outcome. Roles and responsibilities of the POs include but are not limited to-

- Local representatives/partners of Future Carbon in campaign locations
- Regional product distribution point
- Organizing and managing BCC activities
- Coordinating entity of Surjokonna activities
- Coordinating and managing Surjokonna training activities
- Project supervision
- Market creation
- Reporting to Future Carbon
- Suggesting appropriate approaches for reaching out maximum audiences
- Maintaining institutional and retail sales
- Liaising with Future Carbon for project implementation

■ CREATIVE PARTNER

A renowned and reputed creative agency has been appointed to design and develop creative materials for this campaign which include but are not limited to-

- Logo and brand creation for Surjokonna Campaign
- Communication materials design and development
- Design and development of logistics
- TVC broadcasting
- Photography
- Other creative supports

■ SURJOKONNA

Roles and responsibilities of Surjokonnas have already been described in earlier sections in details.

PROMOTING SHAKTI CHULA THROUGH SURJOKONNA CAMPAIGN

To get the maximum coverage of potential target group successfully within the given Enterprise Marketing Fund (EMF) budget and additional top up from Future Carbon's own equity, the effective marketing mix and utilization of all carefully thought-out promotional tools and existing media vehicles are necessary. We are very focused on the effectiveness of each relevant branches of media through which we can better reach our targets in a more comprehensive and fruitful manner.

The objective of Surjokonna Campaign is promoting Shakti Chula in a manner that people understands the features of this product and trigger demand for the product.

Considering the above-mentioned fact, we have targeted the following locations² for piloting of Surjokonna campaign³:

Sl.	Piloting Area	Locations	No. of Surjokonna	Local implementing Partner
1	Barisal	Barisal Sadar, Barisal	1	AID Organization
		Barisal Sadar, Barisal	1	
		Babuganj, Barisal	1	
		Babuganj, Barisal	1	
		Babuganj, Barisal	1	
2	Faridpur	Faridpur Sadar	1	RISDA Bangladesh
		Moksudpur, Gopalganj	1	
		Shariatpur Sadar	1	
		Damudda, Shariatpur	1	
		Kalkini, Shariatpur	1	

² <http://www.bangladesh.gov.bd/site/view/union-list>

³ Subject to change or alter if necessary

3	Feni	Darogarhat, Feni	1	A N Enterprise
		Chhagolnaiya, Feni	1	
		Doulatpur, Feni	1	
		Fulgazi, Feni	1	
		Anandapur, Feni	1	
4	Gaibandha	Ramchandrapur, Gaibandha	1	Gana Unnayan Kendra (GUK)
		Kamarjani, Gaibandha	1	
		Hatlaxmipur, Gaibandha	1	
		Palashbari, Gaibandha	1	
		Bonerpara, Gaibandha	1	

It is a three months long campaign primarily in each individual location where a team of expert field officers, management team, partner organizations and Surjokonnas will coordinate and implement the campaign successfully. Inclusion of POs and Surjokonnas will take place continually during the initial piloting period in different other prime locations. Based on the learnings from the pilot period this campaign will be scaled up by replicating it in other different potential market segments to create a spurring effect to achieve women economic empowerment and enabling the adoption of household clean energy solutions. The Surjokonna team will have multiple roles and responsibilities which will be illustrated later of this plan. They will be coordinating door to door sales through Surjokonna (Women retail sales entrepreneurship/representatives). The Surjokonnas and the supporting team will also be coordinating and managing the overall campaign activities.

RATIONALE OF PROPOSED LOCATION FOR ACTIVATION

The key reasons for selecting the above-mentioned locations for implementing the proposed campaign-

- ✓ There is no gas connection for the households
- ✓ Electricity access is inadequate, only limited to basic utilitarian purposes
- ✓ People mostly rely on traditional three stone pot stoves for cooking
- ✓ There is a very large market segment in these localities
- ✓ Future Carbon has previous work experience in Gaibandha and Cox's Bazar⁴
- ✓ Demand for portable ICS among the upper and middle classes of the locality is noteworthy
- ✓ Disaster prone areas

TARGET AUDIENCE

Based on our understanding a primary background research to prepare this proposal and working experience in the Shakti Chula dissemination activities in the various localities in Bangladesh, we have come across several target segments that consist potential target audience of this campaign. To narrow down the target more specifically based on the scopes of the project we have identified a priority target segment as follows:

RURAL MIDDLE CLASS

Given the target regions of this campaign, the socio-economic consumer segment of the rural middle class is the most appropriate target. This group includes:

⁴ <https://www.facebook.com/futurecarbonenergy>

- **Primary:** Housewives (women) and heads of the households (Male/Husbands)
- **Secondary:** Adolescent children, healthcare professionals, teaching professionals, social workers (NGO officers/staffs), religious preachers/leaders, local influential and educated heads and local business owners.

The key features of this group that make it the most appropriate target are:

- This group has their own assets and access to credit therefore consists of potential buyers of our product.
- Educated heads of the households of this group sets it most apart from others as they form a population of early adopters who would later play the roles of opinion leaders in these regions.
- This population mostly uses wood/biomass for main meals and is likely to own gas stove and/or rice cooker; gathers wood/other biomass and purchase as needed.

RATIONALE OF PROPOSED MEDIA MIXES BASED ON THE TARGET GROUP

The activation campaign will help to initiate a conversation with and amongst the primary and secondary target audiences. The educated heads of the family are best influenced through concentrated engagements like in one to one preaching sessions in proposed activation plans.

The TVC on the other hand is prescribed to be broadcasted through regional cable networks which are very popular in rural regions. This will ensure the campaigns reach and access inside the households directly to communicate to the both primary and secondary target audiences. TVC broadcasting will ensure continuation of the campaign messages even after the end of the activation campaign.

KEY MESSAGING

For Wives of the Households:

An ICS emits less smoke and soot while a woman is cooking, making it easier for the women to keep their kitchen clean. When a kitchen is clean, their respective family and community will know that the woman is a good homemaker.

For Heads of the Households (Male/Husbands):

An ICS consumes less fuel, saving the user money. With more money, a user can afford the things that give them pride and show their friends and community that they are a successful provider for their family.

For Both Audiences:

Respected people in the community are purchasing an ICS, which has become an essential home appliance. To “keep up” with the neighbours an individual too will need an ICS in the kitchen.

COMMUNICATION TOOLS TO INTERACT WITH THE TARGET AUDIENCES

1. ENGAGING SURJOKONNA TEAM IN HOUSEHOLD SURVEY AND DOOR TO DOOR RETAIL SALES

The most important component of Surjokonna Campaign is the women salesforce (Surjokonna) itself. Surjokonna will be visiting households in their appointed localities to conduct the primary

household surveys and to promote the awareness message for adopting clean cooking solutions and the other benefits of using clean cookstove which include but are not limited to life style improvement, monetary savings, health benefits and environmental protection, etc. Engaging women in this step will have a potential advantage, which is, in our social context access to the households for men is limited but for women it is very easy to get access to the households even in the kitchens. And it will assure that the women who holds the authority for housekeeping and cooking will get the key message. The Surjokonna team will also be following up with the visited households as well as ensure the sales lead for future.

2. THE MOBILE AUDIO VISUAL PROGRAM AND TVC BROADCASTING

The objective of the airtime television broadcasting is to reach household audiences. Due to wide availability of the smart mobile phone, visual communication media especially television has become a common entertainment device in rural regions. We aim to incorporate a Mobile Audio Visual Program (MAVP) and a short Audio Visual (AV) program which will portray a drama about the lives of people (like our target audience) where the introduction of Shakti Chula transforms their life-styles and helps the protagonists to save up money and save the environment. Both the MAVP and AV shows will be explanatory of the key messages of the negative impact of traditional cooking practice as well as the advantages of adopting clean cooking solution in terms of social upliftment, monetary savings and health benefits for the women and children.

3. IMPLEMENTING MARKET ACTIVATION AND BEHAVIOUR CHANGE COMMUNICATION TOOLS

As this campaign primarily aim to conduct behaviour change communication (BCC) activities to spread awareness among the target groups to make sure the adoption of clean cooking solution, several communication tools have been devised to reach out maximum number of audiences in the campaign locations. Though women run the kitchen but the financial fueling is decided by the heads of the households which are men in most of the cases. It is important that the heads of the households get and understand the key messages thoroughly as they will decide whether to purchase an ICS or not. Intended communication tools which include but are not limited to MAVP show, short AV show in the local cable network, one to one preaching, market demonstration and public gathering programs will make them aware of the benefits of purchasing an ICS for their families.

4. INSTITUTIONAL AND COMMUNITY ENGAGEMENT

Another key component for reaching out maximum audiences and to spread public awareness for adopting clean energy solutions especially clean cookstove is to engage different institutions like educational institutions, religious places and different communities like fishermen, gypsy, farmers, merchants and health complexes in the awareness process. Institutions always have great influences on rural communities, so the message disseminated through in this channel will have a multiple effect on the adoption and purchase of clean energy solutions.

THE PRODUCT (SHAKTI CHULA)

Shakti Chula is a natural gasified single pot, rugged, robust and portable metallic rocket biomass cookstove designed, developed and manufactured in Bangladesh, being sold in retail market since December 2014 in partnership with Catalyzing Clean Energy in Bangladesh (USAID-CCEB) Project, Infrastructure Development Company Limited (IDCOL), Global Alliance for Clean Cookstove (GACC), Sustainable Renewable Energy Development Authority (SREDA) and local partner NGOs. Shakti Chula is subsidized by IDCOL's ICS program.



Key features are:

- Stainless steel body with multiple chambers and thermal insulation
- Tier 2 stove (IWA standard)
- Thermal efficiency: 25.73%
- User friendly & child safe
- Approximately 50% fuel, cost and time savings
- Lifetime: 7-8 years
- Warranty: 2 years
- Payback period: 6-8 months
- MRP: USD \$25 [*IDCOL Subsidy \$10*]
- 3393 Units sold so far in the retail market

BRAND CREATION AND COMMUNICATION MATERIALS

The communication materials have been designed and produced well ahead of launching the campaign. It includes,

- Logo, theme and brand creation for Surjokonna
- Design and Development of associated project tools and materials
- Design and development of logistics
- Design, Development and Production of Communication materials (Leaflets, Posters, Backdrops, Stickers and Festoons, etc.)
- Design and Development of the airtime TV broadcasting and MAVP shows
- Production of the airtime TV broadcasting and MAVP show
- TVC broadcasting
- Photography
- Other creative supports

Logo, Theme and Brand creation for Surjokonna

Branding is the first step for launching a product campaign. Logo, theme and brand of the campaign have been created in an appropriate manner contextual to the objective of the campaign. The idea of women empowerment has been focused and highlighted in the branding.



MAVP: The MAVP to be utilized for the campaign is a social drama demonstrating the adverse impacts of using traditional cookstove and

the benefits of adopting clean cooking solution for a family. This drama demonstrates the behavioral shifting towards adopting clean cookstove and the socio-economic transformation.



Figure: Snapshot of MAVPs

Leaflet: Leaflet to be circulated among the audience is another key communication material. This leaflet demonstrates the basic features, benefits of Future Carbon's own branded ICS Shakti Chula. This leaflet is graphically attractive and easy to understand for the target audiences. The language of the leaflet is Bengali (mother tongue of Bangladesh). It also incorporates key messages for the intended campaign, a brief introduction about Surjokonna and basic operational instructions.



Figure: Surjokonna Leaflet

Design and Development of Associated Project Tools: For a BCC campaign like Surjokonna, a lot of tools and materials are needed. We have developed the following project tools and material in this context:

- Project brief
- Surjokonna recruitment announcement
- Surjokonna application format
- Appointment letter format
- Authorization letter format
- Activity log template
- Reporting template
- Household survey format
- Sales reporting template
- Formatted Bill and delivery voucher
- Product purchase agreement
- Product warranty card, etc.

Design, Development and Production of Communication materials and logistics: The following communication tools and logistics have been designed and developed for Surjokonna campaign:

- Leaflet
- Festoon
- Sticker
- Banner
- Surjokonna Branded Side Bag for the women
- Branded Cap
- Branded T-shirt
- Identity (ID) Card
- Surjokonna Branded Umbrella
- Generic Business Card for Surjokonna
- Surjokonna Branded Sales Pack (Plastic Folder)
- Surjokonna Branded Pen
- Branded Note Pad, etc.



Figure: Banner and Festoon



Figure: Surjokonna Sticker



Figure: Surjokonna Branding Tools

PROPOSED STANDARD PROCEDURES FOR EACH EVENT

Surjokonna implementing team shall maintain a standard procedure for all events to ensure a smooth roll out. Surjokonna implementing team and Future Carbon officials shall be enabled to monitor the process through and through.

INVITATION TO THE AUDIENCES

Audiences are being invited to the venue prior to every show. Local influential personalities will also participate. The list of probable venues has been made during the recce will make the task easier in this phase.

PROGRAM SCHEDULE & VENUE SET-UP

During scheduling our team has concentrated on selecting the best timing (preferably in the afternoon/evening). Outdoor venues near marketplaces are great to accommodate large number of audience especially the males regularly gather near the market places and in the afternoon, they have leisure time. Some of the shows will be organized in courtyards of local houses targeting female audiences.

VISITING THE HEALTH CARE CENTERS AND RELIGIOUS INSTITUTES

The Surjokonna team will be visiting Health Care Institutes to talk about the health benefits of such products compared to the traditional burners. Religious institutes are great places where people gather on special days. Distributing leaflets and talking individually to the people gathering in such places can be effective.

EMPLOYING SURJOKONNAS IN THE PRODUCT DISSEMINATION

Another key objective of this campaign is to create a self-empowered woman work force to reach the target audiences in person. The implementing agency and Future Carbon aim to employ a group of empowered women (Surjokonna) salesforce to ensure continuous gap filling of the created demands through the implemented activities of this campaign. Agnikonnas will be paid a

basic salary per month during the entire campaign and additionally they will earn a sales incentive per Shakti Chula sales. Future Carbon aims to continue this empowered salesforce to create poll-off sales after the campaign to continue its effort to create a sustainable business platform for Shakti Chula.

LOCAL ADVERTISING

The supervisors will be coordinating the broadcast of the airtime TV broadcasting according to the timeline. Regional cable network service providers will be paid and briefed accordingly. This airtime TV broadcasting will ensure brand recall and greater reach. People can relate the Radio Program with the street drama.

We are planning to use “Mic announcement” regarding the event into specific areas. Since mike announcement through a rickshaw is the mostly used communication channel and it has the maximum coverage in those rural places, so we prefer “Mic announcement” on strategically selected places with certain date interval within the communities.

SESSION FACILITATION

The activation team members with the guidance and supervision of their supervisor will be facilitating the whole session. From invitation to the execution of a show they will be responsible for responding queries, host the audience in proper manner, record data and take photograph and finally generate daily report after the completion of each show.

DOCUMENTATION: REPORTING, PHOTOGRAPHY

The activation will be monitored based on the everyday/weekly/monthly/quarterly report of the activation team members that they submit. Weekly the supervisor will conduct monitoring and maintain quality during the activation. In the activation sites the activation team will fill up survey questionnaire as per the best suited format.

EXPECTING AND EVALUATING THE REACH

Success of behavior change communication campaigns are hard to quantify. For example, to analyze qualitative effects of a communication on the audience it would take a couple of months of observation time, whereas the campaign is to be piloted for not more than three months primarily. Therefore, a qualitative evaluation of the reach of the BCC campaign is outside the scope of this assignment.

However, the activities proposed are prescribed for its potential reach of a certain number of audiences. The numbers of direct audience reach to expect from the street dramas are described below.

Place	Event(s)	No. of Event/ Area	No. of Area	Total No. Events	No. of Expected Audience/ Event	Total audiences
Survey and Follow up	Survey/Follow up	10	4	30	90	2,700
Households	MAVP/ Demonstration	10	4	40	75	3,000
Market Place	MAVP/ Demonstration	10	4	40	200	8,000
School	MAVP/ Demonstration	10	4	40	125	5,000
Health Care Centers	MAVP/ Demonstration	5	4	20	75	1,500
Religious institution	Demonstration	5	4	20	100	2,000
Total						22,200

HOUSEHOLD SURVEYS AND FOLLOW UP VISIT

Before engaging in door to door retail sales and campaign activities the Surjokonnas will be engaged in primary household survey to collect end user/consumer's data and information. After that they are to conduct a follow up visit to the households they have surveyed. The following tools will be utilized in this purpose:

- Survey Questionnaire
- Data Collection Form
- Leaflet
- Sticker
- Log book

HOUSEHOLD COURTYARDS

10 MAVPs would be displayed per upazilla, totaling up to 40 AVs at household courtyards. No. expected audience per MAVPs in households 75. Households BCC activities will be coordinated and managed by Surjokonnas in collaboration with their reporting POs and Future Carbon.

Event flow and activities:

- Session facilitation by the Surjokonnas
- Introductory session
- MAVP show display
- Product briefing and BCC discussion
- Live product demonstration
- Handout (Leaflet) distribution
- Sticker
- One to one and group preaching
- Live Question and Answer session
- Message for next BCC events in nearby locations
- Interested consumers/end users contact information collection
- End of event

MAVPS AT MARKET PLACES

10 MAVPs would be displayed per upazilla, totaling up to 40 MAVPs at market places for the whole campaign; Number of expected audience per MAVPs in market place is 200. Market place BCC activities will be organized and coordinated by local POs in collaboration with Future Carbon and Surjokonnas.

The MAVP to be utilized for the campaign is a social drama demonstrating the adverse impacts of using traditional cookstove and the benefits of adopting clean cooking solution for a family. This drama demonstrates the behavioral shifting towards adopting clean cookstove and the socio-economic transformation.

Event flow and activities:

- Mic Announcement
- Audience gathering and sitting
- Session facilitation
- Handout (Leaflet) distribution
- Sticker
- MAVP show display
- Live product demonstration
- One to one and group preaching
- Live Question and Answer session
- Message for next BCC events in nearby locations
- Interested consumers/end users contact information collection
- End of event

SCHOOL SESSIONS

10 school sessions per upazilla will be conducted, totaling up to 40 sessions at schools. No. of expected audience per school is around 125. School sessions will be facilitated by local POs, Surjokonnas in collaboration with Future Carbon.

Event flow and activities:

- Session facilitation
- Handout (Leaflet) distribution
- BCC presentation on clean cookstove

- MAVP show display
- Live product demonstration
- Group discussion
- Quiz session
- Live Question and Answer session
- Gift distribution
- Message for next BCC events in nearby locations
- End of event

HEALTH CARE CENTERS

5 product demonstration/BCC events per locations totaling up to 20 events will be held at health care centers to make the working professionals, visiting patients and their relatives aware of clean cooking solutions and benefits of using these products. Health Care Centers activities will be coordinated by Surjokonnas.

Event flow and activities:

- Session facilitation
- Handout (Leaflet) distribution
- Sticker
- Live product demonstration
- One to one preaching and discussion
- Live Question and Answer session
- Message for next BCC events in nearby locations
- End of event

RELIGIOUS INSTITUTION

5 product demonstration/BCC events per locations totaling up to 20 events will be held at religious institutes. Religious institutes activities will be coordinated by local POs in collaboration with Surjokonnas and Future Carbon.

Surjokonnas and activation teams shall be responsible for collecting contacts of the audience of the follow up campaigns.

Event flow and activities:

- Session facilitation
- Handout (Leaflet) distribution
- Sticker
- Live product demonstration
- One to one preaching and discussion
- Live Question and Answer session
- Message for next BCC events in nearby locations
- End of event

ACTIVITIES AND COMMUNICATION TOOLS

Event/activity	Communication tools
Primary Household survey	Leaflet, verbal preaching, sticker and data collection form
Courtyard meeting	Leaflet, MAVP shows, Live product demonstration, group discussion, feedback form, sticker and verbal preaching
School Session	Leaflet, Awareness multimedia presentation, MAVP shows, Product demonstration, short quiz, interactive open discussion, sticker and feedback form
Market Place Gathering	Mic announcement, Leaflet, MAVP shows, Live product demonstration, one to one/group preaching, open discussion and sticker
Healthcare Center Visits	Leaflet, MAVP shows, Live product demonstration, Preaching, Interactive open discussion and sticker
Religious Institution Visits	Leaflet, Live product demonstration, Preaching, Interactive open discussion and sticker

NO. OF COMMUNICATION PRINT MATERIALS AND TVC AIRING

Tools	No. of piloting areas	No./frequency per area	Total Number/Frequency
Leaflet	4	7,000	28,000
Festoon	4	100	400
Banner	4	25	100
Sticker	4	1,000	4,000
TVC show airing	4	45	180

TVC AIRING SCHEDULE ⁵

Area & Audience	TVC Duration (Minutes)	Start Date	End Date	Frequency/Day	Channel	Total Airing (Day)	Total No. of Airing
Barisal	1:01	April 8, 2017	May 31, 2017	3-5	Local Cable Network	45	135-225
Faridpur	1:01	April 8, 2017	May 31, 2017	3-5	Local Cable Network	45	135-225
Feni	1:01	April 8, 2017	May 31, 2017	3-5	Local Cable Network	45	135-225
Gaibandha	1:01	April 8, 2017	May 31, 2017	3-5	Local Cable Network	45	135-225

⁵ Subject to change depending on the local partner's convenience and availability of airing schedule

MONITORING THE CAMPAIGN ACTIVITIES

Overall campaign activity will be evaluated and monitored by Future Carbon activation team. Surjokonnas will primarily report to the POs by whom they will be supervised. POs will report directly to Future Carbon team. A tele support team will be deployed by Future Carbon to scrutinize and monitor Surjokonnas activities on day to day basis. This tele support team will also provide them instant support during their field activities. Tele support team will also generate retail sales lead and pass these to the Surjokonnas if they are available in those specific locations. This process will make the whole campaign activities transparent to all and make sure the authenticity of the information and data which to be sent by the both Surjokonnas and POs.

CONCLUSION

This project plan has been designed based on our work experience in the cookstove dissemination programs in Bangladesh, research, surveys and appropriate local approaches to reach maximum audiences. We have identified a potential demand for Shakti Chula in the pilot implementing regions from our past and ongoing efforts to disseminate this product. Best possible and cost effective approaches have been strictly followed while designing the detailed campaign plan and we hope this campaign will create a sustainable business platform in the above-mentioned locations. We have further extended plan to carry out these campaign activities in other locations once we get desired and positive outcomes after the successful completion of this pilot campaign.