MEASURING SOCIAL IMPACT IN THE CLEAN AND EFFICIENT COOKING SECTOR:

A HOW-TO GUIDE

GLOBAL ALLIANCE FOR CLEAN COOKSTOVES

ICRW International Center for Research on Women
where insight and action connect

The Global Alliance for Clean Cookstoves is a public-private partnership hosted by the United Nations Foundation that seeks 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 100 by '20 goal calls for 100 million households to adopt cleaner and more efficient cookstoves and fuels by 2020. The Alliance is working with its public, private, and non-profit partners to help overcome the market barriers that currently impede the production, deployment, and use of clean cookstoves and fuels in developing countries.

Since 1976, the International Center for Research on Women (ICRW) has been the world's premier applied research institute focused on gender. Our evidence-based insight seeks to optimize programs, influence policies, and identify scalable solutions that help women and girls lead safer, healthier, and more empowered lives. ICRW provides a path that creates the conditions under which not just one woman, but millions of women, can benefit. We do this by designing concrete, evidence-based plans for program designers, donors, and policymakers that empower women to control their lives and help shape the future of their communities; measuring changes in the lives of women and girls—as well as men and boys—to know how best to achieve gender equality; and recommending policy priorities that give women opportunities to transform their lives.

UKaid from the British people

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MEASURING SOCIAL IMPACT IN THE CLEAN AND EFFICIENT COOKING SECTOR:
A HOW-TO GUIDE

This document is intended for organizations (enterprises, non-governmental organizations (NGOs), implementers, etc.) engaged in the production and/or distribution of clean and/or efficient cookstoves and fuels. Whether you own a business that manufactures cleaner-burning pellets, are the sales manager of an enterprise that sells efficient cookstoves, or are the monitoring and evaluation officer of an organization that distributes clean and efficient cookstoves and fuels, you may want to know whether your work is having **social impact.** After all, you and your colleagues are working to make a difference in the lives of the employees and entrepreneurs you work with, as well as in the lives of the users of your products. But how can you tell whether you are, in fact, making a difference? Are entrepreneurs who distribute your clean and/or efficient cookstoves/fuels experiencing any benefits, like enhanced communications skills or expanded networks, as a result of their work with you? Are the users of your cookstoves/fuels using them consistently and finding that this has positive effects on their lives? As the primary users of cookstoves and cooking fuels, are women, in particular, benefitting from the use of your products? These are questions we hope this Social Impact Measurement System will help you answer.

CONTRIBUTORS

Allie Glinski
Gender and Evaluation Specialist,
International Center for Research on Women

Liliane Winograd
Gender and Development Specialist,
International Center for Research on Women

Shelby Bourgault
Program Assistant,
International Center for Research on Women

Corinne Hart
Director, Gender and Humanitarian Programs,
Global Alliance for Clean Cookstoves

Rachel Mahmud
Senior Program Associate, Gender,
Global Alliance for Clean Cookstoves

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Ben West
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Hesbon Nyangena
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Noreen Wambani
Laura Patel

Energy 4 Impact
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John Kabue
Nathalie Rami
James Maillu
Mulemia Maina

WANA Energy Solutions:
Emmy Wasirwa

BioLite:
Archana Agarwal
Arley Smude
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Anna Hess
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Soma Dutta
ENERGIA

Genevieve Edens
Aspen Network of Development Entrepreneurs (ANDE)

Rebecca Fries
Value for Women

Hilda Galt
Climate Focus

Megan Gerrard
Women's Refugee Commission (formerly)

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Arthur Laurent
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Katherine Lucey
Solar Sister

Johanna Matocha
The Paradigm Project

Carolina Mejia
University of North Carolina - Population Center

Neha Misra
Solar Sister

Toshi Nakamura
Kopernik

David Nicholson
Mercy Corps

David O'Connor
Solar Sister

Sheila Oparaocha
ENERGIA

Dan Osusky
B Analytics

Seemin Qayum
UN Women

Lisa Rosen
Gold Standard

Norman Sarria
Value for Women

Inka Schomer
World Bank Group

Anita Shankar
Johns Hopkins University, Bloomberg School of Public Health

Tilmann Silber
South Pole

Stevan Simich
Tact

Karin Troncoso
Consultant

Flory Wilson
B Analytics

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ABOUT THE SOCIAL IMPACT MEASUREMENT SYSTEM

GLOSSARY OF KEY TERMS

The below have been defined in terms of their relevance to clean and/or efficient cookstoves and fuels, for the purpose of this document.

AGENCY
The ability to define one's goals and act upon them.

BASELINE
The status of a market or a community prior to introduction of an intervention or product; often described by measurements and metadata derived from the field.

CLEAN
Stoves that meet Tier 3 for indoor emissions per the *International Organization for Standardization (ISO) International Workshop Agreement (IWA) Guidelines** on performance of cookstoves are counted as clean as it relates to potential health impacts; stoves that meet Tier 3 for overall emissions per the *ISO IWA Guidelines* are counted as clean as it relates to potential environmental impacts.

COOKING TIME
The total time of cooking a dish; it is the time difference (in minutes) between the point in time at which the fire is first lit for cooking and the point in time when the food (or the pot the food is in) is removed from the heat when it has finished cooking.

COOKSTOVES
Appliances primarily employed for the cooking of food, but which may also be employed for space heating, water heating, or other purposes.

DECISION-MAKING POWER
The ability to influence decisions that affect's one's life, both public and private. This concept is closely linked to "voice" (see following page).

DRUDGERY
The amount/level of effort needed to complete a task. For cooking, drudgery consists of the effort or workload associated with collecting and preparing/processing fuel, as well as cooking, such as lighting and managing the fire.

ECONOMIC IMPACTS
The net changes in an economic activity associated with an industry, event, or policy in an existing regional economy. These changes are most often viewed in terms of business output, value added, wealth, personal income, or jobs.

EFFICIENT
Stoves that meet Tier 2 for efficiency per the *ISO IWA Guidelines** on cookstove performance are counted as efficient.

EMPLOYEE
A person who works for another person or for a company for wages, a salary, or resources in kind.

EMPLOYMENT
The occupation for which people are paid either in cash or in kind.

EMPOWERMENT
The process of expansion in people's ability to make strategic life choices in a context where this ability was previously denied to them. Empowerment is comprised of the following dimensions: resources, agency, and achievements. "Resources" are defined as the necessary skills and information; "achievement" is defined as the outcomes of the empowerment process; for "agency," please read definition above.

ENTERPRISE
A for-profit or nonprofit entity that generates revenue through the sales of goods or services.

ENTREPRENEUR
One who seeks to generate value through the creation or expansion of economic activity, by identifying and exploiting new products, processes, or markets.

FINANCIAL INCLUSION
The proportion of individuals and firms that use financial services (e.g., bank accounts, electronic payments, credit).

* The International Organization for Standardization (ISO) International Workshop Agreement (IWA) Guidelines can be found online at: http://cleancookstoves.org/technology-and-fuels/standards/iwa-tiers-of-performance.html

GENDER
Socially constructed roles and responsibilities of females and males in society and the power relations that exist between them. The concept of gender also includes the expectations held about the characteristics, aptitudes, and likely behaviors of both women and men (femininity and masculinity). Gender roles and expectations are learned. They can change over time and they vary within and between cultures. Systems of social differentiation such as political status, class, ethnicity, physical and mental disability, age, and more modify gender roles.

The concept of gender is vital because, applied to social analysis, it reveals how women's and men's roles and relationships are largely socially constructed. In most societies, there are differences and inequalities between women and men in decision-making opportunities, responsibilities assigned, activities undertaken, and access to and control over resources.

GENDER IMPACT
The development results that either differ according to the sex of the participant/ recipient or that affect gender relationships and constructs. As individuals' needs, characteristics, and behaviors vary according to their gender, the same policy or program intervention may impact individuals differently according to their gender. Furthermore, a policy or intervention may impact the prescribed gender roles and relationships that people adhere to within a particular society.

IMPROVED COOKSTOVE
A cookstove proposed for a geographic region or target community which has been shown to outperform a baseline with respect to primary criteria that may include emission factors, fuel consumption, thermal efficiency, durability, and/or safety.

LIVELIHOODS
The capabilities, assets, income, and activities required to obtain the necessities of life. People pursue a variety of livelihood outcomes (such as more income, increased well-being, reduced vulnerability, improved food security) through various livelihood strategies. Livelihood strategies aim to build or contribute to an individual's livelihood assets, comprised of human capital, natural capital, financial capital, physical capital, social capital, and political capital.

SELF-EFFICACY
The belief that one will be able to accomplish the things one sets out to do.

SMALL AND MEDIUM ENTERPRISE (SME)
An enterprise which employs a small number of persons, operates in a localized market, and generally has a single owner and single product or service.

SOCIAL IMPACT
The positive and negative consequences of any actions on the well-being of an individual, his/her family, or his/her community. In relation to cookstoves and/or fuels, social impact consists of the ways in which participation in clean and/or efficient cooking value chains and the use of clean and/or efficient cookstoves and fuels alter or affect the ways in which people live.

SOCIAL CAPITAL
The networks and shared norms, values, and understandings that facilitate cooperation within and among groups. Networks may consist of family members, friends, colleagues, etc.

STAKEHOLDERS
Organizations, governments, companies, researchers, users, and/or communities with interest or concern in a particular topic. In the case of the cookstoves and fuels sectors, this can include those engaged in cookstove and/or fuel research, design, development, production, sale, promotion, regulation, and/or use.

STATUS
A person's social, professional, financial, or other standing relative to others.

TIME USE
How people allocate their time. In relation to cookstoves and fuels, this includes time spent on fuel procurement and preparation, food preparation, cooking, cleaning, and stove tending. This also includes shifts in time and activity patterns, including among household members, and how time that has (potentially) been saved on tasks is now spent. Shifts in time use include both perceived changes and actual measured shifts in how people spend their time.

VOICE
The ability to speak up and be heard, and to take part in and shape discussions, discourse, and decisions. In many parts of the world, women have less voice than men concerning decision making in their households, communities, and societies.

WELL-BEING
A dynamic concept that gives people a sense of how their lives are going as a result of the interaction between their circumstances, activities, and psychological resources or 'mental capital.' It includes objective and subjective factors like people's experiences, feelings, and perceptions of how their lives are going.

WHY MEASURE THE SOCIAL IMPACT OF YOUR CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL ORGANIZATION?

It is widely recognized that clean and/or efficient cookstoves and fuels reduce environmental damage and that a reduction in household air pollution (HAP) impacts health outcomes. Less frequently mentioned, but equally important, are the significant **social impacts** that involvement in the clean and/or efficient cookstoves/fuels value chain can have for employees and entrepreneurs and that adoption of clean and/or efficient cookstoves and fuels can have for individual users, particularly women and girls.

For employees and entrepreneurs engaged throughout clean and/or efficient cooking value chains, these social impacts can include shifts in:

- Access to and use of financial services and credit;
- Access to and participation in training and mentoring;
- Access to and participation in networks; and
- Empowerment/agency (for instance, communication skills, status, and decision making).

For users of clean and/or efficient cookstoves and fuels, these social impacts can include shifts in:

- Household finances;
- Time use;
- Status;
- Safety/protection; and
- Drudgery.

We know that women are often the ones most affected by the lack of clean and/or efficient cookstoves and fuels. They are disproportionately responsible for the labor- and time-intensive tasks of collecting fuel and cooking. They are exposed to high rates of HAP. Their safety can also be compromised by unsafe stoves and the insecure environments in which they collect fuel. Increasing access to clean, efficient, and renewable energy can therefore improve lives and contribute to more gender-equitable development.

Amid increasing public and private investment in clean and/or efficient cooking solutions, understanding the cookstoves and fuels sector's social impact has become more important than ever. By quantifying social impact, organizations involved in this sector will be able to point to the meaningful social and economic benefits they create for both their employees/entrepreneurs and the users of their products. Organizations can also use social impact data to better understand the needs and preferences of the users of their products and improve their marketing to users.

The International Center for Research on Women (ICRW) and the Global Alliance for Clean Cookstoves (Alliance) have developed a global social impact measurement system for the cooking sector. This system will increase the capacity of **organizations, enterprises, investors, donors,** and other **global stakeholders** to understand, quantify, and assess the social and economic impacts of endeavors related to clean and/or efficient cookstoves and fuels.

WHO IS THE SOCIAL IMPACT MEASUREMENT SYSTEM FOR?

***Organizations* can use social impact data to:**

- Understand their social impact on users, employees, and entrepreneurs in their value chain; this includes both positive and negative impacts, as well as intended and unintended impacts;
- Adjust their business models or practices to maximize positive social benefits and reduce/mitigate negative impacts;
- Compare themselves to other clean and/or efficient cookstove/fuel organizations;
- Report social impacts to funders; and
- Attract investment.

***Investors and donors* can use social impact data to:**

- Understand the range of impacts produced by clean and/or efficient cookstove/fuel organizations; and
- Use social impact data when selecting in which clean and/or efficient cookstove/fuel organizations they will invest.

The *Global Alliance for Clean Cookstoves and other global-level* actors can use social impact data to:

- Aggregate the types and magnitude of social impact being achieved worldwide in order to tell a story about how clean and/or efficient cookstove and fuel initiatives are creating social impacts across contexts and settings; and
- Use evidence across regions and clean and/or efficient cookstove/fuel types to build a more comprehensive picture of the types of impact the cookstoves and fuels sector is having globally.

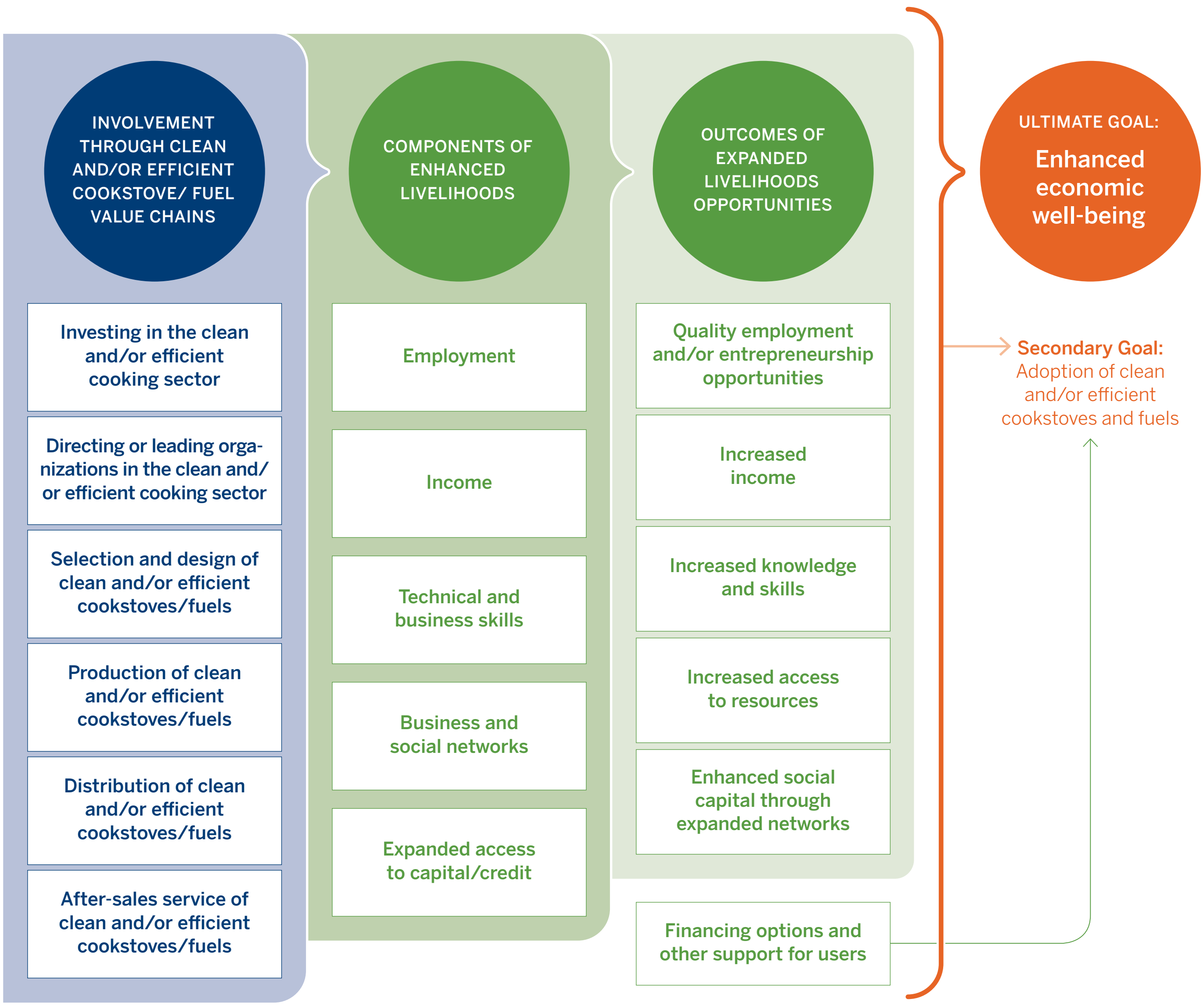
Throughout this document, the term "**organizations**" is meant to encompass a wide range of entities, including enterprises, NGOs, implementers, businesses, agencies, and others engaged in the production and/or distribution of clean and/or efficient cookstoves and fuels.

SOCIAL IMPACT MEASUREMENT SYSTEM FOR THE CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS SECTOR

How Do Clean and/or Efficient Cookstove and Fuel Organizations Lead to Social Impact?

To map the potential pathways connecting the clean and/or efficient cookstoves and fuels sector with various social impacts, ICRW and the Alliance convened a Steering Committee with a variety of stakeholders: gender and livelihoods experts; energy organizations; clean cooking researchers and implementers; impact investors; and experts in measurement

FIGURE 1. PATHWAY 1: HOW INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS VALUE CHAINS CAN EXPAND LIVELIHOODS OPPORTUNITIES FOR WOMEN AND MEN



system creation and execution. We also conducted extensive desk research on women and access to energy, as well as on metrics frameworks that have been established within the energy sector and in related sectors. We then developed conceptual models that illustrate two main pathways through which the cookstoves and fuels sector creates social impacts.

The first pathway (see Figure 1, previous page) focuses on how involvement in clean and/or efficient cookstoves and fuels value chains can expand livelihoods opportunities for women and men, with a special emphasis on how involvement of women in clean and/or efficient cookstoves and fuels value chains can enhance women's social and economic empowerment (see Pathway 1.A in Figure 2 below).

The second pathway (see Figure 3, following page) identifies how adoption of clean and/or efficient cookstoves and fuels by users of these products can translate into improvements in their social and economic well-being, as well as that of their households.

FIGURE 2. PATHWAY 1.A: HOW INVOLVEMENT OF **WOMEN** IN CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS VALUE CHAINS CAN ENHANCE **WOMEN'S** SOCIAL AND ECONOMIC EMPOWERMENT

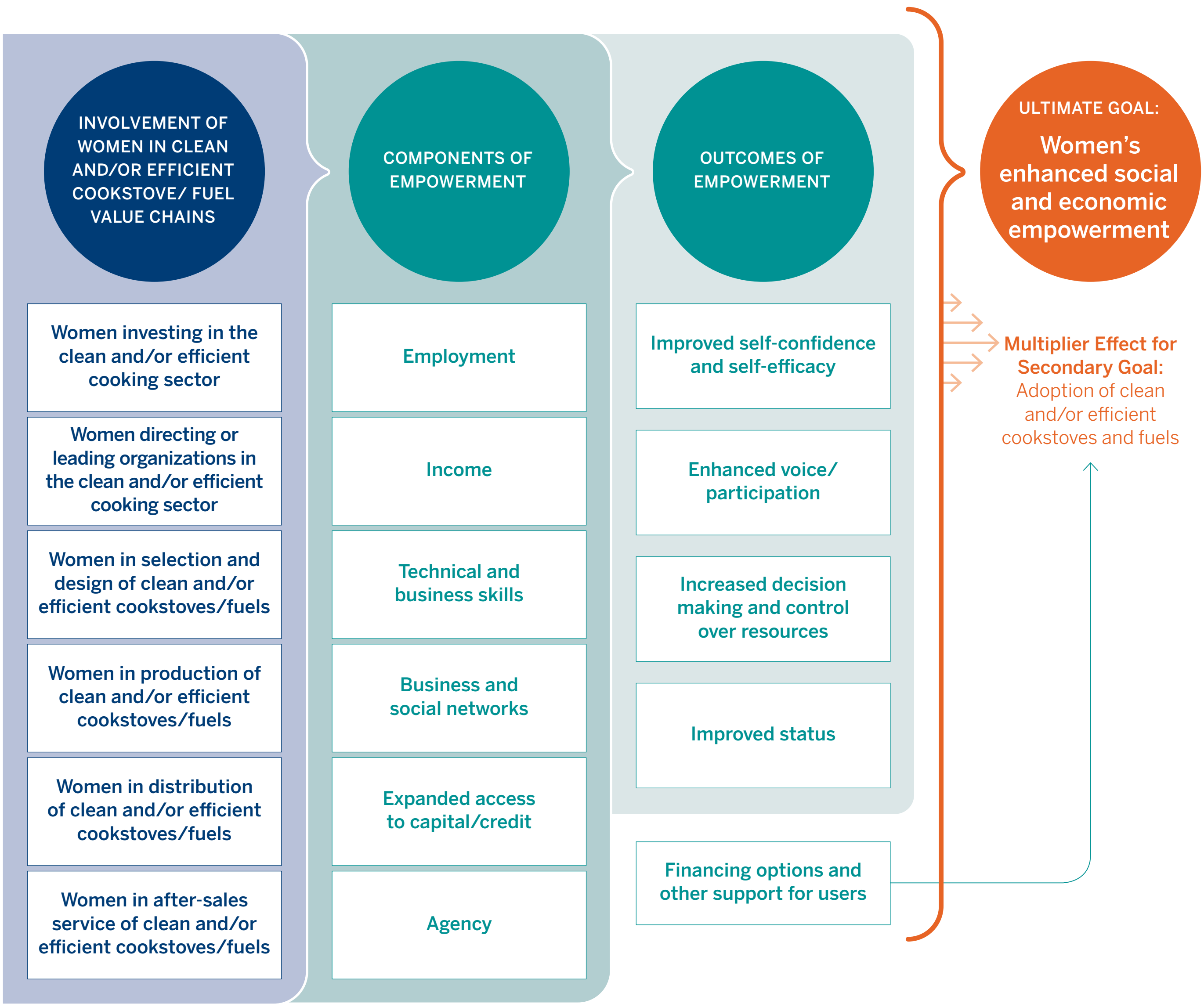
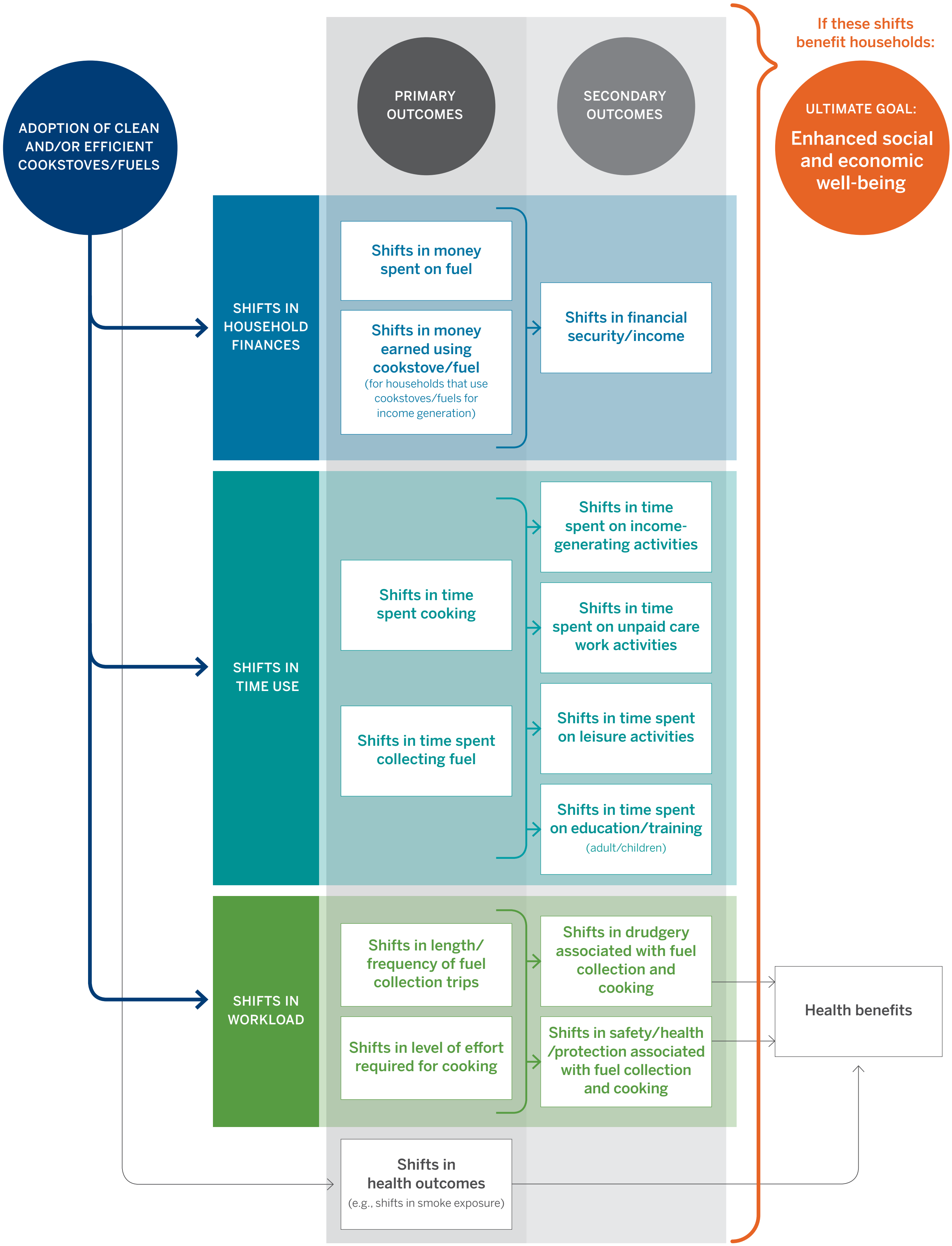


FIGURE 3. PATHWAY 2: HOW ADOPTION OF CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS CAN TRANSLATE INTO IMPROVEMENTS IN HOUSEHOLDS' SOCIAL AND ECONOMIC WELL-BEING



GETTING STARTED: CHOOSING THE RIGHT SURVEYS FOR YOUR ORGANIZATION

To capture the social impact outcomes of interest, ICRW and the Alliance developed three data collection tools:

- The Organizational Social Impact Survey
- The Employee/Entrepreneur Social Impact Survey
- The User Social Impact Survey

These surveys can be downloaded from www.cleancookstoves.org/socialimpact

Before beginning, you should decide which types of social impacts are most relevant for your organization, what impacts you are most interested in learning about, and what information you would most like to share with donors, investors, employees, and other stakeholders. Depending on what you decide, you can choose to measure social impact at three different levels (using all three surveys), or you may elect to use just one or two of the surveys. Additionally, you can select which social impact modules within each survey are most relevant for your work.

What is Captured in each of the Social Impact Surveys?

Organizational Social Impact Survey

- **Who is the survey's respondent?**
  - A senior staff person at the organization should complete the survey on behalf of the organization.
- **When should data be collected?**
  - The survey should be completed once annually.
- **Why use this survey?**
  - The purpose of this survey is to summarize the social impacts of the organization's model/operations. The survey provides insights into the social impacts that clean and/or efficient cookstove/fuel organizations can have, particularly through the employment opportunities they provide to members of the community (and the quality of those jobs).
  - This survey can also be used to support the social impact assessment requirements of donors and investors.
- **What areas of social impact does this survey cover?**
  - The key areas of social impact this survey addresses are:
    - Employment information (the number of people employed by the organization, areas within the value chain in which they work, the geographic locations in which employees work, and the wages they earn),
    - Training the organization provides to employees and/or entrepreneurs,
    - Ownership of the organization, and
    - Financial and other support the organization provides for those interested in purchasing or acquiring its clean and/or efficient cookstoves/fuels.

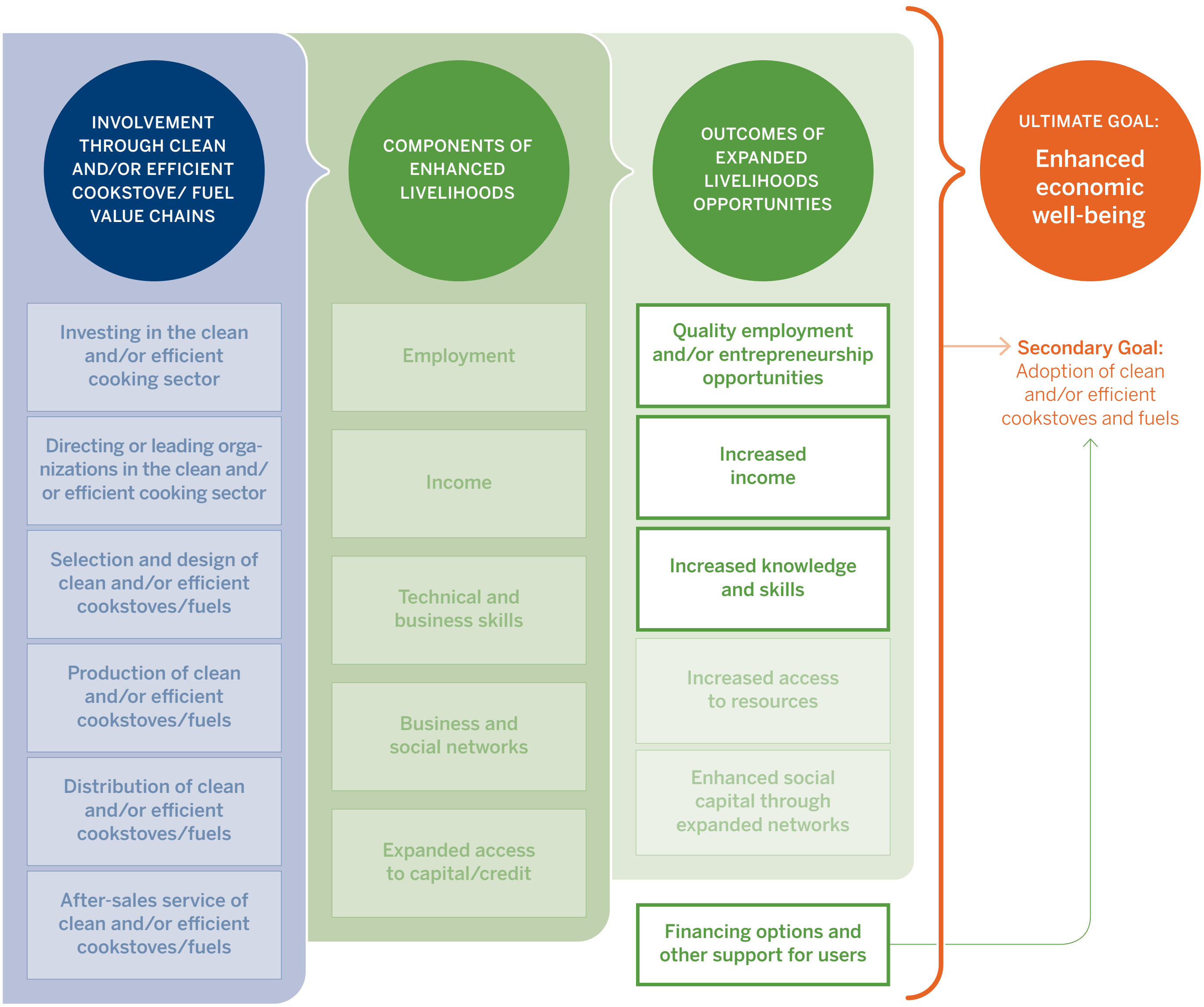
- These areas of social impact are highlighted in Pathway 1 (Figure 4, below).
- Details concerning each of the above social impact areas are covered in the **Overview and Guidance for the Organizational Social Impact Survey** (page 30).

SURVEY LINK:
The Organizational Social Impact Survey can be downloaded from the Alliance's website at www.cleancookstoves.org/socialimpact

Employee/ Entrepreneur Social Impact Survey

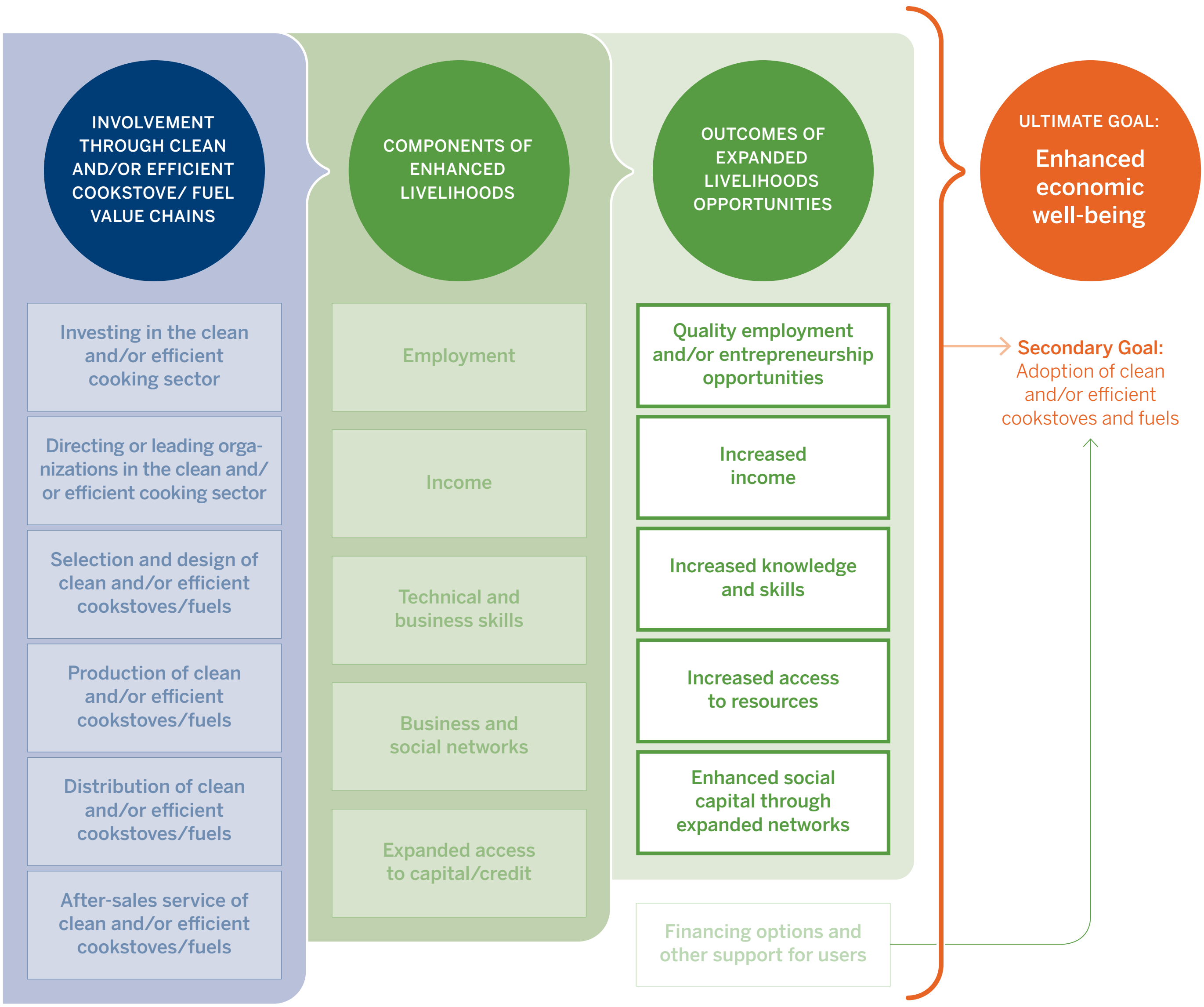
- **Who are the survey's respondents?**
  - Employees working for the clean and/or efficient cookstove/fuel organization or entrepreneurs affiliated with the organization should be administered this survey.
- **When should data be collected?**
  - The survey should be administered soon after employees/entrepreneurs begin their employment and again 6 months or one year later.

FIGURE 4. PATHWAY 1: HOW INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS VALUE CHAINS CAN EXPAND LIVELIHOODS OPPORTUNITIES FOR WOMEN AND MEN



- **Why use this survey?**
  - The purpose of this survey is to capture changes that occur in the lives of employees/entrepreneurs as a result of their employment/affiliation with the clean and/or efficient cookstove/fuel organization.
  - The survey focuses on some of the same dimensions of social impact as the Organizational Social Impact Survey (in this case, from the perspective of the employees/entrepreneurs), but it also captures information under the "outcomes of expanded livelihoods opportunities" column in Pathway 1 (see figure 5) and the "components of empowerment" and "outcomes of empowerment" categories under Pathway 1.A (see figure 6 on the following page).
- **What areas of social impact does this survey cover?**
  - The key areas of social impact this survey addresses with respect to organizations' employees/entrepreneurs are:
    - > Livelihoods,
    - > Access to and use of financial services and credit,
    - > Access to and participation in networks,

FIGURE 5. PATHWAY 1: HOW INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS VALUE CHAINS CAN EXPAND LIVELIHOODS OPPORTUNITIES FOR WOMEN AND MEN



> Empowerment/agency,

> Access to and participation in training and mentoring, and

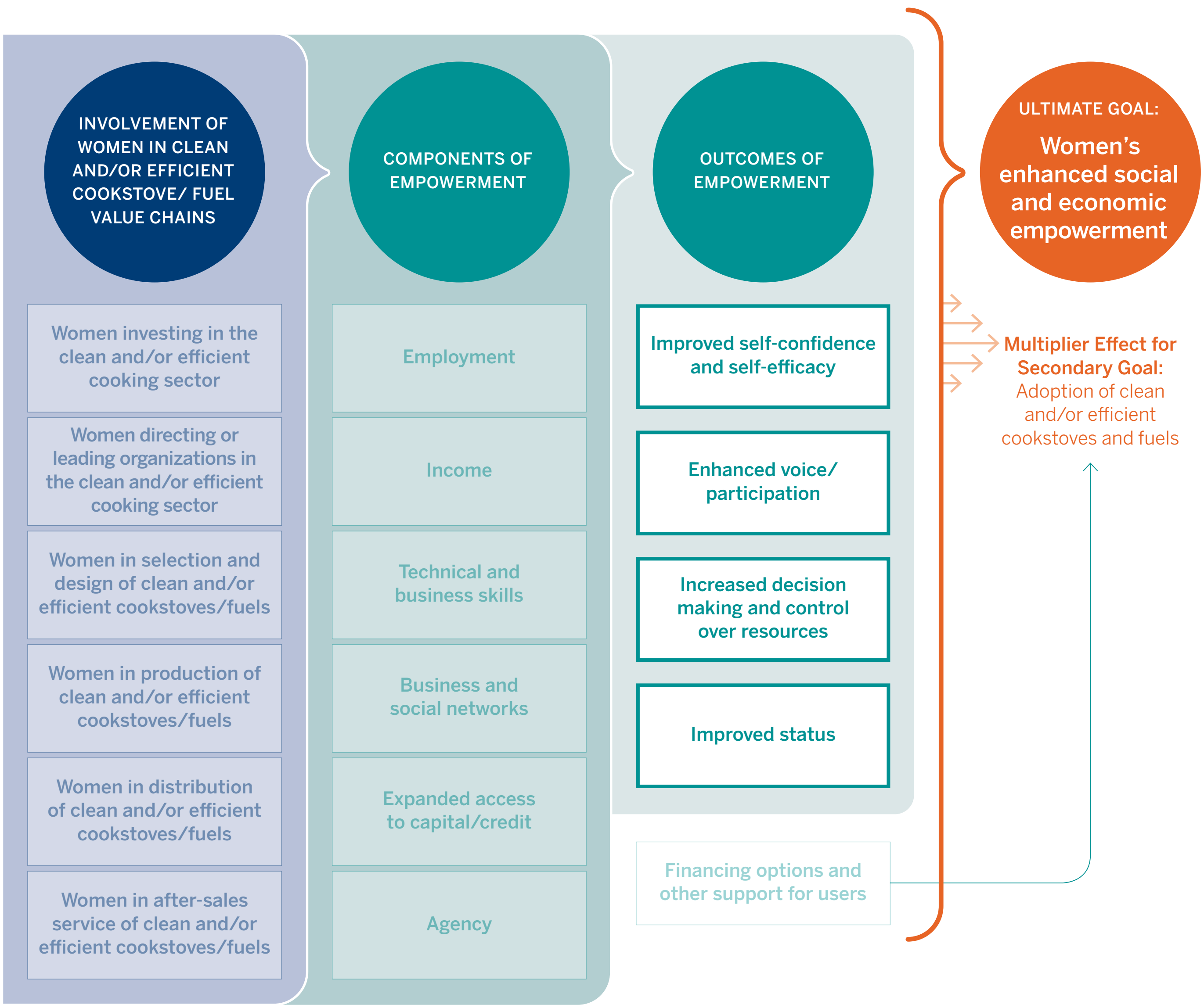
> Business autonomy and efficacy.

- These areas of social impact are highlighted in Pathway 1 (see Figure 5, previous page) and Pathway 1.A. (see Figure 6, below).
- Details concerning each of these social impact areas are covered in the **Overview and Guidance for the** Employee/Entrepreneur Social Impact Survey (Modules B-G, starting on page 42).

SURVEY LINKS:
There are two versions of this survey available for download on the Alliance's website at www.cleancookstoves.org/socialimpact:

- The baseline Employee/Entrepreneur Social Impact Survey
- The follow-up Employee/Entrepreneur Social Impact Survey

FIGURE 6. PATHWAY 1.A: HOW INVOLVEMENT OF **WOMEN** IN CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS VALUE CHAINS CAN ENHANCE **WOMEN'S** SOCIAL AND ECONOMIC EMPOWERMENT



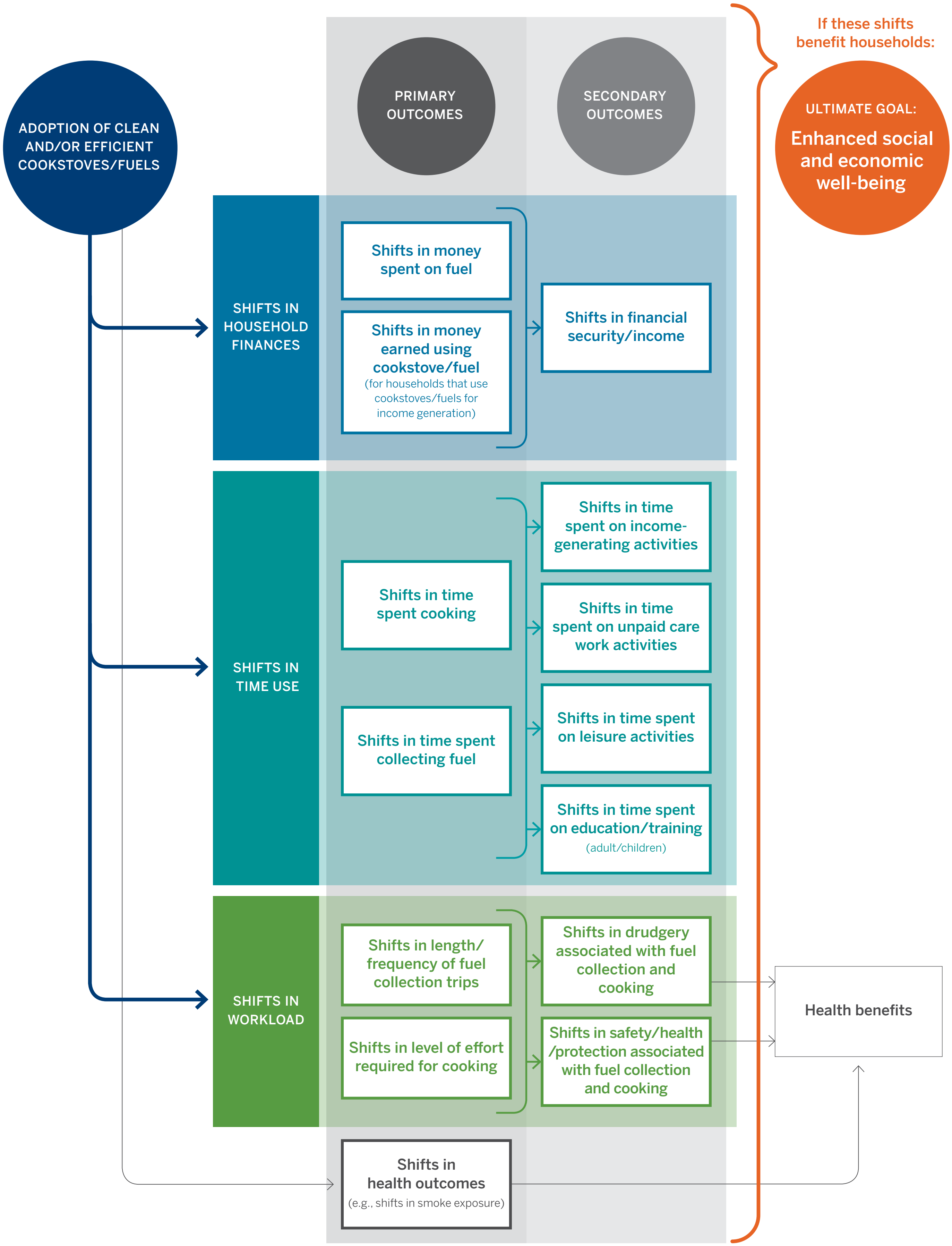
User Social Impact Survey

- **Who are the survey's respondents?**
  - Users of the clean and/or efficient cookstoves/fuels should be administered this survey.
- **When should data be collected?**
  - The survey should be administered before (or just after) the user buys/receives the clean and/or efficient cookstove/fuel, and again 6 months or one year later.
- **Why use this survey?**
  - The purpose of this survey is to measure changes at the individual and household levels as a result of using the clean and/or efficient cookstove/fuel. The survey aims to capture the social impacts that adoption of clean and/or efficient cookstoves and fuels can have on users and their households in terms of the "primary outcomes" and "secondary outcomes" laid out in Pathway 2 (see Figure 7, following page).
  - The results of the survey can also provide valuable insights into the benefits users experience, patterns of product usage, and other information organizations can use to strengthen their marketing and user retention efforts.
- **What areas of social impact does this survey cover?**
  - The key areas of social impact this survey addresses with respect to users of clean and/or efficient cookstoves/fuels are:
    - > Household economic stability,
    - > Usage/adoption of cookstoves/fuels and cooking time,
    - > Cooking dynamics (for instance, who is involved in cooking and whether they multitask while cooking), drudgery related to cooking, and safety and health risks associated with cooking,
    - > Fuel procurement, including household fuel expenditure as well as time use, drudgery, and safety and protection risks associated with collecting or buying fuel,
    - > Income earned through the productive use of cookstoves/fuels,
    - > Status, and
    - > Customer satisfaction.
  - These areas of social impact are highlighted in Pathway 2 (see Figure 7, following page).
  - Details concerning each of these social impact areas are covered in the **Overview and Guidance for the** User Social Impact Survey (Modules B-H starting on page 68).

SURVEY LINKS:
There are four versions of this survey available for download on the Alliance's website at **www.cleancookstoves.org/socialimpact**:

- **The baseline in-person** User Social Impact Survey
- **The baseline phone** User Social Impact Survey
- **The follow-up in-person** User Social Impact Survey
- **The follow-up phone** User Social Impact Survey

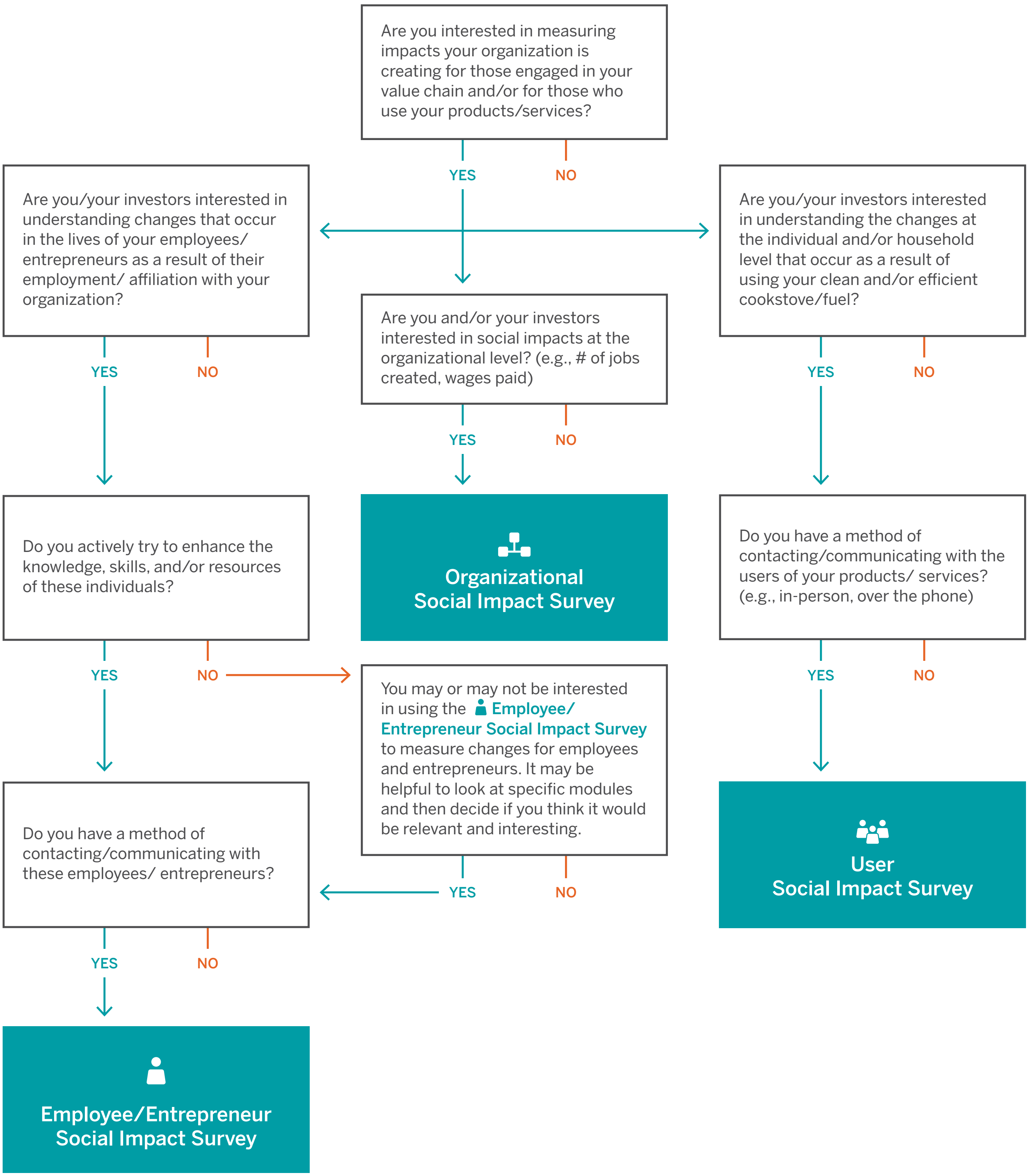
FIGURE 7. PATHWAY 2: HOW ADOPTION OF CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS CAN TRANSLATE INTO IMPROVEMENTS IN HOUSEHOLDS' SOCIAL AND ECONOMIC WELL-BEING



Which Social Impact Surveys Should Your Organization Use?

In addition to browsing the surveys themselves, we suggest you use the flow chart below (Figure 8) to determine which social impact surveys are applicable for your organization's needs.

FIGURE 8. FLOW CHART TO DETERMINE WHICH SOCIAL IMPACT SURVEYS ARE APPLICABLE TO YOUR ORGANIZATION'S NEEDS



Since "social impact" is a multi-faceted and nuanced subject, we recommend that organizations interested in measuring their social impact use all three surveys and complete all accompanying modules; this will result in a more complete picture of the effects your organization is having at various levels.

Measuring the diverse aspects of social impact can reveal important insights that you can use to make needed adjustments to your operations or (if relevant) business model in order to maximize positive outcomes. For example, you may assume that your cookstove is contributing to time savings, but after implementing the User Social Impact Survey, you may discover that this is not the case. Upon learning this, you may decide to alter the design of your cookstove or to conduct more training around its proper use. Similarly, you may not realize that working with your organization is resulting in improvements in communication skills and self-efficacy among your entrepreneurs until you conduct the Employee/Entrepreneur Social Impact Survey. Once you have this data, you may want to use this information in recruiting new entrepreneurs, as well as to attract new donors interested in empowerment.

Of course, we understand that resources are limited and that not every module will be relevant or of interest to every organization. Therefore, we have designated modules that are of lower priority or less likely to be relevant in every case in **blue**. After deciding which social impact survey(s) you will use with the help of the decision tree on the previous page (Figure 8), you should review the different modules within each survey to determine whether there are any that may not be relevant and can be excluded. There is more detailed information about each area of impact for all three surveys in the **Overview and Guidance portion of this document** (page 29), which goes into detail about the different modules in each survey.

How Should Your Organization Conduct the User Social Impact Survey: By Phone or In Person?

While the Employee/Entrepreneur Social Impact Survey should always be conducted in person (as organizations are assumed to remain in frequent contact with their employees/ entrepreneurs), the User Social Impact Survey can be conducted in person or over the phone. The advantages and drawbacks of the phone and in-person versions of this survey are articulated in Table 1. In addition to the pros and cons listed below, organizations may choose to conduct in-person versus phone surveys depending on the relationship they have with users. For example, if the organization has close contact with users (e.g., through salaried employees) it may be relatively easy to coordinate in-person surveys. However, if the organization works through entrepreneurs or micro-franchises, it may be more feasible to conduct the surveys over the phone.

TABLE 1. PROS AND CONS OF ADMINISTERING THE USER SOCIAL IMPACT SURVEY OVER THE PHONE AND IN PERSON

	PROS	CONS
PHONE SURVEY	+ Ease of administration: takes less time and has lower cost (e.g., fewer staff travel costs)	– Respondents may not want to talk on the phone for over 30 minutes – Some of the questions may be more difficult to answer over the phone – Could leave room for confusion
IN-PERSON SURVEY	+ Does not rely on users to have access to cell phones (this can be a barrier for women) + Easier to clarify respondents' answers + Data collector can read body language for signs of confusion or discomfort + Results in high quality, trusted data	– Time consuming, expensive (cost can depend on quality of data collectors) – Experience of taking part in the survey can be intrusive to the user

PREPARING TO ADMINISTER THE SOCIAL IMPACT SURVEYS

Questions to Consider Before Administering the Surveys

Will your organization be able to use this data to inform operations, improve product design, boost recruitment, improve marketing messages, and/or attract investment?

- To find out which surveys (or modules within the surveys) would generate data that would be relevant to some or all of the goals mentioned above (e.g., attracting investment), you should consult:
  - **The Overview and Guidance for the Organizational Social Impact Survey** (page 30),
  - **The Overview and Guidance for each module of the Employee/Entrepreneur Social Impact Survey** (page 41), and
  - **The Overview and Guidance for each module of the User Social Impact Survey** (page 67).

When should your organization conduct the surveys?

- Both the **Employee/Entrepreneur** and **User Social Impact Surveys** should be conducted at two points in time, at least.
- Organizations should conduct the Baseline **Employee/Entrepreneur Social Impact Survey** as soon as possible after hiring or registering/contracting individuals to work with the organization (ideally, within two weeks of hiring or registering/contracting). The Follow-up **Employee/Entrepreneur Social Impact Survey** should be conducted with these same employees/entrepreneurs after 6 months. If your organization is interested and has the resources, you can also conduct this survey with these same employees/entrepreneurs after one year to account for seasonal variation and capture longer-term impacts. There are two general ways to gather this data:
  - If your organization hires employees or registers/contracts employees in groups, a batch of baseline surveys should be conducted soon after the group of employees/entrepreneurs starts working with your organization. The follow-up survey can then be conducted with these same employees/entrepreneurs after 6 months and/or 1 year.
  - If your organization hires employees or registers/contracts entrepreneurs on an ongoing basis, your organization should conduct the baseline survey with employees/entrepreneurs soon after each individual begins working for you. Your organization can then conduct the follow-up surveys in a staggered manner, after each employee/entrepreneur has been with the organization for 6 months and/or 1 year.
- Organizations should conduct the Baseline **User Social Impact Survey** as soon as possible after users have purchased or received the clean and/or efficient cooking product (ideally, within two weeks). The Follow-up **User Social Impact Survey** should be conducted with these same users after 6 months. If your organization is interested and has the resources, you can also conduct the survey with these same users after one year to account for seasonal variation. There are two general methods for gathering this data:
  - Identify one or two months in the calendar year when a large number of users purchased or received your cookstove(s) or fuel(s). Select a sample of these users with whom to conduct the baseline survey. Then, 6 months and/or one year later, your organization can conduct the follow-up survey with these same users.

Conduct surveys in a staggered manner throughout the year. In this case, you can conduct the baseline surveys with a small sample of users each month and then follow up with each set of users after 6 months and/or one year to conduct the follow-up survey.

How many employees/entrepreneurs or users should take part in your organization's surveys?

- An important aspect of implementing the Social Impact Measurement System will be determining how big your sample size should be. In general, the greater your sample size is, the more precise your estimates will be. If your sample size is too small, you may not be able to detect important changes based on users' adoption/use of your clean and/or efficient cooking technology. However, if your sample size is much too large, you may detect statistically significant changes in your data that do not reflect reality.
- Since it is expected that most clean and/or efficient cookstove/fuel organizations will have a small number of employees/entrepreneurs and there are many diverse outcomes being measured through the **Employee/Entrepreneur Social Impact Survey**, we suggest conducting this survey with as many employees/entrepreneurs as possible. Additionally, since you need to conduct the baseline survey when an employee/entrepreneur first becomes affiliated with your organization, this may limit your sample size, as you will want to conduct baseline surveys only with new employees/entrepreneurs so that you can then conduct the follow-up surveys after those employees/entrepreneurs have worked with your organization for 6 months or 1 year.
- As collecting data from every user of your products is not feasible, the below tables provide some general guidance for estimating a sample size for administering your **User Social Impact Survey**. They are based on varying estimates of the average number of minutes saved on fuelwood collection (see Table 2, below) and cooking (see Table 3, below) per household over a one-week period of time due to the use of a clean and/or efficient cooking technology.[1] Your organization can choose a more optimistic scenario (e.g., a larger amount of time saved per week) or more conservative scenario (e.g., a smaller amount of time saved per week) based on your understanding of the context in which your users live and cook with their clean and/

[1] All sample size estimates assume 80% power, an alpha of .05, and account for 10% participant attrition from baseline to follow-up. Estimates also include a 10% inflation factor to account for clustering at the community level. Since standard deviation estimates were unavailable in the literature, we estimated the standard deviation to be 25% of the average estimated change. All estimates assume a simple random sample.

TABLE 2. SAMPLE SIZE ESTIMATES FOR EXPECTED MINUTES SAVED ON FUELWOOD COLLECTION DUE TO THE CLEAN AND/OR EFFICIENT COOKING TECHNOLOGY

EXPECTED AVERAGE EFFECT OF CLEAN AND/OR EFFICIENT COOKING TECHNOLOGY	NUMBER OF USERS TO BE SAMPLED
OPTIMISTIC SCENARIO: 140.4 minutes saved on fuelwood collection per household per week	66
BASE SCENARIO: 60 minutes saved on fuelwood collection per household per week	389
CONSERVATIVE SCENARIO: 49.4 minutes saved on fuelwood collection per household per week	579

TABLE 3. SAMPLE SIZE ESTIMATES FOR EXPECTED MINUTES SAVED ON COOKING DUE TO THE CLEAN AND/OR EFFICIENT COOKING TECHNOLOGY

EXPECTED AVERAGE EFFECT OF CLEAN COOK STOVE	NUMBER OF CUSTOMERS TO BE SAMPLED
OPTIMISTIC SCENARIO: 490 minutes saved on cooking per household per week	24
BASE SCENARIO: 385.3 minutes saved on cooking per household per week	40
CONSERVATIVE SCENARIO: 168 minutes saved on cooking per household per week	236

or efficient cooking technology. Depending on the effects that you are most interested in, you may choose to estimate your sample based only on cooking time saved or fuelwood collection time saved. If you are interested in both effects, you should choose the larger sample size estimate.

Does your organization have enough time and resources to dedicate to conducting the surveys that must be administered to individuals?

- Consult the **Data Collector Training Guide** (page 105) for tips on who should be engaged in this process.
- Take into consideration:
  - Staff time to adapt the surveys to your organization:
    - A half-day working session to review surveys and make necessary changes.
  - Staff time to train data collectors:
    - If staff have previous experience conducting quantitative surveys: a half-day working session to practice conducting the surveys, as well as to practice recruiting participants and reading through the **Informed Consent and Information Sheets** (page 111).
    - If staff do not have previous experience conducting surveys: a full-day working session to train staff in best practices in conducting quantitative data collection (see the **Data Collector Training Guide**, page 105), practice conducting surveys, practice recruiting participants, and read through the relevant **Informed Consent Information Sheet(s)** (page 111).
  - Staff time to recruit participants:
    - Time to call participants to schedule surveys: 3 minutes per participant.
  - Staff time to conduct the surveys (remember to multiply the number of surveys you would like to conduct with each type of participant by the length of time required to conduct that survey; if the surveys will be conducted in person, add in time for transportation):
    - **Organization Social Impact Survey** – 45 min.
    - **Baseline** **Employee/Entrepreneur Social Impact Survey** – 45 min.
    - **Follow-up** **Employee/Entrepreneur Social Impact Survey** – 45 min.
    - **Baseline In-person** **User Social Impact Survey** – 45 min.
    - **Baseline Phone** **User Social Impact Survey** – 35 min.
    - **Follow-up In-person** **User Social Impact Survey** – 45 min.
    - **Follow-up Phone** **User Social Impact Survey** – 35 min.
  - Staff time to enter and analyze the data:
    - Approximately 15 minutes per survey to enter the data into an online system (e.g., SurveyMonkey, Salesforce, etc.), which will allow the data to be downloaded in an Excel spreadsheet.
    - Several hours or days of staff time (depending on the number of surveys completed) to analyze the data in Excel.
  - Resources to cover the following costs:
    - Transportation to various sites to conduct the in-person surveys.
    - Printing costs to print surveys.

> Communications costs for phone calls.

> Compensation for participants (if applicable).

- *Organizations may feel that it is appropriate to offer small compensation for respondents' participation, such as a snack or a small amount of money. However, organizations should be careful in offering such compensation, as it may set a precedent and individuals may assume that they will receive some form of compensation whenever they participate in a survey or data collection activity with the organization.*

Limitations of the Social Impact Surveys

Risks: The first priority of this research is to maintain the safety of and minimize the risk to participants. Data collection will always come as a second priority. Data collectors should be trained to detect distress in participants or other members of the household, recognize unsafe situations, and provide support for participants when appropriate.

Bias: A good survey will seek to limit bias by making the survey as inclusive and accessible as possible to the target population. This might include hiring translators to accompany data collectors to administer the survey in a number of local languages. It is recommended that you offer a variety of times for respondents to participate. If there is a significant portion of the population that is unwilling or unable to participate, think about what impact this gap might have on your research. Do the characteristics of those who do not participate in the survey differ significantly from those who do participate?

Small sample sizes: In some cases, organizations may not be able to recruit and conduct the surveys with large numbers of employees/entrepreneurs and/or users. For example, an organization may only work with 10 entrepreneurs or only sell a few products in a particular month. While organizations are still encouraged to implement the social impacts surveys, they need to be careful with what can be concluded based on data collected from such a small sample size. When sample sizes are small, organizations can use the social impact data to reflect on impacts they have had on the particular (but always anonymous) employees/entrepreneurs and/or users who participated in the survey. These results are not generalizable to the entire organization or to the population of users who have bought or received the products, but rather, they provide the organization with a snapshot of the impact the organization and/or its products have had on a few individuals.

Short time horizon: We have suggested that the surveys be conducted at two points in time: at baseline and then at a follow-up period 6 months or one year later. However, some of the changes the surveys seek to capture may take longer than 6 months or one year to occur. For example, while employees/ entrepreneurs may be gaining income and self-confidence in their roles with your organization, it may take years of engagement as clean and/or efficient cookstove/fuel employees/entrepreneurs before they feel comfortable speaking in public. To overcome this challenge, organizations may choose to continue administering the follow-up survey with their employees/ entrepreneurs every year to see if additional changes have occurred.

DATA MANAGEMENT AND ANALYSIS

Assign ID numbers to safeguard respondents' anonymity: To ensure that the same employees/entrepreneurs and users of your products take part in the baseline and follow-up versions of their respective surveys, it is important that your organization keep track of which individuals were administered the surveys and when. However, these individuals' responses to the survey questions must be kept separate from their names and contact information. As such, both the **Employee/Entrepreneur Social Impact Survey** and the **User Social Impact Survey** prompt the data collector to assign each respondent an individual ID code. When the baseline survey is completed, the respondent's name and contact information should be stored in one database, along with his/her corresponding ID code, while the responses s/he provided should be stored in a separate database that includes only his/her ID code. The ID code should be unique to each respondent and should not contain the person's name or other identifiable information. Only the team members involved in setting up the interviews should have access to the database that links the ID codes to the names and contact information. In this way, when data collectors follow up with participants from the baseline survey in order to administer the follow-up survey, they will know their name and address/phone number (for contact purposes), but they will only write down these respondents' ID codes, which will match those used at baseline.

Data analysis: The Alliance hopes to develop a data collection and analysis system in the near future to streamline the process of analyzing all the incoming social impact data. As a platform for doing this does not yet exist, we suggest either Excel or a platform that feeds data into Excel (e.g., SurveyMonkey, Salesforce) be used to enter the data, and that analysis also be conducted in Excel. For more information on how to conduct the data analysis, please contact: **gender@cleancookstoves.org**.

PHOTO COURTESY OF PROJECT GAIA

OVERVIEW AND GUIDANCE

ORGANIZATIONAL SOCIAL IMPACT SURVEY

PHOTO COURTESY OF GLOBAL ALLIANCE FOR CLEAN COOKSTOVES

OVERVIEW AND GUIDANCE FOR THE ORGANIZATIONAL SOCIAL IMPACT SURVEY

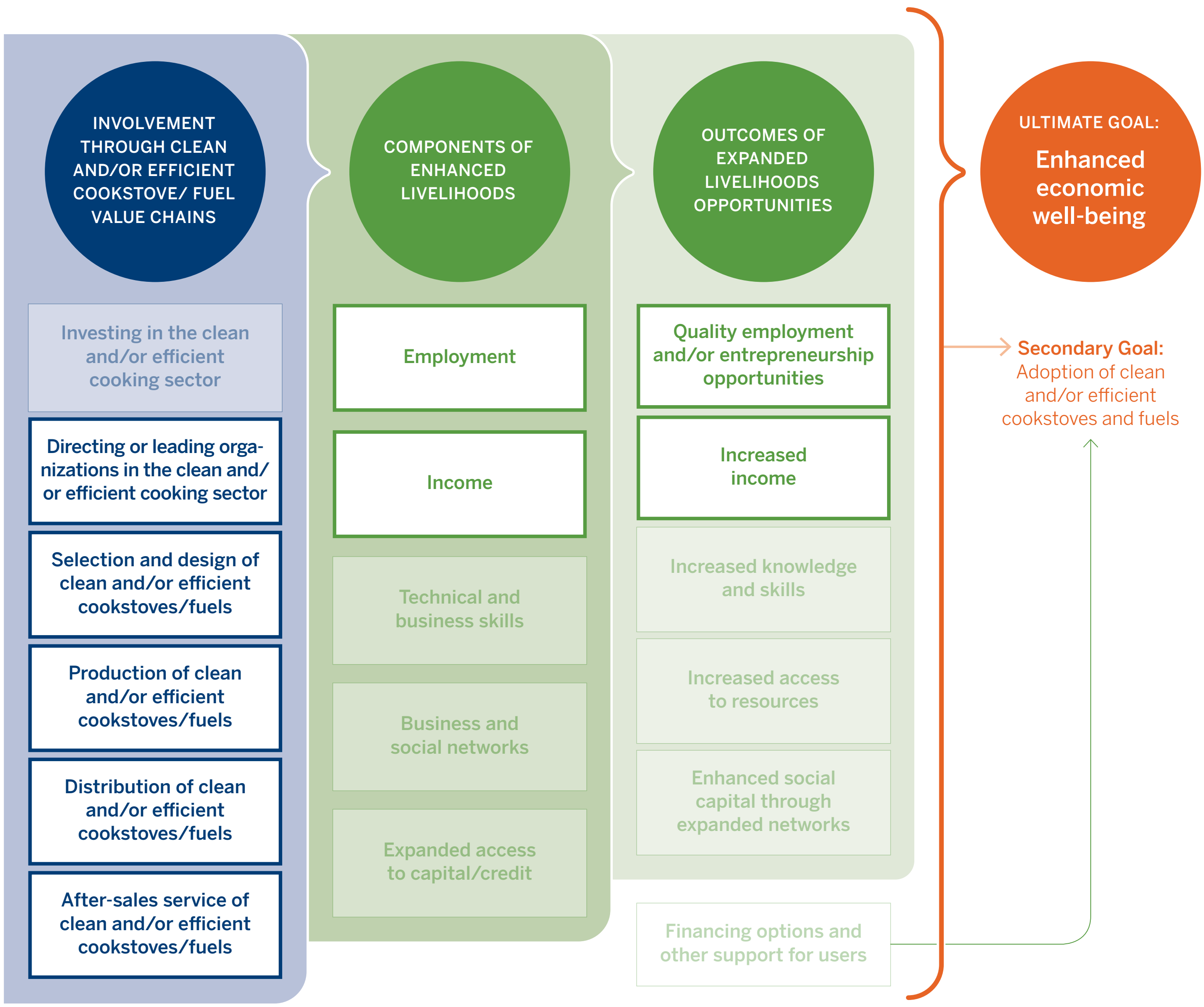
This section provides information on all the modules of:

- Organization Social Impact Survey

Why Monitor and Evaluate Organizational Social Impact?

Many of the indicators in the Organizational Social Impact Survey—and the questions that lead to these indicators—are derived from the Global Impact Investing Network (GIIN)'s IRIS initiative (version 4.0). IRIS is a catalogue of performance-related metrics developed to facilitate the measurement of social, environmental, and financial impacts of companies, organizations, and other entities that work to achieve social impact as a key objective of their activities.

FIGURE 9. HOW ORGANIZATIONS IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS CAN GENERATE SOCIAL IMPACTS THROUGH THE CREATION OF EMPLOYMENT AND ENTREPRENEURSHIP OPPORTUNITIES



Module A: Job Information *(see Figure 9, previous page)*

HOW can organizations in clean and/or efficient cookstove/fuel value chains generate social impacts through employment?

One of the main ways in which organizations in the clean and/or efficient cookstove/fuel value chain generate social impacts is through job creation. Members of the community employed by the organization may experience greater social and/or economic empowerment through greater access to income, networks, and training, among other benefits.

WHY measure the nature of the employment provided through clean and/or efficient cookstove/fuel organizations?

- It is helpful to understand the nature of the positions held by male and female employees in the organization to assess the extent to which they may experience the benefits from this employment (access to income, networks, etc.).
  - For instance, an organization can have a larger effect on its employees' income and economic stability by employing individuals in full-time roles, as opposed to part-time roles. This may be especially true for women. As women often have less access to education, training, networks, and other factors that are crucial to gaining entry into more stable and well-paying jobs (i.e., jobs that are full-time, permanent, and require certain baseline levels of knowledge and skills), they are less likely to have stable jobs. Collecting employment data will help your organization understand employment trends over time, including if there is an unintended bias to employ men or women in full-time/part-time or permanent/temporary roles.
- The survey also addresses the proportion of men and women in leadership positions because women tend to be under-represented in such roles. Studies have shown that women's placement in business leadership positions can contribute to better insights into the preferences of female customers, which can translate into greater business success. Women are also more likely to employ other women; having women in leadership positions may therefore contribute to greater income-generating opportunities for women further down the value chain.

Indicators related to job information derived from Module A

- Total number of paid employees (full-time and part-time) (men/women)
- Number of paid full-time employees (men/women)
- Number of paid part-time employees (men/women)
- Number of full-time management employees (men/women)
- Number of temporary employees (men/women)

Module B: Area within the Value Chain *(see Figure 9, previous page)*

HOW can organizations generate social impacts by employing women and men throughout their clean and/or efficient cookstove/fuel value chains?

Employees for your organization may be involved in a range of roles across the value chain, from cookstove design and fuel manufacturing to wholesale distribution or sales. These positions provide employees with access not only to income, but also to networks and potentially, to training and opportunities to build their skills. For a variety of reasons, women are often siloed into positions that are believed to be the most "suitable" for them, such as low-skill manufacturing positions without managerial responsibilities, which often offer fewer of these growth opportunities. By employing both men and women at various levels throughout the value chain, and by engaging women in roles that are traditionally considered the domain of men (e.g., mechanical work), organizations can promote a more gender-equitable workplace and help their employees gain experience, develop skills, build social capital, and otherwise advance economically.

WHY measure the areas within the value chain in which female and male employees of the organization work?

- This part of the survey will make clear to what extent male and female employees are involved throughout your organization's value chain and may shed light on gender gaps within the organization's structure/areas of operations. It is important to measure this because having both men and women involved throughout the value chain is good for the individual employee as well as the organization/business.
    - For organizations whose involvement in the clean and/or efficient cookstove/fuel sector is for-profit, there are compelling business reasons for engaging women throughout the clean and/or efficient cookstove/fuel value chain beyond the social impacts that these employees may achieve (access to income, networks, training, etc.). For instance, as they are often responsible for cooking for their own families, women employees understand local cooking techniques and preferences and are thus well-suited to design products to better meet women's needs. In terms of sales, women are often more trusting of other women; women consumers are therefore more likely to purchase a product from a saleswoman or accept technical assistance (e.g., stove repairs) from another woman rather than a man.
- While it is not a requirement that women be involved in all roles throughout the value chain, if an organization does engage women in both traditional roles (i.e., roles that are considered "suitable" for women in the local context) and non-traditional roles, this may be a sign that the organization may more actively seek to transform gender roles and foster more gender-equitable relations.

Indicators related to employment in different areas within the value chain derived from Module B

- Number of paid employees engaged in the following areas of the supply chain:
    - Product designers (men/women)
    - Producers/manufacturers (men/women)
    - Wholesale distributors (men/women)
    - Retail distributors (men/women)
    - After-sales service providers (men/women)

Module C: Geographic Location *(see Figure 9, page 31)*

HOW can organizations in clean and/or efficient cookstove/fuel value chains generate social impacts by employing women and men in different geographic areas?

Some organizations in the clean and/or efficient cookstove/fuel sector may employ individuals in urban, peri-urban, and rural areas (e.g., operating a manufacturing plant in a town and distributing cookstoves in suburban and rural areas), in which case, employees in different geographic areas may derive benefits associated with this employment (access to income, networks, etc.). However, as women in rural areas typically have fewer income-generating opportunities than men, hiring women workers in rural settings may have a greater impact on their social and economic empowerment than in other geographic areas.

WHY measure whether the employees for clean and/or efficient cookstove/fuel organizations work in urban, peri-urban, or rural areas?

This survey module allows for a geographic breakdown of where the organization is active, and in what types of locations male and female employees are involved. This can help the organization to better understand whether women and men are unintentionally clustered in certain types of jobs or departments according to their geographic location and to decide whether or not to make more a concerted effort to diversify certain areas of the team.

Indicators related to employment in different geographic locations derived from Module C

- Number of paid employees located in urban settings (men/women)
- Number of paid employees located in peri-urban settings (men/women)
- Number of paid employees located in rural settings (men/women)

Module D: Wages *(see Figure 9, page 31)*

HOW can organizations in clean and/or efficient cookstove/fuel value chains generate social impacts through wages?

- Since income is one crucial element of economic empowerment, it is important to understand how much men and women employed in the clean and/or efficient cookstove/fuel value chain earn through their jobs, as earnings have important consequences on things like household economic stability and other areas of social impact.
- For women, who face inequalities in labor force participation and wages, access to income and control over that income can significantly increase their voice and decision-making power within their households.
- Given that research has found that women invest a larger proportion of their income than men into education, healthcare, and other household needs, women employees' income can play a particularly important role in contributing to improvements in the well-being of the households of these employees.

WHY measure the wages paid to employees of clean and/or efficient cookstove/fuel organizations?

- This part of the survey collects information related to the wages organizations pay to full-time and part-time, management and non-management employees. This data will help determine whether women in similar positions to men are earning the same wages for this work; this data is important to capture given the wide gender wage gaps that exist within many sectors.
- Since appropriate incentives are a critical component of employee retention, understanding income differences between men and women can provide insights into how organizations can adapt their payment structures to retain both male and female employees.

Indicators related to wage information derived from Module D

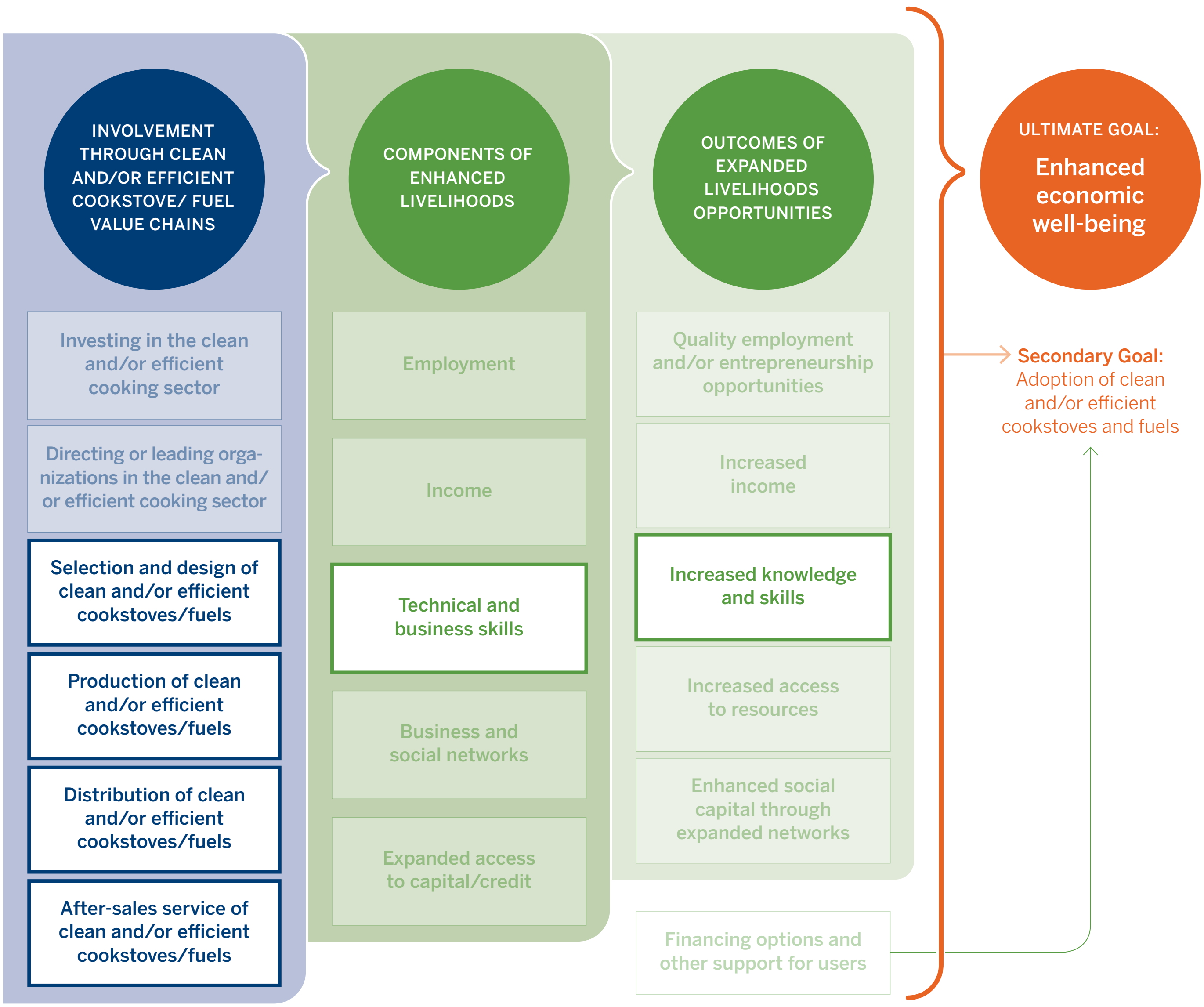
- Average wage paid to all employees (men/women)
- Average wage paid to full-time employees (men/women)
- Average wage paid to part-time employees (men/women)
- Average wage paid to management employees (men/women)

Module E: Training *(see Figure 10, below)*

HOW can organizations in clean and/or efficient cookstove/fuel value chains generate social impacts through trainings?

- Organizations can build the capacity of their employees and entrepreneurs by providing trainings on a range of topics, from marketing to management and leadership. Acquiring relevant knowledge and skills through trainings not only enables employees and entrepreneurs to work more effectively on behalf of the organization, it may also improve their prospects for professional advancement and therefore increase access to networks, income, etc.
- Trainings may be particularly important for female employees and entrepreneurs, as women often have lower education levels than men and more limited access to training opportunities. Attending trainings that strengthen their knowledge and skills base may therefore have an even greater impact on their ability to work more effectively and advance professionally.

FIGURE 10. HOW ORGANIZATIONS IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS CAN GENERATE SOCIAL IMPACTS THROUGH TRAININGS



WHY measure the trainings provided by clean and/or efficient cookstove/fuel organizations?

- Trainings can be a valuable way to enhance capacity of employees and entrepreneurs, but if they are poorly attended, this may be a sign that they are not useful or effective (or at least, are not perceived to be useful by the employees and entrepreneurs). It is therefore important for organizations to capture how many employees and entrepreneurs attended at least one kind of training during the reporting period.
  - Since women often face more time and mobility constraints than men (e.g., unpaid care work responsibilities or limited access to transportation), they may have a more difficult time attending trainings. As such, it is important to disaggregate how many men and women take part in the trainings the organization offers.
- It is helpful to understand what kinds of trainings an organization provides to its employees and entrepreneurs, if any, the duration of such trainings (whether a one-hour introduction vs. a multi-day, intensive training), and whether participants receive some sort of certificate of completion if they take part. This data may reveal whether the organization focuses its training efforts on strengthening the capacity of employees and entrepreneurs in certain respects (like marketing) but does not do so in others (like leadership skills, which may be particularly beneficial for women).
- This module also includes specific questions concerning clean and/or efficient cookstove/fuel organizations' use of the Global Alliance for Clean Cookstoves' *Empowered Entrepreneur Training Handbook*[2]. This handbook was specifically designed to enhance the capacities of women entrepreneurs in the clean and/or efficient cookstoves/fuels sector, so the Alliance is eager to learn to what extent organizations are implementing components of this particular training.

Indicators related to training information derived from Module E

- Total number of employees and entrepreneurs who completed at least one training provided by the organization during the reporting period (men/women)
- Categories and duration of trainings offered by the organization; categories of trainings for which participants receive a certificate of completion
- Trainings offered by the organization in various categories in the Empowered Entrepreneur Training Handbook

Module F: Ownership *(see Figure 11, following page)*

HOW can the distribution of shares held by women vs. men in organizations in clean and/or efficient cookstoves/fuels generate social impacts?

Studies have shown that women are more likely to employ other women. When women own shares of an organization in the clean and/or efficient cookstove/fuel sector, they may put pressure on the organization to adopt more gender-sensitive policies and hiring practices, to strive to generate stronger social impacts, and/or to hire more women employees.

WHY measure whether and to what extent an enterprise in the clean and/or efficient cookstove/fuel sector is women-owned?

- An organization that espouses to be gender-equitable is best poised to do so when both men and women are represented at every level, including among decision makers and shareholders who have a say in the direction the organization takes in terms of its work and its operations.

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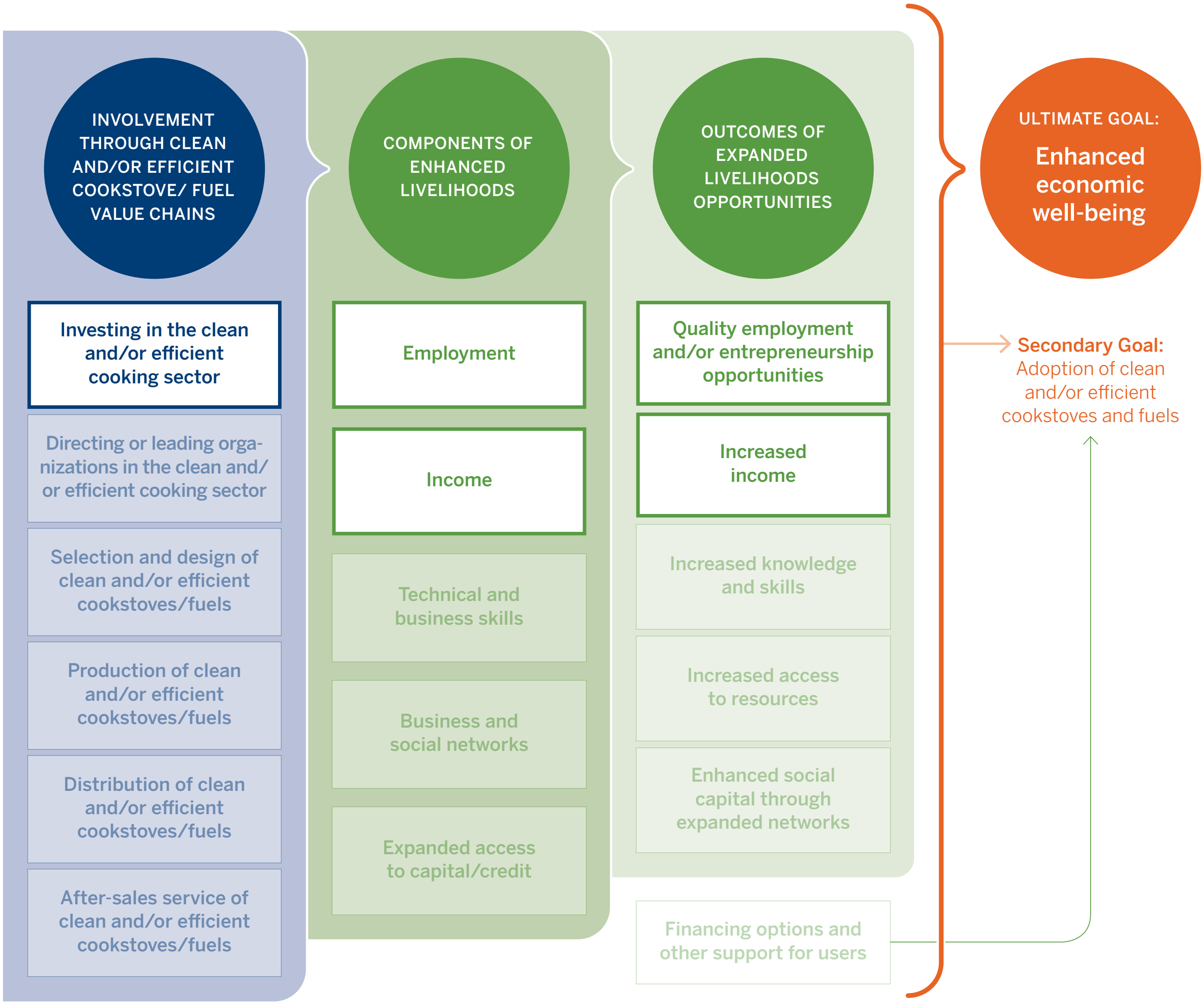
[2] The Empowered Entrepreneur Training Handbook can be found online at http://cleancookstoves.org/resources/342.html

- From a business perspective, having women among shareholders can make a difference because studies have shown that female-owned small and medium enterprises (SMEs) grow faster than male-owned SMEs, and that having women in leadership positions can contribute to better insight into customers' preferences, which can translate into greater business success.

Indicators related to job information derived from the Organizational Social Impact Survey

- Percentage of the enterprise that is female-owned

FIGURE 11. HOW THE DISTRIBUTION OF SHARES HELD BY MEN VS. WOMEN IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL ORGANIZATIONS/BUSINESSES CAN GENERATE SOCIAL IMPACTS

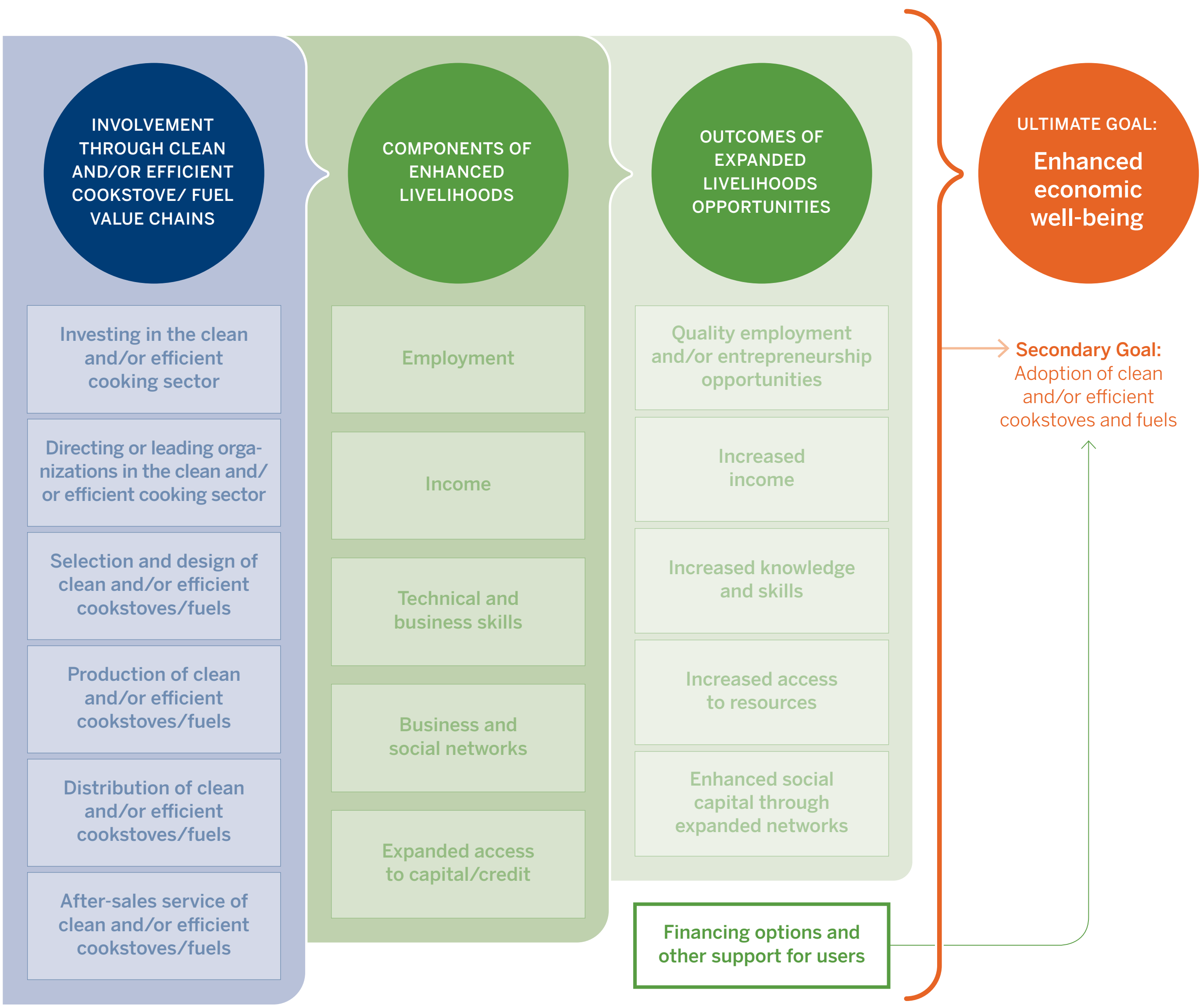


Module G: Demand-Side Financing/Support *(see Figure 12, below)*

HOW can organizations in clean and/or efficient cookstove/fuel value chains generate social impacts through demand-side financing and other support?

- Organizations that distribute or sell clean and/or efficient cookstoves/fuels intend for their products to have positive social impacts on their users—typically poor households—in a wide variety of ways: by reducing their exposure to harmful smoke, enabling them to cook meals more efficiently, reducing their expenditures on fuel, etc. Yet for users to experience these social impacts, they must first be able to afford the clean and/or efficient cookstoves/fuels. When organizations make financing options available to users who would otherwise have difficulty affording these devices, they enable these individuals to more easily gain access to these sources of clean and/or efficient cooking and the social impacts derived from these products.
  - For women, in particular, accessing the capital needed to buy an advanced piece of technology like a clean and/or efficient cookstove can be extremely difficult; many do not have savings and their access to credit is limited. This is because financial institutions are less likely to lend to women, tend to offer

FIGURE 12. HOW ORGANIZATIONS IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS CAN GENERATE SOCIAL IMPACTS BY PROVIDING DEMAND-SIDE FINANCING AND OTHER SUPPORT



them smaller-sized loans, and may require women to present credit histories or put up collateral that they do not own in their own right. Other factors that limit women's access to credit more than men include lower literacy levels, more limited social networks, cultural and social norms, and mobility limitations.

- Organizations can also offer cookstove/fuel users other kinds of support to promote the purchase/acquiring or use of a clean and/or efficient cookstove/fuel. For instance, organizations can conduct demonstrations to show users how to cook with a particular fuel or operate a cookstove, or they can offer trainings that will make users more comfortable with the process of acquiring a loan to pay for a cookstove. These efforts may help convince hesitant individuals to move forward with buying or acquiring the organization's clean and/or efficient cookstoves/fuels.

WHY measure whether and to what extent an organization in the clean and/or efficient cookstove/fuel sector provides demand-side financing and other support?

- Surveying what types of demand-side financing are offered by the organization can yield insights into which areas of the customer base the organization is able to tap into, and, more importantly, which areas of the customer base may be left out. When organizations in the clean and/or efficient cookstove/fuel value chain make financing options available to users, they grow their market by attracting users who are willing to adopt the cookstoves/fuels but may require time to repay the loan or otherwise need assistance to finance this technology.
- Examining what demand-side financing and other non-financial support options are available can also allow the organization to know how gender-sensitive its operations are and whether the organization is maximizing its potential to reach women consumers, in particular.

Indicators related to demand-side financing/support derived from the Organizational Social Impact Survey

- Types of financial support offered to users
- Types of non-financial support offered to users

How Can Your Organization Use this Information?

- **Improve operations:** Organizations can use the data generated through this survey to uncover and address unintentional biases or gaps in recruitment, hiring, training, and other practices that may lead to a less gender-equitable workplace. For instance, if a cookstove manufacturing business discovers that men predominantly hold higher-paying positions because those jobs require higher skill levels (e.g., operating advanced machinery or management positions), it may want to develop trainings that would allow more women the opportunity to enter these positions. Similarly, if an organization finds that the majority of women employees are in temporary positions, while most men hold permanent positions, it may want to investigate how these positions came to be designated temporary vs. permanent and what can be done to ensure more women at the organization have access to more stable employment. If employees and entrepreneurs are shown to have expanded networks and to take on more leadership positions, it could be a sign that the training and networks the organization provides are having an effect on participants. Conversely, if no such change is found, the organization may want to develop training curricula or encourage more networking throughout the value chain to promote the creation and strengthening of social capital.

- **Report co-benefits/attract investments:** As investors often understand the benefits of providing income-generating opportunities to individuals, particularly women, they will likely be interested in data related to how your organization is able to increase the income of the employees and entrepreneurs with whom you work, as well as how stable that employment is (e.g., temporary vs. permanent, part-time vs. full-time) and whether the organization invests in capacity-building for its employees and entrepreneurs. For businesses that have women shareholders, reporting on what percentage of their company is women-owned may enable them to attract funding from investors who understand the effectiveness of women-owned businesses. Investors may also be interested to know what kind of financing options the organization provides for users interested in acquiring the organization's products and whether any of these products are gender-sensitive or adapted specifically to women's needs.

What Should Your Organization Take Into Consideration When Implementing the Organizational Social Impact Survey?

Considerations for Collecting Data through the Organizational Social Impact Survey

- **Module A: Job Information –** In some organizations, the distinction between part-time and full-time employment, and/or between temporary and permanent employment, may not be applicable. If this is the case, organizations can mark these questions "N/A."
- **Module B: Area within the Value Chain –** Organizations can mark responses for areas within the value chain in which they do not operate "N/A."
- **Module C: Geographic Location –** If the enterprise is only active in one type of geographic region (e.g., urban), the questions concerning the other geographical areas (e.g., peri-urban and rural areas) may be marked "N/A."
- **Module D: Wages –** If the organization does not distinguish between part-time and full-time employees, the questions about the wages for each of these sub-categories of employees can be marked "N/A."
- **Module E: Training –** If the organization does not offer trainings, the first question can be marked "N/A" and the rest of the module may be skipped.
- **Module F: Ownership –** If the organization does not have shareholders of any kind, the question can be marked "N/A."
- **Module G: Demand-Side Financing/Support –** The organizational representative responsible for completing this portion of the survey should mark the boxes for all kinds of financial and non-financial support it provides to users/consumers of its products/services. If none of these services are offered, the respondent can simply write "no" down the length of each of these questions' response column.

EMPLOYEE/ENTREPRENEUR SOCIAL IMPACT SURVEY

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MODULE B: LIVELIHOODS

This section provides information on the "Livelihoods" section (Module B) of:

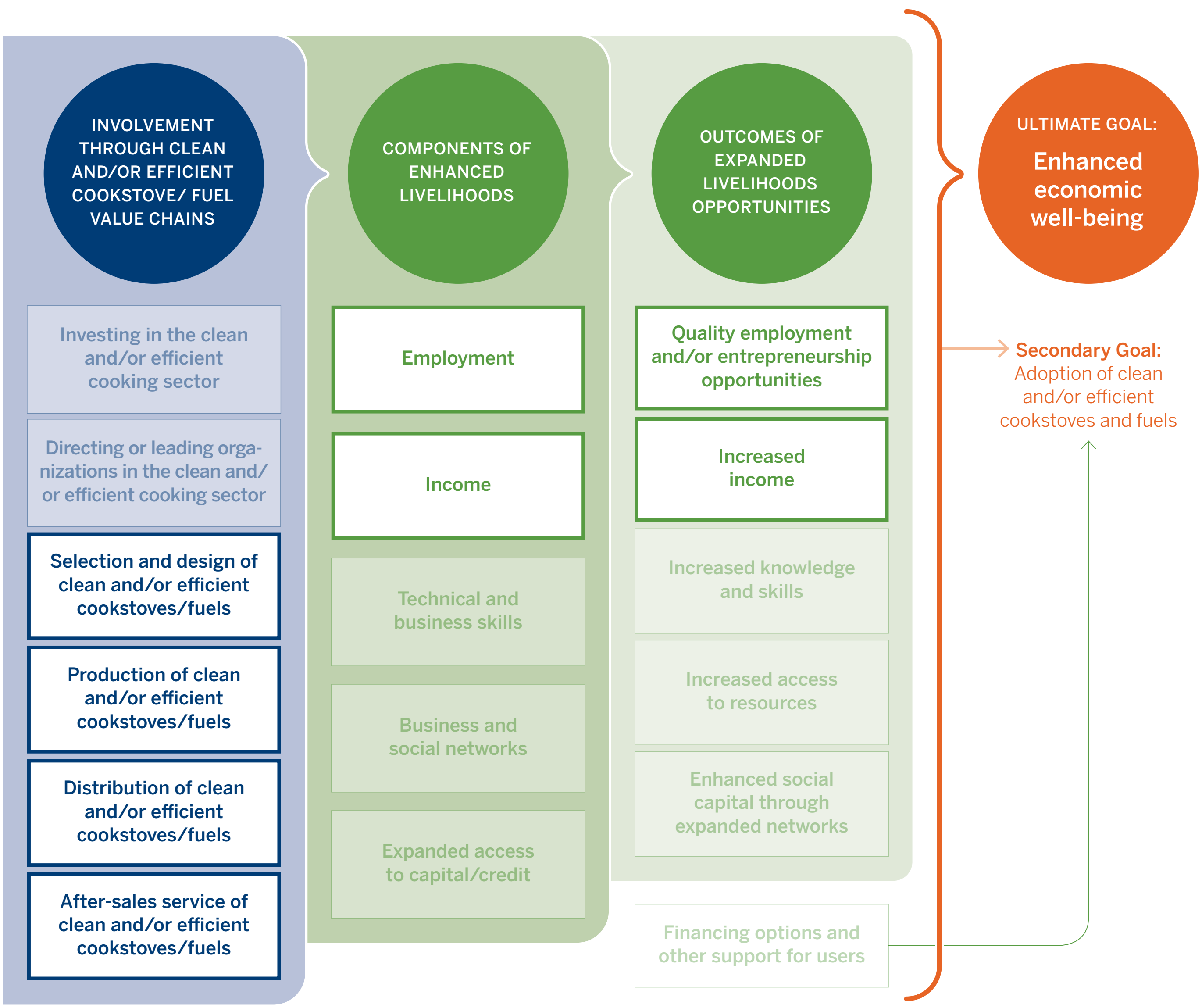
- The baseline Employee/Entrepreneur Social Impact Survey
- The follow-up Employee/Entrepreneur Social Impact Survey

Why Monitor and Evaluate Livelihoods?

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve livelihoods?

As men and women are engaged in various roles throughout clean and/or efficient cookstove/fuel value chains, they gain access to improved livelihoods, defined as the capabilities, assets, income, and activities required to obtain the necessities of life. Engagement in employment and/or entrepreneurship with clean and/or efficient cookstove/

FIGURE 13. HOW INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS CAN IMPROVE LIVELIHOODS



fuel organizations can result in increased income, as well as better quality of work. The following factors may influence the quality and the subsequent benefits derived from these employment and entrepreneurship opportunities:

- **Income:** The most direct outcome of an enhanced livelihood opportunity is increased income. As individuals engage in employment opportunities or sell clean and/or efficient cookstoves/fuels, they will earn income.
- **Intensity of time dedicated to the role:** The benefits derived from working with or for a clean and/or efficient cookstove/fuel organization, such as increased income or expanded networks, may depend on whether the nature of the work is year-round vs. seasonal, as well as how many days per week the person works. The hypothesis in this survey is that the more time a person dedicates to the work, the greater his/her experienced benefits will be.
- **Business growth:** In cases in which an individual is working as an entrepreneur, enhanced livelihood opportunities may enable him/her to pay additional individuals to help with this work.

WHY measure changes in livelihoods?

- **Income:** Income is a primary benefit derived from working for a clean and/or efficient cookstove/fuel organization as an employee or entrepreneur, so it is important to measure the monthly earnings that derive specifically from this engagement.
- **Intensity of time dedicated to the role:** When measuring the benefits that employees and/or entrepreneurs may experience from their engagement with your organization (which are captured through Modules C-F of the **Employee/Entrepreneur Social Impact Survey**), it is important to understand the amount of time employees and/or entrepreneurs are dedicating to this role in order to put the measured change into perspective. For example, if an entrepreneur is only selling cookstoves one day per week, you may not expect to see the same magnitude of change, or be able to attribute measured change to the cookstove business, compared to an entrepreneur who sells cookstoves every day.
- **Business growth:** Measuring whether an individual is paying others to help with his/her organization-related work will enable the organization to know whether the individual's business is growing, as well as whether this income-generating opportunity is having a multiplier effect on economic development by enabling him/her to provide livelihoods opportunities for others in the community.

Indicators related to livelihoods derived from Module B

- Percentage of employees/entrepreneurs who are men/women
- Percentage of employees/entrepreneurs for whom this work is seasonal (men/women)
- Average *employee* monthly earnings (men/women)
- Average number of days *entrepreneurs* spend on [*organization*]-related work each week (men/women)
- Percentage of *entrepreneurs* for whom [*organization*]-related work is their only source of income (men/women)
- Average *entrepreneur* monthly earnings ONLY from [*organization*]-related work (men/women)
- Percentage of *entrepreneurs* who pay someone to help with their [*organization*]-related work (men/women)

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How Can Your Organization Use this Information?

- **Incorporate the data in recruitment of employees/entrepreneurs:** Organizations can use earning potential data in recruitment efforts and incentives. This will often be one of the main reasons that employees/entrepreneurs are attracted to working for or with the organization.
- **Improve operations:** As organizations learn how much time entrepreneurs are dedicating to organization-related work, they may want to use this data to shift how they recruit, train, and mentor entrepreneurs. For example, they may want to establish systems that will encourage and enable entrepreneurs to dedicate more time to work related to the clean and/or efficient cookstove/fuel organization so that the organization can sell more products and the entrepreneur can earn more income. Additionally, the organization may want to encourage entrepreneurs to set up structures through which they pay others to help them with their work so that they can increase their sales as well as provide income-generating opportunities to a wider network of individuals.
- **Report co-benefits/attract investments:** As investors often understand the benefits of providing income-generating opportunities for individuals, particularly women, they will likely be interested in data related to the extent to which your organization is able to increase the income of the employees and entrepreneurs with whom you work.

What Should Your Organization Take Into Consideration When Implementing Module B of the Employee/ Entrepreneur Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Livelihoods

- Entrepreneurs may have difficulty estimating how much money they earn in an average month from selling ONLY cookstoves and/or fuel.
  - By first asking the entrepreneur how many products/devices s/he sells each month and how much s/he makes from all of his/her income-generating activities, the data collector will help to guide the entrepreneur through the process of coming up with a realistic estimate of how much money s/he is earning from cookstove/fuel sales. The data collector can also assist the entrepreneur in calculating this income by knowing the average revenue earned from each cookstove or unit of fuel sold.
- Employees may feel uncomfortable disclosing salary and other workplace-related information to the data collector, particularly if the data collector is a colleague
  - For this reason, the How-To Guide emphasizes that it is important that the data collector should not be someone who directly works with the employee/ entrepreneur. In addition, the data collector should remind the respondent that s/he will not disclose the information shared with anyone else and that the responses gathered will remain anonymous.

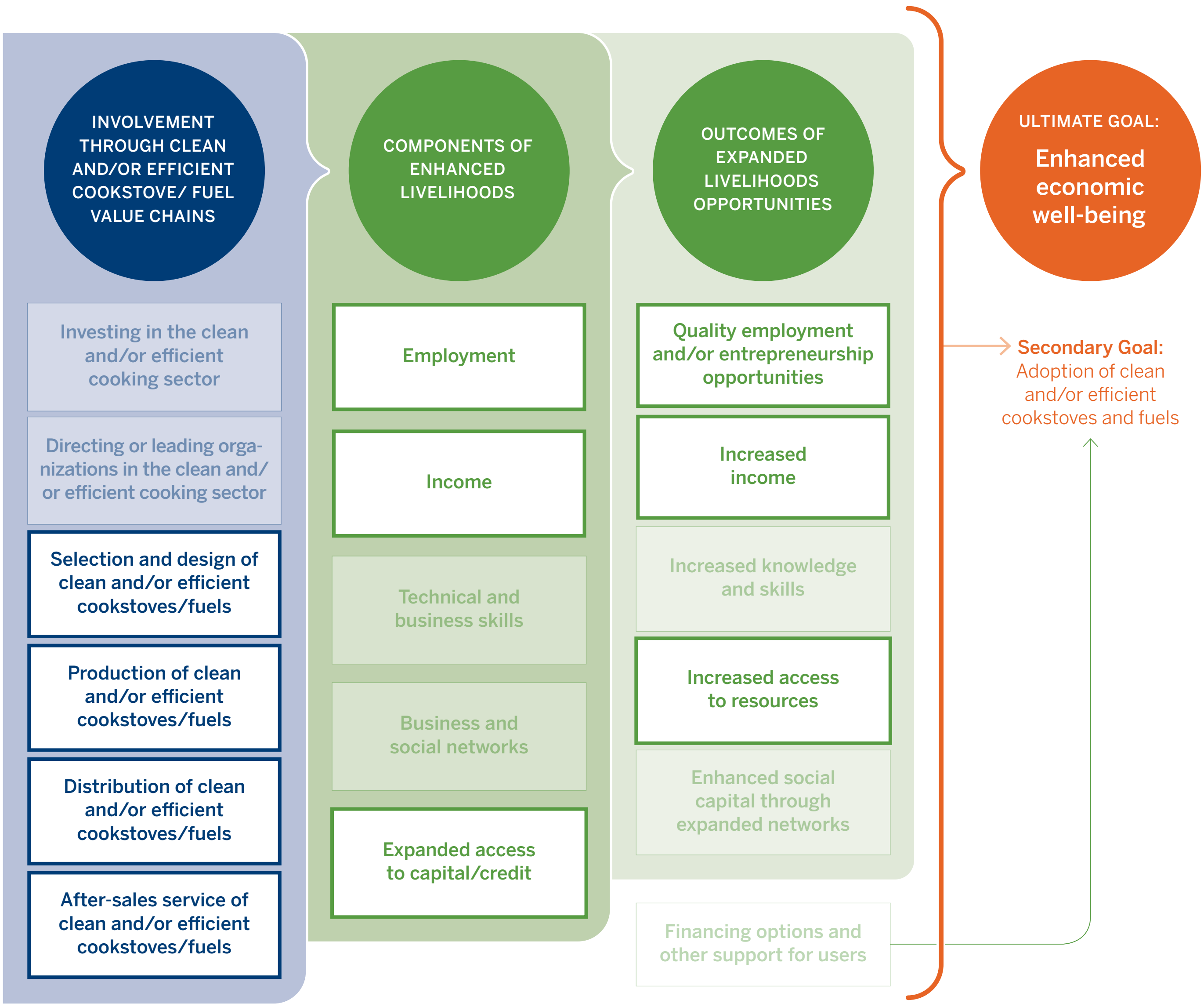
MODULE C: ACCESS TO AND USE OF FINANCIAL SERVICES AND CREDIT

This section provides information on the "Access to and Use of Financial Services and Credit" section (Module C) of:

- The baseline Employee/Entrepreneur Social Impact Survey
- The follow-up Employee/Entrepreneur Social Impact Survey

Why Monitor and Evaluate Access to and Use of Financial Services and Credit?

FIGURE 14. IMPACTS THAT CAN OCCUR DUE TO EXPANDED ACCESS TO AND USE OF FINANCIAL SERVICES THROUGH INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS



Access to and Use of Financial Services *(see Figure 14, previous page)*

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve access to and use of financial services?

- Employment or entrepreneurship provides individuals with the opportunity to earn a steady income. This may increase their ability to access financial services, either because they can rely on a steady income or because their income has allowed them to increase savings.
- For women, in particular, employment or entrepreneurship with a clean and/or efficient cookstove/fuel organization could make it possible for them to open a bank account in their own name or engage in saving through formal or informal mechanisms, potentially for the first time.

WHY measure access to and use of financial services?

- A key barrier to economic advancement for both men and women is access to financial services, like banks or mobile money accounts, through which a person can make transactions or payments, access savings, or take out a loan. It is important to capture not only if a person has access to financial services, but whether s/he is actually using these services (e.g., making transactions and/or setting aside money through some form of savings).
- Women often face more barriers to accessing financial services than men, including limited mobility, less access to information, limited access to assets and/or collateral necessary to open financial accounts, lower levels of education, and more limited access to mobile phones. Moreover, as bank accounts are often opened in the husband's name, the husband may exert full control over both the bank account and any earnings the woman brings home. When women have a steady source of income and are able to control and make decisions over that income, for instance by having a bank account in their own name, engaging in mobile money transfers, and/or taking part in informal women's savings groups, they have greater economic agency. Research has shown that increasing women's access to financial services leads to improvements in their economic security and bargaining power in the household, as well as higher household investments in children's nutrition, health, and education.
    - While women may have access to informal savings groups, they often lack access to formal savings accounts for the reasons outlined above. Yet formal bank accounts are often necessary for other forms of financial advancement, such as securing loans. Therefore, measuring whether women are increasingly opening bank accounts and engaging in saving with formal financial institutions will allow the organization to see how it might be contributing to strengthening women's economic development.

Indicators of access to and use of financial services derived from Module C

- Percentage of employees/entrepreneurs who have an account at various formal financial institutions
- Of those who have accounts, percentage that are in the respondents' name, percentage in the spouse's name, percentage jointly held with spouse, and percentage jointly held with another person
- Most commonly-identified reasons employees/entrepreneurs do not have financial accounts
- Percentage of employees/entrepreneurs who have made a mobile money payment in the past 6 months/1 year
- Percentage of employees/entrepreneurs who have saved money through a formal financial institution in the past 6 months/1 year
- Percentage of employees/entrepreneurs who have saved money through an informal source in the past 6 months/1 year

Access to and Use of Credit *(see Figure 14, page 45)*

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve access to and use of credit?

- Employment or entrepreneurship in the clean and/or efficient cooking sector may provide individuals with the opportunity to access credit (if they did not have access before) or to expand their access to credit in two ways:
  - *Expanded networks:* The expansion of employees' and/or entrepreneurs' networks, which is one of the hypothesized outcomes of working with such organizations (more on this in the **Overview and Guidance for Module D of the Employee/ Entrepreneur Social Impact Survey** page 50), may lead these employees/ entrepreneurs to have greater access to informal and/or formal lending sources. For instance, business acquaintances and colleagues may encourage new employees/entrepreneurs to join their bank or credit union (or serve as a reference), and those involved in savings and credit cooperatives may invite new employees/entrepreneurs to join their cooperatives. Additionally, groups of employees and/or entrepreneurs may themselves decide to form a savings group.
  - *Greater access to capital:* Since borrowers often need collateral or show evidence of a steady income to be granted a loan, employees and/or entrepreneurs may be able to access credit more easily or take out a larger loan by demonstrating a history of a steady income or by leveraging large capital resources.
- Those who work with clean and/or efficient cookstove/fuel organizations as product distributors and/or sales agents may experience increased access to credit, as organizations often provide their products on full or partial credit. This allows these individuals to re-sell products to other sellers further along the value chain and/or sell directly to users.

WHY measure access to and use of credit?

- Individuals, including micro-, small, and even medium enterprise entrepreneurs, often lack access to the credit they need to expand their business. By growing their networks and expanding their capital, they can begin to access more or different sources of credit. This is important because access to credit is a key measure of financial inclusion and can be critical to economic stability, especially for poor families. Access to credit protects against economic shocks and allows for investments—in homes, in education, in productive assets, and in businesses—that can result in higher future incomes.
  - Access to credit may be particularly important for men and women who are involved in the distribution and/or sale of clean and/or efficient cookstoves and fuels, as they may be required to purchase large stocks of products to sell to users or re-sell to other sellers along the value chain. Having increased access to credit, either directly through the organization or through an outside loan, may enable these distributors and/or sales agents to grow their businesses.
- Women entrepreneurs may face more barriers to accessing credit than men, including high collateral requirements, high interest rates, and high loan denial rates. If the findings from the employee/entrepreneur social impact survey show that women who are involved in the clean and/or efficient cookstove/fuel organization increase their access to capital or begin to take out loans, this could be a sign of these women's improving economic security and autonomy.

Indicators of access to and use of credit derived from Module C

- Percentage of employees/entrepreneurs who have taken a loan in the past 6 months/1 year
- Percentage of employees/entrepreneurs who have taken a loan through various formal credit sources in the past 6 months/1 year

- Percentage of employees/entrepreneurs who made the decision alone or jointly to borrow from any formal sources
- Percentage of employees/entrepreneurs who made the decision alone or jointly about what do to with the money/item borrowed from any formal sources
- Percentage of employees/entrepreneurs who have taken a loan through various informal credit sources in the past 6 months/1 year
- Percentage of employees/entrepreneurs who made the decision alone or jointly to borrow from any informal sources
- Percentage of employees/entrepreneurs who made the decision alone or jointly about what do to with the money/item borrowed from any informal sources

How Can Your Organization Use this Information?

- **Recruitment of employees/entrepreneurs:** Organizations can include information on increased access to financial services and credit to demonstrate why working with the organization is beneficial not only for the employee/entrepreneur, but also for his/her household overall.
- **Improve operations**: If employees and entrepreneurs are saving more and/or have taken steps to improve their financial stability, it could be a sign that their involvement with the organization is having a positive effect on their financial lives. Conversely, if no such change is found—or if women employees/entrepreneurs are found to actually have less control over their income or savings—the organization may want to take concrete steps to improve employees'/entrepreneurs' (particularly women's) access to financial services. This could be achieved through the organization's own systems (e.g., offering mobile payments), linking with financial institutions that will provide employees/entrepreneurs with lower-collateral loans, offering financial literacy training, or otherwise helping employees/entrepreneurs overcome some of the structural barriers to financial inclusion.
- **Increase sales:** If employees and entrepreneurs involved in the distribution and/or sale of clean and/or efficient cookstoves/fuels are able to more readily access credit and/or larger loans, they will be able to increase their inventory and scale up their distribution, thereby increasing sales. If the findings from the survey indicate that employees/entrepreneurs are already successfully accessing credit, the organization can promote these sources among other employees/entrepreneurs. Alternatively, if employees/entrepreneurs are having difficulty accessing the credit needed to increase their inventory, the organization can either decide to provide this credit through the organization itself or to link employees/entrepreneurs to outside forms of credit so that they can purchase the needed inputs to increase their sales.
- **Report co-benefits/attract investments:** If organizations can demonstrate that employment/affiliation with their organization can boost financial inclusion and/or economic stability for their employees/entrepreneurs, particularly women, they can use this information in reporting to funders and to attract investment.

What Should Your Organization Take Into Consideration When Implementing Module C of the Employee/ Entrepreneur Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Access to and Use of Financial Services and Credit

- In some cases, some of the questions in Module C, particularly those related to access to and use of credit, might be too sensitive to ask of employees/ entrepreneurs. While in some cultures, taking out a loan is viewed as a positive financial management step, in other contexts, it is viewed negatively. Employees and/or entrepreneurs may feel hesitant sharing information about their financial situation, particularly regarding savings and debts, with their employer.

- The organization should assess whether these questions are too sensitive to be asked in a particular context and then decide whether or not to include the "Access to and Use of Credit" section of Module C, as well as any specific questions related to savings.
- If your organization does decide to include these questions, it is important for the data collectors to emphasize that respondents' answers will remain anonymous and that any information they share will have no impact on their standing with the organization.

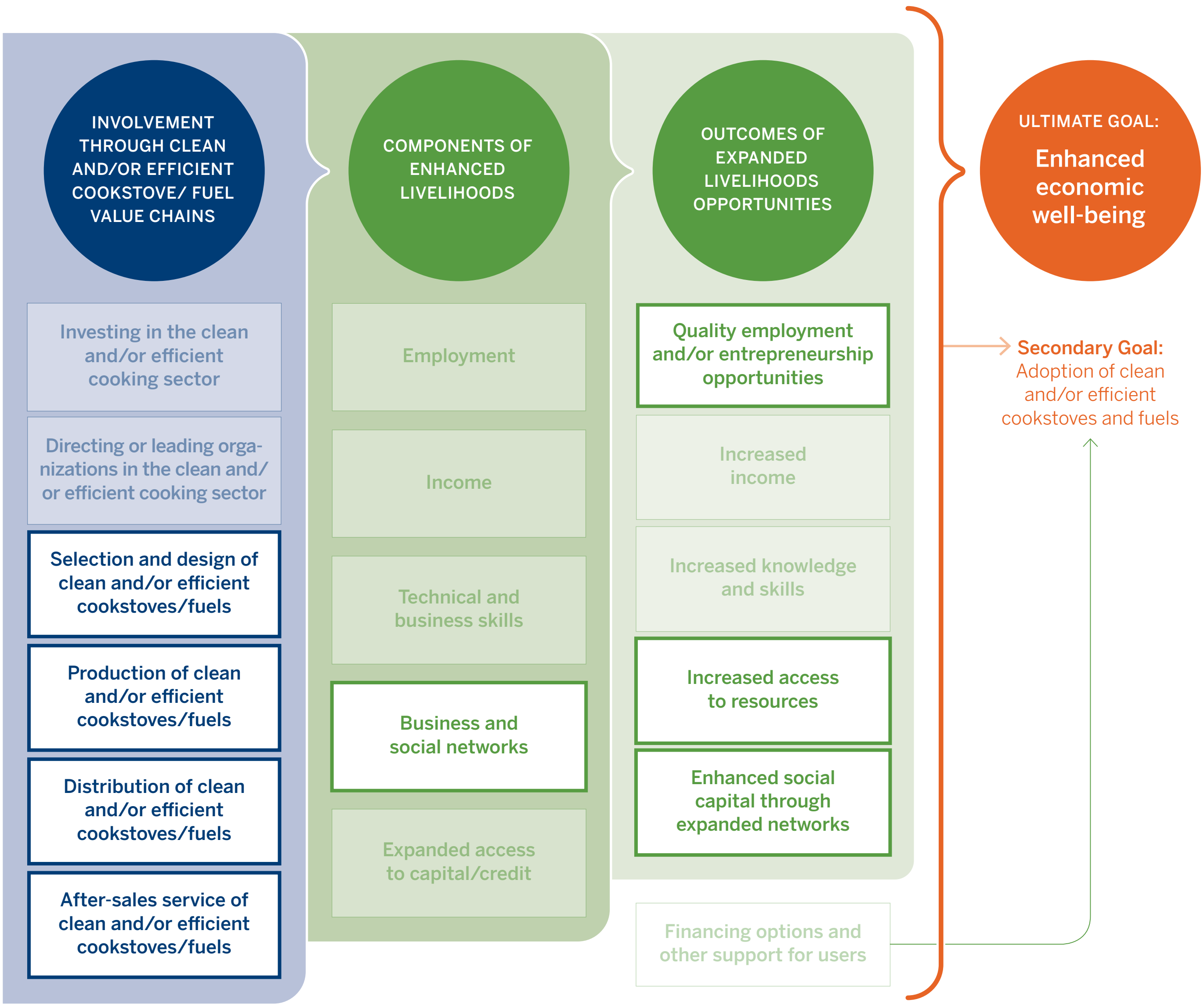
MODULE D: ACCESS TO AND PARTICIPATION IN NETWORKS

This section provides information on the "Access to and Participation in Networks" section (Module D) of:

- The baseline Employee/Entrepreneur Social Impact Survey
- The follow-up Employee/Entrepreneur Social Impact Survey

Why Monitor and Evaluate Access to and Participation in Networks?

FIGURE 15. IMPACTS THAT CAN OCCUR DUE TO EXPANDED ACCESS TO AND PARTICIPATION IN NETWORKS THROUGH INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS



HOW can involvement in clean and/or efficient cookstove/fuel value chains improve access to and participation in networks?

- Employment in a clean and/or efficient cookstove/fuel organization or working as an entrepreneur affiliated with such an organization provides individuals with opportunities to interact with others, both those within and outside of that value chain, which can lead to expansion of business and social networks.
- For those who are given the opportunity to develop their public speaking and leadership skills through their work for a clean and/or efficient cookstove/fuel organization, the strengthening of such skills may make them more likely to take on leadership roles within their social and business networks, which can strengthen their social capital.

WHY measure access to and participation in networks?

- Social capital, or access to social support and networks, is seen as important for gaining access to power and resources as well as providing social protection in case of obstacles.
- Expanding networks and increasing social capital may be particularly important for women, whose networks tend to be more insular and limited than those of men, causing them to have fewer opportunities to use their networks to help them advance.
- Studies show that when individuals, particularly women, are a part of business and social networks, they have increased access to resources, skills, and support, which can enhance their business's success and their own social well-being. Moreover, research shows that more heterogeneous networks have been found to increase labor force participation, entrepreneurial intentions, and access to information, technology, and capital. When women participate in employment and/or entrepreneurship opportunities, they often gain a larger number of and more heterogeneous business and social networks.
- Additionally, understanding whether employees/entrepreneurs are not only members of groups, but also whether they are speaking up in these groups and taking on leadership roles will help organizations to know whether they are contributing to broader empowerment outcomes among their employees/entrepreneurs.

Indicators related to access to and participation in networks derived from Module D

- Average number of groups in which employees/entrepreneurs are active members
- Average percentage of groups in which employees/entrepreneurs serve as leaders
- Average frequency with which employees/entrepreneurs speak in front of groups or lead discussions at group meetings (never, sometimes, often, always)
- Top benefits gained through participation in groups

How Can Your Organization Use this Information?

- **Incorporate the data in recruitment of employees/entrepreneurs:** Organizations can include information collected through Module D (e.g., whether participants have expanded their social and/or business networks or have taken on more leadership roles within such groups) in their recruitment efforts, as this may help attract new employees or entrepreneurs.
- **Improve training:** If employees and entrepreneurs are shown to have expanded networks and to take on more leadership positions, it could be a sign that the training and networks the organization provides are having a beneficial effect on participants. Conversely, if no such change is found, the organization may want to develop training curricula or encourage more networking throughout the value chain to promote the creation and strengthening of social capital.

- **Increase sales:** If employees and entrepreneurs are increasing their social networks due to their participation with an organization, the organization may be able to leverage these networks to increase sales. The organization should work with employees/entrepreneurs to tap into these social networks, as they may include potential users of clean and/or efficient cookstoves/fuels.
- **Report co-benefits/attract investments:** If organizations can demonstrate that employment/affiliation with their organization can boost the networks and increase social capital for their employees/ entrepreneurs, particularly women, they can use this information in reporting to funders and to attract investment, particularly from investors interested in funding women's empowerment initiatives.

What Should Your Organization Take Into Consideration When Implementing Module D of the Employee/ Entrepreneur Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Access to and Participation in Networks

- Individuals being interviewed may be inclined to provide answers that they think the data collector wants to hear, particularly if they feel the data collector might judge them based on their responses (for instance, if they say they are not a member of any groups).
  - It is important for data collectors to emphasize that respondents' answers will have no impact on their standing with the organization with which they are employed or affiliated as an entrepreneur. Data collectors should also emphasize that there are no "right" or "wrong" answers to these questions and that it is OK if the respondents do not belong to any groups.
- When selecting which "benefits" align with the response provided by the respondent (question D5), the data collector should use the following definitions of status and self-confidence:
  - *Social status:* a person's standing or importance in relation to other people within his/her family or community.
  - *Self-esteem:* confidence in one's own worth or abilities; self-respect.

MODULE E: EMPOWERMENT/AGENCY

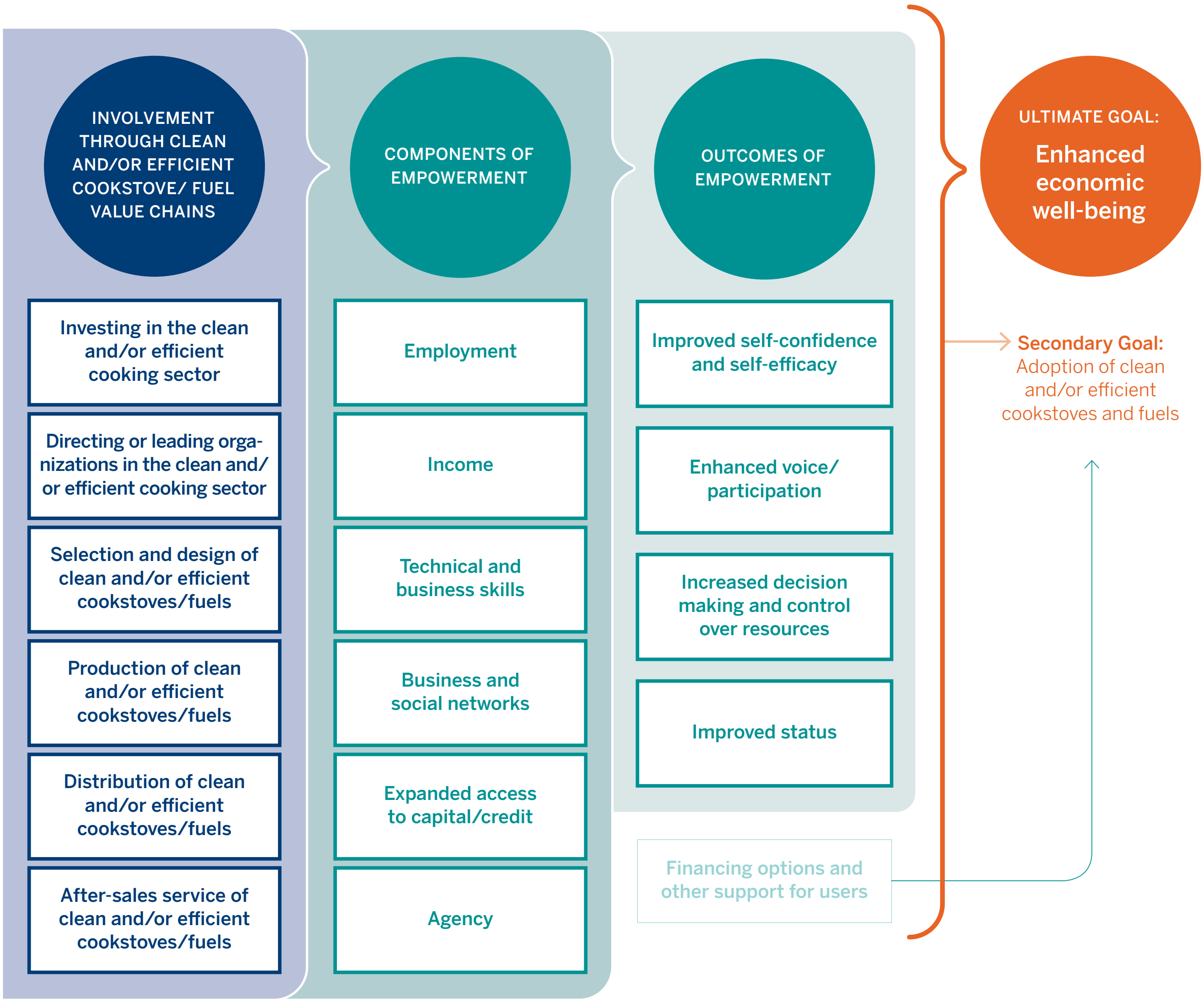
This section provides information on the "Empowerment/Agency" section (Module E) of:

- The baseline Employee/Entrepreneur Social Impact Survey
- The follow-up Employee/Entrepreneur Social Impact Survey

Why Monitor and Evaluate Empowerment/Agency?

The theoretical literature suggests that empowerment is comprised of the following dimensions: resources, agency, and achievements. "Resources" are defined as the necessary skills and information; "achievement" is defined as the outcomes of the empowerment process;

FIGURE 16. HOW INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS CAN CONTRIBUTE TO KEY ASPECTS OF EMPOWERMENT/AGENCY



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and "agency" is defined as the ability to define one's goals and act upon them.[3] Therefore, measurement of empowerment should include metrics that cover a combination of (1) perceptions of self-efficacy, in other words, beliefs in one's own capabilities (agency); (2) perceptions as to whether one possesses the necessary skills and/or resources needed to act on those beliefs (skills and resources); and (3) self-reported participation in decision making (achievements).[4] In addition to these domains of empowerment, we also suggest measuring changes in social status, as this captures whether respondents feel that shifts in their skills, beliefs, and/or role in decision making have changed the way that they are viewed within their families and communities.

The pathway on the previous page (Figure 16) depicts a combination of Pathway 1 and Pathway 1.A presented at the **beginning of this document on page 12**. While Pathway 1A specifically maps the empowerment impacts that result from engagement of women across clean and/or efficient cookstove/fuel value chains, these impacts are applicable to both men and women (though it is important to note that these impacts are often particularly significant for women, who often otherwise lack access to opportunities for income generation, skills acquisition, network expansion, capital, and/or credit). The pathway in Figure 16 depicts the empowerment and agency-related outcomes that can result from the engagement of women or men across cookstoves/fuels value chains. In the below descriptions of each impact area, we explain how these concepts may be particularly important for women.

Self-efficacy *(see Figure 16, previous page)*

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve self-efficacy?

- Self-efficacy is the belief that one will be able to accomplish the things one sets out to do. As individuals in the clean and/or efficient cookstove/fuel value chain gain access to an income-generating opportunity as employees or entrepreneurs, they may gain access to skills, resources, and experiences that build up their confidence in their own ability to achieve their goals.
- While simply engaging individuals in clean and/or efficient cookstove/fuel value chains has the potential to increase self-efficacy, participation in business, entrepreneurial, and/or empowerment trainings may contribute to further increases in self-efficacy.

WHY measure changes in self-efficacy?

- Self-efficacy is an important element of both empowerment and well-being, as it reflects whether the individual feels that s/he has control over the things that happen in his/her life.
- While involvement in clean and/or efficient cookstove and/or fuel value chains can impact the self-efficacy of both male and female employees/entrepreneurs, these effects can be particularly important for women. Women often lack access to opportunities to gain skills, income, and to interact with diverse members of their communities. When they do gain access to these opportunities, it can greatly shift their belief in themselves and in their ability to achieve their goals.
- Measurement of self-efficacy most closely aligns with the concept of agency and enables organizations to understand whether affiliation with their organization is affecting employees' and/or entrepreneurs' beliefs in themselves and in their abilities to achieve their goals.

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3 Kabeer 1999

4 Alkire, S. (2014). Concepts and Measures of Agency. Oxford Poverty & Human Development Initiative, OPHI. Available at www.ophi.org.uk

Indicators related to self-efficacy derived from Module E

- Average level of control employees/entrepreneurs feel they have over their life

Communications *(see Figure 16, page 53)*

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve communications?

As men and women are engaged in various roles throughout clean and/or efficient cookstove/fuel value chains, they are exposed to diverse individuals and are often required to communicate with new people.

- Particularly for individuals engaged in distribution, sales, and after-sales roles, part of their job is to communicate and negotiate with diverse individuals, including customers. Through this experience, these individuals will likely increase their confidence and competence in communicating to diverse audiences.

WHY measure changes in communications?

- In order for individuals to act on their desires and fully participate in society, they need to have voice—that is, the capacity to speak up and be heard.
- By measuring communications skills, and particularly employees' and/or entrepreneurs' ability and confidence to speak up in groups, among strangers, and with people who hold positions of importance/authority, organizations can assess whether participation in the clean and/or efficient cookstove/fuel value chain has influenced individuals' communication skills in a way that may enable them to have increased voice and play a greater decision-making role in their families and communities.
- While both men and women can potentially increase their communication skills through engagement in clean and/or efficient cookstove/fuel value chains, women may experience particularly significant increases in communication skills, as they often lack opportunities to engage with those outside of their social networks, especially those in positions of authority.

Indicators related to communications derived from Module E

- Average level of comfort with public communications

Decision Making *(see Figure 16, page 53)*

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve participation in decision making?

As individuals gain access to employment or entrepreneurship opportunities, income, business and technical skills, financial services, and networks, their roles within the household may begin to shift. When individuals have enhanced skills and increased earnings to contribute to the household, they may find that they have a greater role in household decision-making processes. While increased participation in household decision making can often be the result of increased contributions to household earnings, other factors such as improved communication skills, self-confidence, and technical knowledge may also influence the extent to which individuals are able to participate in different elements of household decision making.

WHY measure changes in participation in decision making?

- The ability to engage in both social and economic decision making is an essential component of empowerment because it signifies the ability to have control over how assets and resources are allocated and used. This is a particularly relevant measure for assessing the extent of gender (in)equality within the household. Therefore, understanding how your organization is contributing to changes in employees' and entrepreneurs' participation in household decision making can serve as a strong indicator of whether you are enhancing these individuals' level of empowerment and agency.
  - This can be particularly beneficial for women, who often lack the ability to influence decision making within the household and may have little control over important household resources and assets.

Indicators related to decision making derived from Module E

- Average level of participation in decision making

Status *(see Figure 16, page 53)*

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve status?

- As a result of engagement as employees or entrepreneurs in clean and/or efficient cookstove/fuel value chains, individuals can gain access to a variety of important skills, resources, and abilities. When individuals are able to contribute income to household earnings and expenditures, they may be able to speak up more and share their opinions, thereby increasing their participation in household decision-making processes and potentially making them more mobile and confident in interacting with diverse audiences. As a result, individuals may feel that the way they are viewed by others in their family and community has shifted.
  - For example, while a woman previously felt that her family or community members viewed her as shy and helpless, now that she is earning money by selling innovative technology products (i.e., clean and/or efficient cookstoves) throughout the community, she feels that they see her as a strong leader and an ambassador of a technology that brings great benefits to the community.

WHY measure changes in status?

- Perceived social status, or how one views oneself in comparison to others in one's family or community, is a core component of an individual's sense of well-being. Therefore, measuring changes in perceived status will allow organizations to understand how engagement in their value chain is contributing to larger shifts in at least one component of well-being.
- Measuring changes in perceived status can also capture some of the more indirect, intangible changes that employees and entrepreneurs experience as a result of their participation in clean and/or efficient cookstove/fuel value chains. While there may be many reasons for this perceived shift, this measure can capture broader shifts in quality of life and well-being.

Indicators related to status derived from Module E

- Average level of status (on a scale of 1-10) at which employees/entrepreneurs place themselves

How Can Your Organization Use this Information?

- **Improve operations:** Organizations can adjust their approaches to maximize impacts once they know to what extent the opportunities they offer enhance employees' and entrepreneurs' empowerment and agency. For example, if an organization finds that even though it is providing a valuable income-generating opportunity for its entrepreneurs, these individuals are not experiencing improved self-efficacy or participation in decision making, the organization may want to specifically incorporate an empowerment training, such as the *Empowered Entrepreneur Training*[5], to enhance its entrepreneurs' skills and self-confidence. Not only do such trainings have the potential to enhance the empowerment and agency of individual employees/entrepreneurs, but increasing these skills may enhance business impacts by making these individuals more effective employees/entrepreneurs.
- **Report co-benefits/attract investments:** Many investors are specifically interested in initiatives that contribute to women's empowerment. Such investors recognize how women's economic empowerment is both good for business and also contributes to broader economic development. Thus, being able to report how a clean and/or efficient cookstove and/or fuel initiative is impacting various key components of empowerment/agency of employees/entrepreneurs may enable organizations to attract additional investment.

What Should Your Organization Take Into Consideration When Implementing Module E of the Employee/ Entrepreneur Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Self-efficacy

- In some contexts, the concepts of "control" and "choice" may not translate culturally. These may not be concepts that people regularly think about or that are necessarily associated with a positive shift in an individual's life.
  - Organization staff should discuss whether they think this question will work in their local context and then decide whether or not to include this topic.
  - Due to the fact that this question may not be applicable in all contexts, we have made it optional.

Considerations for Collecting Data and Measuring Changes Related to Communications

- **Calculating respondents' communications score:** For each communications-related question, respondents provide an answer that aligns with a score of 1 through 5. Therefore, you simply give the response the corresponding score — for example, "no, not comfortable at all" = 1; "yes, but with a great deal of difficulty" = 2; "yes, but with a little difficulty"= 3; and so forth. You should add up the scores for all four communications questions to get an overall communications score (it will be between 4 and 20). This is the score you will use to compare results from the baseline surveys to those from the follow-up surveys to determine whether the respondent's self-confidence related to communications improved.

Considerations for Collecting Data and Measuring Changes Related to Participation in Decision Making

- **Calculating respondents' decision-making score:** An individual participates in a given decision when s/he makes the decision either (1) alone or (2) jointly with someone else. The index is defined as the number of decisions in which the individuals participates. The index is calculated by giving a score of 1 to each decision in which the individual participates (either by him/herself or jointly), and

5 http://cleancookstoves.org/resources/342.html

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a 0 if someone else makes the decision individually. Thus, across the five decision-making questions, the index value will range from 0 (the respondent participates in none of the five decisions) to 5 (the respondent participates in all five decisions, whether alone or jointly).[6] This is the score you will use to compare results from the baseline surveys to those from the follow-up surveys.

- It is important to note that individuals may not be striving to make all decisions on their own, but rather, in many cases, the best-case scenario would be joint decision making on the given subject areas.
    - Therefore, in calculating each respondent's decision-making score, we suggest combining "you (respondent)" and "you and your spouse/partner jointly" into one category. Then, when measuring percent change in participation in decision making, the organization should seek to measure the percentage change in number of responses that fall into this category at the baseline compared to the follow-up period in time.
- In some cases, individuals may not want to participate in making decisions related to certain topics. In these cases, their participation in these particular decisions will not accurately reflect a shift in their level of empowerment.
    - If your organization is interested in capturing this extra nuance (i.e., whether respondents would actually want to participate in each type of decision), you could add questions related to whether or not the respondent would like to participate in that type of decision before asking who makes the decision. Then, when calculating the respondent's decision-making score, you would not include a score for the respondent's type of participation in decisions for which s/he did not want to participate.

Considerations for Collecting Data and Measuring Changes Related to Status

- This question is meant to capture traits that respondents associate with the highest standing in society. The question currently includes the examples of "the most money," "the most knowledge," and "the most respected jobs." However, these concepts may not be what are viewed as the most important or desirable traits in certain contexts.
    - Because of cultural differences in what is considered to be most important to one's standing in society, we have suggested that organizations adapt the concepts mentioned at the start of this question to represent things that are viewed as the most desirable traits, those that are important components of a person's social status in that particular context.

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6 http://www.cpc.unc.edu/measure/prh/rh_indicators/crosscutting/wgse/participation-of-women-in-household-decision

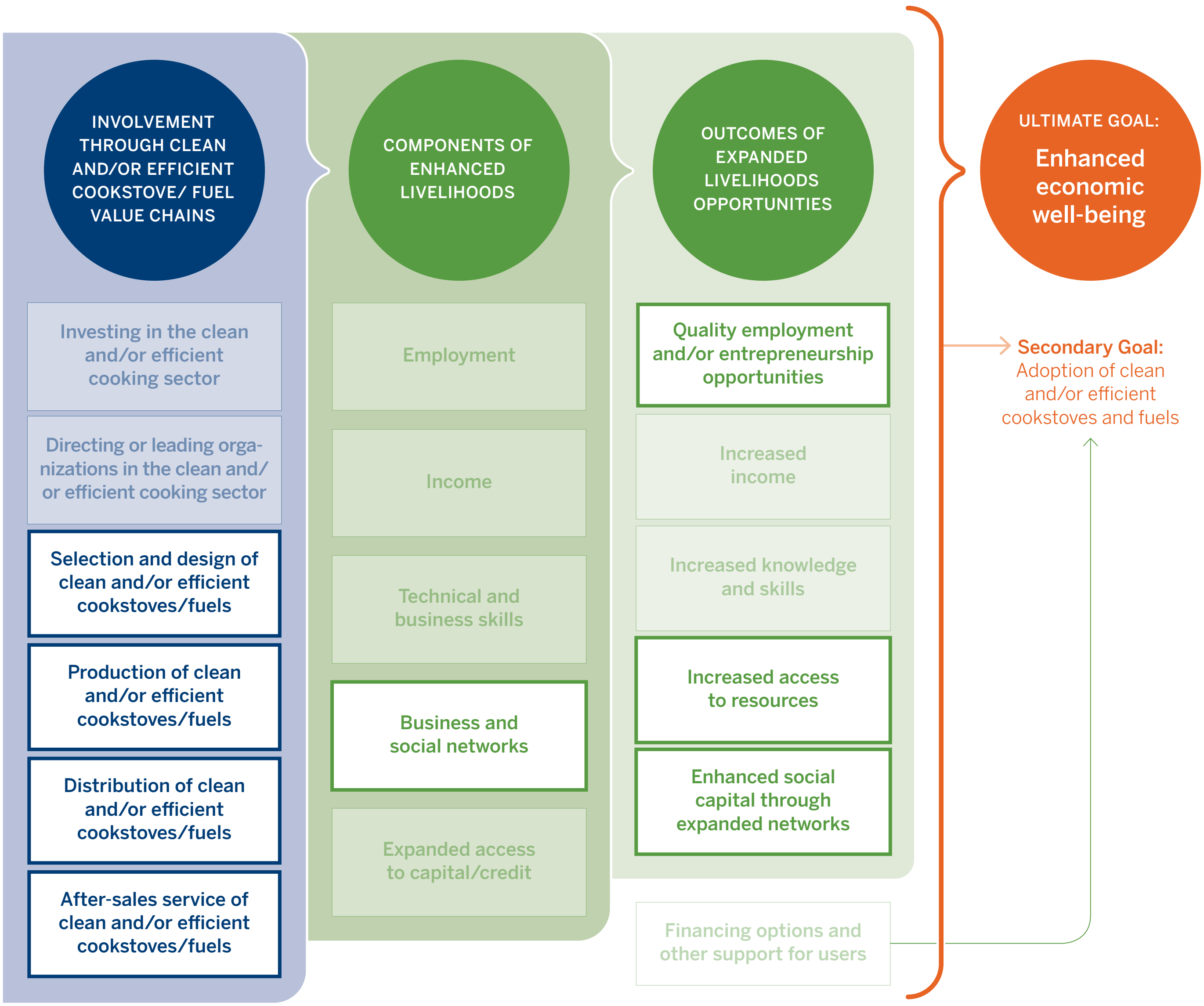
MODULE F: ACCESS TO AND PARTICIPATION IN TRAINING AND MENTORING

This section provides information on the "Training and Mentoring" section (Module F) of:

- The baseline Employee/Entrepreneur Social Impact Survey
- The follow-up Employee/Entrepreneur Social Impact Survey

Why Monitor and Evaluate Access to and Participation in Training and Mentoring?

FIGURE 17. HOW INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS CAN IMPROVE ACCESS TO AND PARTICIPATION IN TRAINING AND MENTORING



Training *(see Figure 17, previous page)*

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve access to and participation in trainings?

Employees and entrepreneurs working with organizations in the clean and/or efficient cookstove/fuel value chain may have opportunities to take part in trainings, whether offered by the organization itself or by other institutions. Some organizations may require trainings before individuals begin their employment/entrepreneurship or offer them as a form of professional development. In other cases, employees or entrepreneurs may participate in trainings offered by an external organization because of their position or the nature of their work. Employees and/or entrepreneurs may also learn of external trainings through colleagues and professional networks they develop through the workplace.

WHY measure access to and participation in trainings?

- **Training attendance:** Measuring whether employees and entrepreneurs attend trainings is important because trainings often help individuals gain a competitive edge in the labor market. Choosing to attend optional trainings may indicate the employee/entrepreneur's level of commitment and could help determine whether s/he advances. Attending trainings offered by external organizations may build valuable hard skills and can expand individuals' professional networks.
  - As women often have lower education levels than men and more limited access to training opportunities, they may particularly benefit from trainings, both in terms of developing or strengthening skills and building their networks.
- **Content of trainings:** It is important to differentiate between general/required trainings that prepare employees/ entrepreneurs for their core duties (e.g., orientation); those that teach participants hard skills (e.g., marketing); and those that teach soft skills (e.g., leadership and empowerment).
  - Research has shown that the most beneficial skills-training approaches for young women at work are those that entail multiple components, including on-the-job training, life skills training, and counseling.
  - Female employees and/or entrepreneurs may experience enhanced benefits from soft skills training that improve their self-confidence, assertiveness, and leadership skills, as they typically have fewer opportunities to build these skills or take on leadership roles than men.
- **Duration of trainings:** It is important to capture the number and duration of training sessions attended by employees/entrepreneurs to get a sense of how substantial the training was. Trainings that span several days for several hours each day are likely to be more in-depth and intensive, likely resulting in greater impacts for participants.
- **Perceived quality of trainings:** In order to know whether the trainings provided participants with the knowledge and skills that are relevant and useful for their advancement, it is important to measure participants' perceived utility of the trainings.

Indicators related to training derived from Module F

- Percentage of employees/entrepreneurs who have attended any trainings provided in the past 6 months/1 year
- Average number of hours of organization-provided training attended by employees/ entrepreneurs
- Average rating of how helpful trainings were (on a scale of 1 to 3)

Mentoring *(see Figure 17, page 59)*

HOW can involvement in clean and/or efficient cookstove/fuel value chains improve access to and participation in mentoring?

Employment in a clean and/or efficient cookstove/fuel organization or working as an entrepreneur affiliated with such an organization provides individuals with opportunities to work with a mentor. This may happen through a formal mentorship program arranged by the organization or informally, when an employee/entrepreneur develops a professional relationship with a more senior employee/entrepreneur at the organization who is willing to invest his/her time in providing the mentee with guidance.

WHY measure access to and participation in mentoring?

Measuring whether employees and/or entrepreneurs have a mentor at the organization can help demonstrate to what extent the organization is committed to ensuring individuals are supported and are helped to succeed.

- Women, in particular, have been shown to benefit immensely from mentorship in the workplace. Therefore, knowing whether women employees and/or entrepreneurs are taking advantage of mentorship opportunities will allow the organization to asses to what it extent it may be contributing to women's economic empowerment.

Indicators related to mentoring derived from Module F

- Percentage of employees/entrepreneurs who have received mentoring from the organization in the past 6 months/1 year
- Average frequency of this mentoring
- Percentage of employees/entrepreneurs who found the mentoring support to be "somewhat helpful" or "very helpful"

"Empowered Entrepreneur Training" and Retention *(see Figure 17, page 59)*

HOW can participation in the Empowered Entrepreneur Training increase social impacts and retention?

- One of the trainings to which employees/entrepreneurs at clean and/or efficient cookstove/fuel organizations may have access is the "Empowered Entrepreneur Training." Although the **Empowered Entrepreneur Training Handbook**[7] was developed specifically for women and the clean and/or efficient cooking sector, it is applicable to men as well as those in the energy sector more broadly. The handbook includes trainings in business, empowerment, and leadership that are meant to increase the effectiveness of entrepreneurs in the clean and/or efficient cooking sector.
- The Empowered Entrepreneur Training provides employees/entrepreneurs with opportunities to learn new business and work-related skills, as well as a space for self-reflection and personal growth. Employees/entrepreneurs who participate in the training may appreciate that the organization supports their personal and business development, as well as feel more valued by the organization, thus increasing retention. In addition, on a personal level, the training aims to support resilience and grit, which can impact retention.

WHY measure if the Empowered Entrepreneur Training impacts retention?

Measuring whether employees and/or entrepreneurs who underwent the Empowered Entrepreneur Training have an improved view of their employer or are more interested in continuing to work with their employer can have important implications for an

[7] http://cleancookstoves.org/resources/342.html

organization's bottom line, because having to recruit and train new employees and/or entrepreneurs can be expensive. Therefore, the ability to retain existing employees and/or entrepreneurs is important for an organization.

Indicators related to the Empowered Entrepreneur Training derived from Module F

- Number of employees/entrepreneurs who took part in the Empowered Entrepreneur Training (men/women)
- Percentage of employees/entrepreneurs who said that the fact that their organization offered the Empowered Entrepreneur Training improved their view of working with the organization.
- Percentage of employees/entrepreneurs who said that the Empowered Entrepreneur Training made them more interested in continuing to work with the organization.

How Can Your Organization Use this Information?

- **Incorporate the data in recruitment of employees/entrepreneurs:** Organizations can use data related to employees' and/or entrepreneurs' attendance of and benefits derived from trainings and/or mentorships in their recruitment messaging. Prospective employees/entrepreneurs may be interested in learning about the kinds of skills and professional development opportunities they could take part in by joining the organization.
- **Improve operations:** The survey results may demonstrate that employees/entrepreneurs find some trainings offered by the organization more useful than others, or that they are more committed to attending certain training sessions than others. This information may help the organization improve its training materials and activities. Likewise, feedback regarding the quality of the mentorships offered through the organization may help organizations take steps to ensure mentorships are more robust and relevant to employees/entrepreneurs' needs. Moreover, if the feedback on the Empowered Entrepreneur Training indicates that participants have an improved view of the organization or are more interested in continuing to work with the organization, the organization may want to expand its implementation of this training to boost retention.
- **Report co-benefits/attract investments:** As investors often want to know to what extent employees/entrepreneurs, particularly women, have improved their skills, increased their knowledge, and have advanced professionally, they will likely be interested in data that shows how employees and/or entrepreneurs are participating in and benefitting from trainings and mentorship opportunities.

What Should Your Organization Take Into Consideration When Implementing Module F of the Employee/ Entrepreneur Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Access to and Participation in Trainings and Mentorships

- Not all organizations offer trainings in-house, which may make some of the questions seem irrelevant. However, as it is possible that employees and/or entrepreneurs may attend trainings outside the workplace, it is recommended that organizations include the training-related questions in Module F to ensure they are capturing this information.
- Some employees/entrepreneurs may be uncomfortable telling a data collector from the organization that they did not attend all of the trainings offered by the organization or that they did not find the training helpful.

- The data collector should emphasize that the answers the respondent provides will remain anonymous and that what s/he says will not impact his/her standing with the organization.

- The types of training and/or mentoring topics provided in the survey (listed in questions F2 and F7) may not align with what is provided by a particular organization.
  - Organizations should therefore customize both the training and mentoring topics to be relevant to what they offer. In general, organizations should feel free to add any additional questions to either the training or mentoring sections of this module, as it is meant to capture what is most important and relevant to the organization.

Considerations for Collecting Data and Measuring Changes Related to Empowered Entrepreneur Training Participation and Retention

- Not all organizations offer the Empowered Entrepreneur Training, and thus this section is optional.
- Some employees/entrepreneurs may be uncomfortable telling a data collector whether the Empowered Entrepreneur Training improved their view of the organization or influenced them in continuing to work for the organization.
  - The data collector should emphasize that the answers the respondent provides will remain anonymous and that what s/he says will not impact his/her standing with the organization.
- Organizations should track which lessons they conducted from the Empowered Entrepreneur Training and recognize that only conducting segments of the training or not conducting any follow-up of the training (e.g., additional training sessions or mentoring sessions) may lead to lower impacts.

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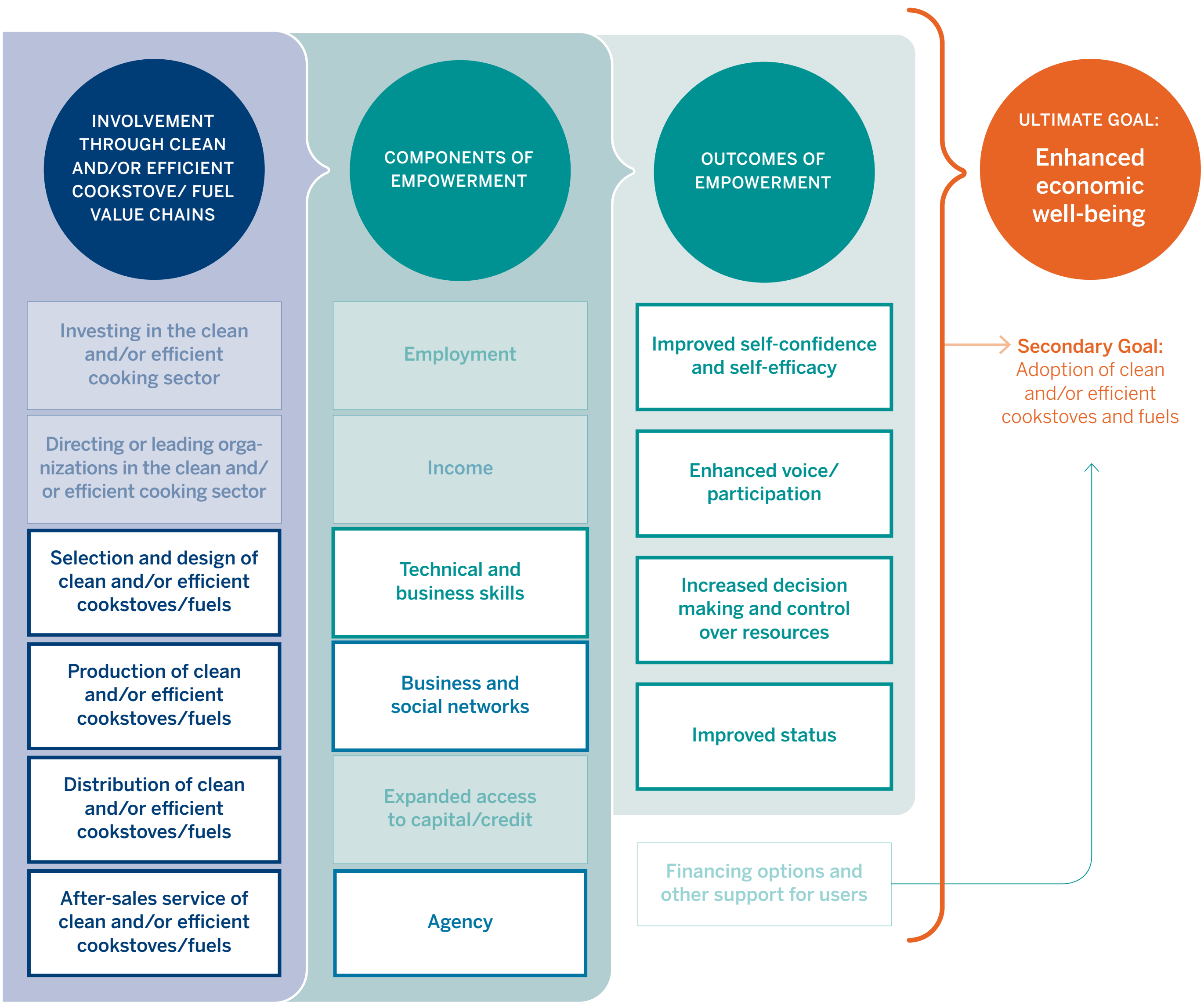
MODULE G: BUSINESS AUTONOMY AND EFFICACY *(OPTIONAL)*

This section provides information on the “Business Autonomy and Efficacy” section (Module G) of:

- The baseline Employee/Entrepreneur Social Impact Survey
- The follow-up Employee/Entrepreneur Social Impact Survey

Why Monitor and Evaluate Business Autonomy and Efficacy?

FIGURE 18. HOW INVOLVEMENT IN CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL VALUE CHAINS CAN IMPROVE BUSINESS AUTONOMY AND EFFICACY



HOW can involvement in clean and/or efficient cookstove/fuel value chains improve business autonomy and efficacy?

Being employed by or involved with an organization in the clean and/or efficient cooking sector offers a multitude of ways to improve individuals' business autonomy and efficacy. As a member of a greater team, an employee/entrepreneur has the opportunity to practice communicating with others, solving difficult problems, and learning from colleagues. The longer an employee/entrepreneur is engaged in this role, the more experience s/he will have putting these skills into practice. Because organizations in the clean and/or efficient cooking sector often care about social impacts, they may be more likely to support their employees and entrepreneurs in developing the skills that will make them more effective in their work.

WHY measure business autonomy and efficacy?

- Higher work self-efficacy is positively related to job performance and satisfaction, and it is one of the best dispositional predictors for job performance and satisfaction.[8] Therefore, having an understanding of the business autonomy and efficacy of employees/entrepreneurs can help give insights into their job satisfaction and performance.
- Measuring business autonomy and efficacy before employees/entrepreneurs begin working with the organization and again 6 months/1 year later, particularly if the organization provided these individuals with trainings, can help the organization better understand whether their employees/entrepreneurs are developing the necessary skills for this work (e.g., communication within the workplace, the ability to set goals) and if relevant, what the business-related impacts of the organization's trainings may have been.

Indicators related to business autonomy and efficacy

- Percentage of employees/entrepreneurs who report confidence in their ability to solve workplace problems
- Percentage of employees/entrepreneurs who report not giving up when faced with challenges in work
- Percentage of employees/entrepreneurs who report confidence in communicating with mentors/supervisors
- Percentage of employees/entrepreneurs who report setting work-related goals for themselves
- Percentage of employees/entrepreneurs who report supporting other entrepreneurs and/or sales agents
- Percentage of employees/entrepreneurs who report confidence in their ability to find new customers

How Can Your Organization Use this Information?

- **Incorporate the data in recruitment of employees/entrepreneurs:** Organizations can use data related to employees' and/or entrepreneurs' business autonomy and efficacy in their recruitment efforts. Prospective employees/entrepreneurs may be interested in learning about the kinds of business skills they could learn by joining the organization.

[8] Bono, J., Judge, T. (2001). Relationship of core self-evaluation traits – Self-esteem, general self-efficacy, locus of control, and emotional stability – with satisfaction and job performance: A meta-analysis. *Journal of Applied Psychology*, 86 (1): 80-92.

- **Improve operations:** The survey results may act as a predictor for job satisfaction and performance. Using this module could provide valuable insights into how employees/entrepreneurs perceive their work-related skill-set and how the organization can actively work to improve this. For instance, the organization may find that many employees/entrepreneurs are not confident when it comes to their ability to find new customers and could therefore offer extra support and trainings in that particular area.
- **Report co-benefits/attract investments:** As investors often want to know to what extent employees/entrepreneurs, particularly women, have improved their skills, increased their knowledge, and are advancing professionally, they will likely be interested in data that shows how employees and/or entrepreneurs are improving their business skills and self-efficacy in the workplace. Investors interested in women's empowerment may be particularly interested in seeing how women entrepreneurs are able to set goals for themselves or work through challenges.

What Should Your Organization Take Into Consideration When Implementing Module G of the Employee/ Entrepreneur Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Business Autonomy and Efficacy

- Some employees/entrepreneurs may be uncomfortable telling a data collector from the organization with which they work that they are not setting goals for themselves, or that they do not feel comfortable speaking to their supervisor, especially if the data collector is a colleague.
  - The data collector should emphasize that the answers the respondent provides will remain anonymous and that what s/he says will not impact his/her standing with the organization.
- Some concepts in this module may be difficult for respondents to understand depending on the local context. Questions about goal-setting and "giving up" in the face of challenges may not resonate with respondents, or these concepts may not be relevant measures for employees/entrepreneurs in certain contexts. The data collection team should discuss each question before conducting the surveys to determine whether the questions will be easily understood and whether they provide an accurate picture of the concepts of business autonomy and efficacy for the organization.

USER SOCIAL IMPACT SURVEY

PHOTO COURTESY OF LPG

MODULE B: HOUSEHOLD ECONOMIC STABILITY

This section provides information on the "Household Economic Stability" section (Module B) of:

- The baseline in-person User Social Impact Survey
- The baseline phone User Social Impact Survey
- The follow-up in-person User Social Impact Survey
- The follow-up phone User Social Impact Survey

Why Monitor and Evaluate Household Economic Stability?

HOW does the adoption of clean and/or efficient cookstoves/fuels impact household economic stability?

Adoption of clean and/or efficient cookstoves/fuels can cause direct changes in household expenditure on cooking fuels, which can depend on changes in various factors: use of different types of fuels, fuel costs throughout the year, and efficiency performance levels. When these factors result in less money spent on fuel, it can contribute to increased household economic stability, as the household can spend these savings on other household needs.

WHY measure changes in household economic stability?

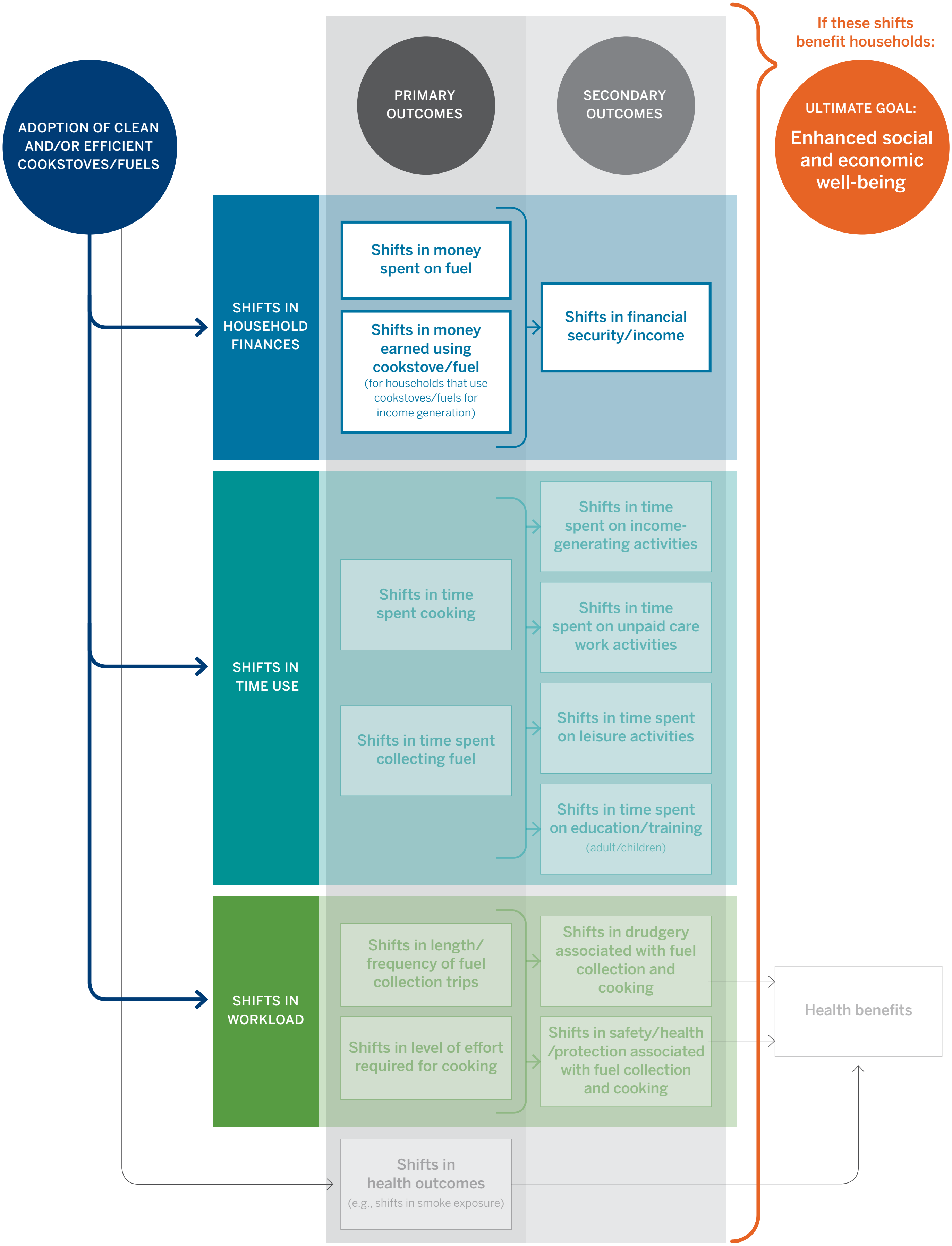
- Increased household economic stability might be expressed through a number of household behaviors, particularly expenditures. When families are running low on money, school fees may be one of the first expenses they choose to cut. Therefore, measuring the percentage of school-aged children who are enrolled in school can serve as a proxy indicator to measure a household's level of economic stability.
- Additionally, comparing the percentage of daughters and sons who are enrolled in school before and after the adoption of the clean and/or efficient cookstove/fuel will provide data on not only the economic stability of the household, but also on whether the use of the cookstove/fuel could be contributing to more gender-equitable development. Often, when families have limited resources, they will choose to send only their sons to school. Families may also make this choice because daughters are needed to help with household chores (such as fuel collection and cooking). However, when households experience increased discretionary spending and reductions in the level of effort and time needed for such household tasks, they may be more likely to pay to send both their sons and daughters to school.

Indicators related to status derived from Module B

- Average percentage of school-aged children who are in school (male/female)
- Other indicators directly related to reductions in fuel expenditure can be found in the Overview and Guidance of Module E of the User Social Impact Survey (page 86).

USER SURVEY

FIGURE 19. HOW ADOPTION OF CLEAN/OR AND EFFICIENT COOKSTOVES/FUELS CAN IMPACT HOUSEHOLD ECONOMIC STABILITY



USER SURVEY

How Can Your Organization Use this Information?

- **Incorporate the data into marketing messages:** In addition to including information related to households' ability to reduce their fuel expenditures in their marketing efforts, organizations can advertise how households have been able to use these savings. By featuring data that households using their product/service are more likely to have children in school, organizations will be able to illustrate how their product/service can contribute to enhanced household economic stability and showcase the additional benefits that a household might experience from using the product/service.
- **Report co-benefits/attract investments:** Donors and investors may be interested in how households are able to utilize their fuel savings.
  - Donors who are specifically interested in how clean and/or efficient cookstoves/fuels contribute to gender equality may have a particular interest in whether the use of the organization's clean and/or efficient cookstoves/fuels increases the percentage of daughters who are enrolled in school.

What Should Your Organization Take Into Consideration When Implementing Module B of the User Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Household Economic Stability

The measurement of what percentage of school-aged children attends school is not directly tied to reductions in fuel expenditure. Rather, it is meant to capture shifts in household spending as a result of a change in overall household economic stability. While no measure is perfect (there are many factors that might influence a household's overall economic stability, as well as how a family may choose to spend any saved funds), this indicator is often used as a proxy for household economic stability.

MODULE C: USAGE/ADOPTION AND COOKING TIME

This section provides information on the "Usage/Adoption and Cooking Time" section (Module C) of:

- The baseline in-person User Social Impact Survey
- The baseline phone User Social Impact Survey
- The follow-up in-person User Social Impact Survey
- The follow-up phone User Social Impact Survey

Why Monitor and Evaluate Usage/Adoption and Cooking Time?

Usage/Adoption *(see Figure 20, following page)*

HOW is the usage/adoption of clean and/or efficient cookstoves/fuels relevant to social impacts?

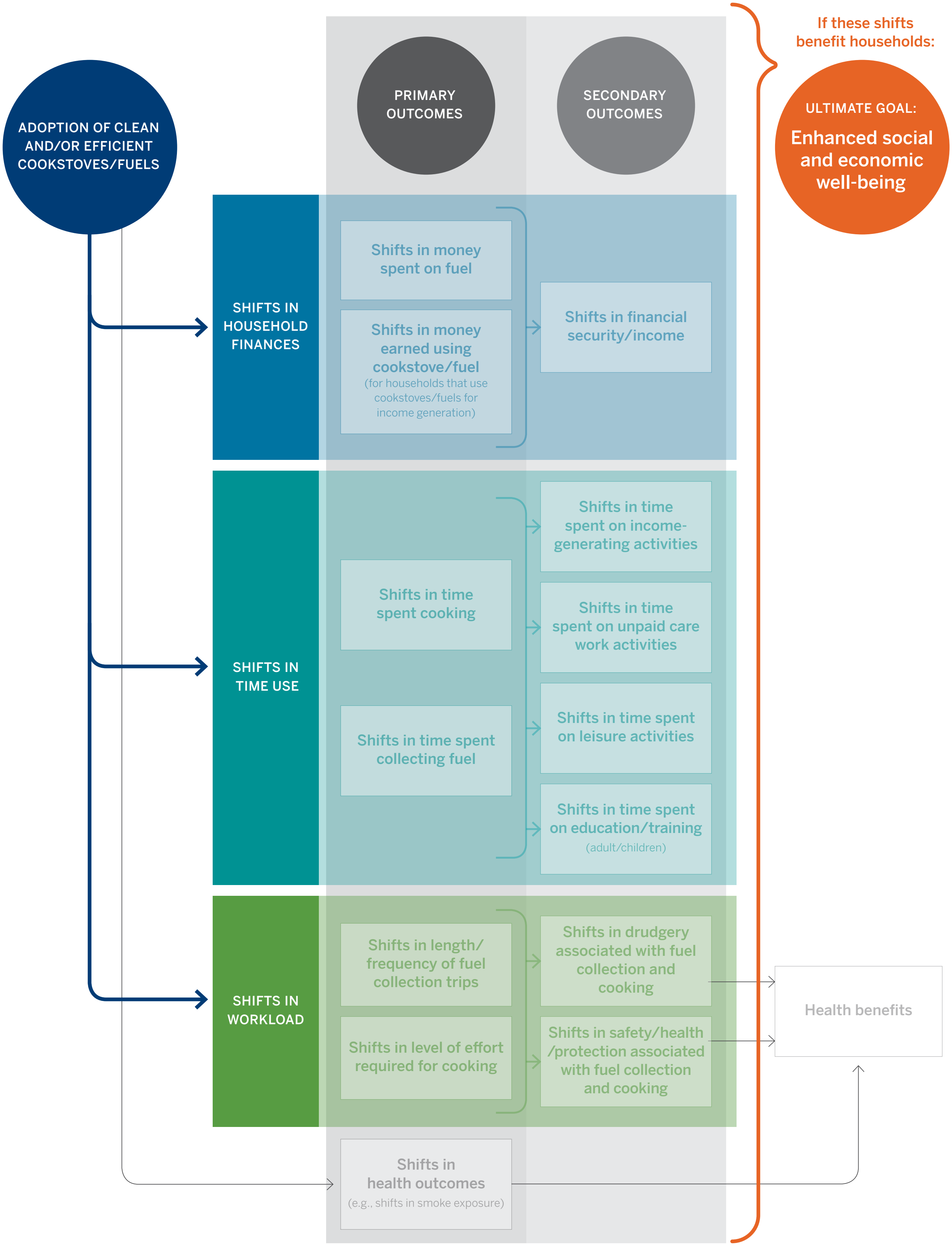
The overall purpose of the User Social Impact Survey is to measure the types of social impacts households experience through the use of clean and/or efficient cookstoves/fuels. It is hypothesized that the more these products are used correctly, consistently, and exclusively, the more pronounced the social impacts will be. It is important to know to what extent users are using the new stoves and/or fuels relative to their traditional modes of cooking. While there are instances in which users exclusively use the new clean and/or efficient cookstove/fuel, many use this technology alongside other methods/devices. The extent to which users adopt their clean and/or efficient cookstoves/fuels can depend on a variety of factors, including:

- **Seasonality:** In some cases, households may only use the new clean and/or efficient cookstove/fuel during specific seasons due to preferences in where they do their cooking (outdoors vs. indoors), the availability or price of certain fuels, or the seasonality of specific foods that they prefer to prepare with these stoves/fuels.
- **The type or quantity of food being cooked:** Users may choose to cook with a traditional cooking method, like a three-stone fire, in order to accommodate larger pots when cooking for a big group of people. In other instances, users may choose to cook a meal that requires low, sustained heat over a charcoal cookstove rather than on a more efficient cookstove that might cook the food more rapidly and could cause it to burn.
- **The price and/or availability of the fuel:** Users may choose to alternate between different kinds of fuels depending on the price of those fuels and/or how readily available they are given mobility and other constraints. For instance, when resources are scarce, users may prefer to gather wood from a nearby forest rather than expending funds on a ride to town to purchase a specific fuel, particularly if that fuel is expensive.
- **The perceived functionality of the cookstove/fuel:** Users may perceive a certain cookstove or fuel to work better than another or to be more appropriate for certain cooking tasks. This is often at least in part influenced by which cookstoves or fuels they were previously using, particularly for preparing more specialized dishes.

WHY measure the extent to which users adopt and use clean and/or efficient cookstoves/fuels?

- Many users use multiple cooking methods—often a mix of modern and traditional cookstoves and fuels—to meet their household cooking needs. It is important to gain a comprehensive understanding of the variety of cooking methods that are being

FIGURE 20. IMPACTS THAT CAN OCCUR FROM THE USAGE/ADOPTION OF CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



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used at the household level. This will help organizations to understand not only whether the household is using the clean and/or efficient cookstove/fuel, but also the extent to which the new device/fuel is displacing other cooking devices and methods.

- In order for the full benefits of the clean and/or efficient cookstove/fuel to be realized, households need to be using it consistently and ideally, exclusively. However, in reality, this is rarely the case, as households often continue to use other cooking methods alongside the clean and/or efficient cookstove/fuel ("stove stacking"). Understanding which other cooking devices/methods are still being used and for what purposes will enable the organization to know if any adjustments need to be made to the design of its products, customer sensitization and training, and/or marketing messages to increase uptake of the products among users.

- It is important to understand the extent to which a clean and/or efficient cookstove/fuel is actually being used before attempting to measure the potential benefits that may result from its use. If the user is hardly using the clean and/or efficient cookstove/fuel, it is likely that s/he will not experience the social impacts (e.g., shifts in fuel expenditure, time use, drudgery, and safety) believed to be associated with that cookstove/fuel.

Indicators related to cookstove and fuel usage/adoption derived from Module C

As the in-person and phone versions of the User Social Impact Survey use different methodologies to measure the usage/adoption of cookstoves/fuels, the indicators that are derived from Module C in the in-person and phone versions of the survey are slightly different.

- **In-Person** **User Social Impact Survey**
  - Percentage of users for whom each cooking method/device (especially the organization's clean and/or efficient cookstove/fuel) is the primary cooking method/device used for each of their main cooking tasks
  - Percentage of users for whom each cooking method/device (especially the organization's clean and/or efficient cookstove/fuel) is the secondary or tertiary cooking method/device used for each of their main cooking tasks
  - Average number of minutes spent on main cooking tasks with each cooking method/device, per week
- **Phone** **User Social Impact Survey**
  - Percentage and frequency of users using various cooking methods/devices, each week
  - Average number of minutes spent cooking with each cooking method/device, each week

Cooking Time *(see Figure 21, following page)*

HOW does adoption of clean and/or efficient cookstoves/fuels impact time associated with cooking?

Adoption of clean and/or efficient cookstoves and fuels can result in changes in the amount of time household members spend on cooking. The relationship between the use of clean and/or efficient cookstoves/fuels and impacts on cooking time depends on a number of factors:

- **Cooking efficiency:** Many clean and/or efficient cookstoves and fuels are designed to cook foods, boil water, etc. more efficiently than the cooking methods/devices households typically use. As households switch from their old cooking methods/devices to clean and/or efficient cookstoves and fuels, they may find that it requires less time to complete the same cooking tasks.
- **Consistent and exclusive use:** While an organization's clean and/or efficient cookstove/fuel may reduce the amount of time required to cook a particular dish, many households engage in "stove stacking." Therefore, the degree to which a clean and/

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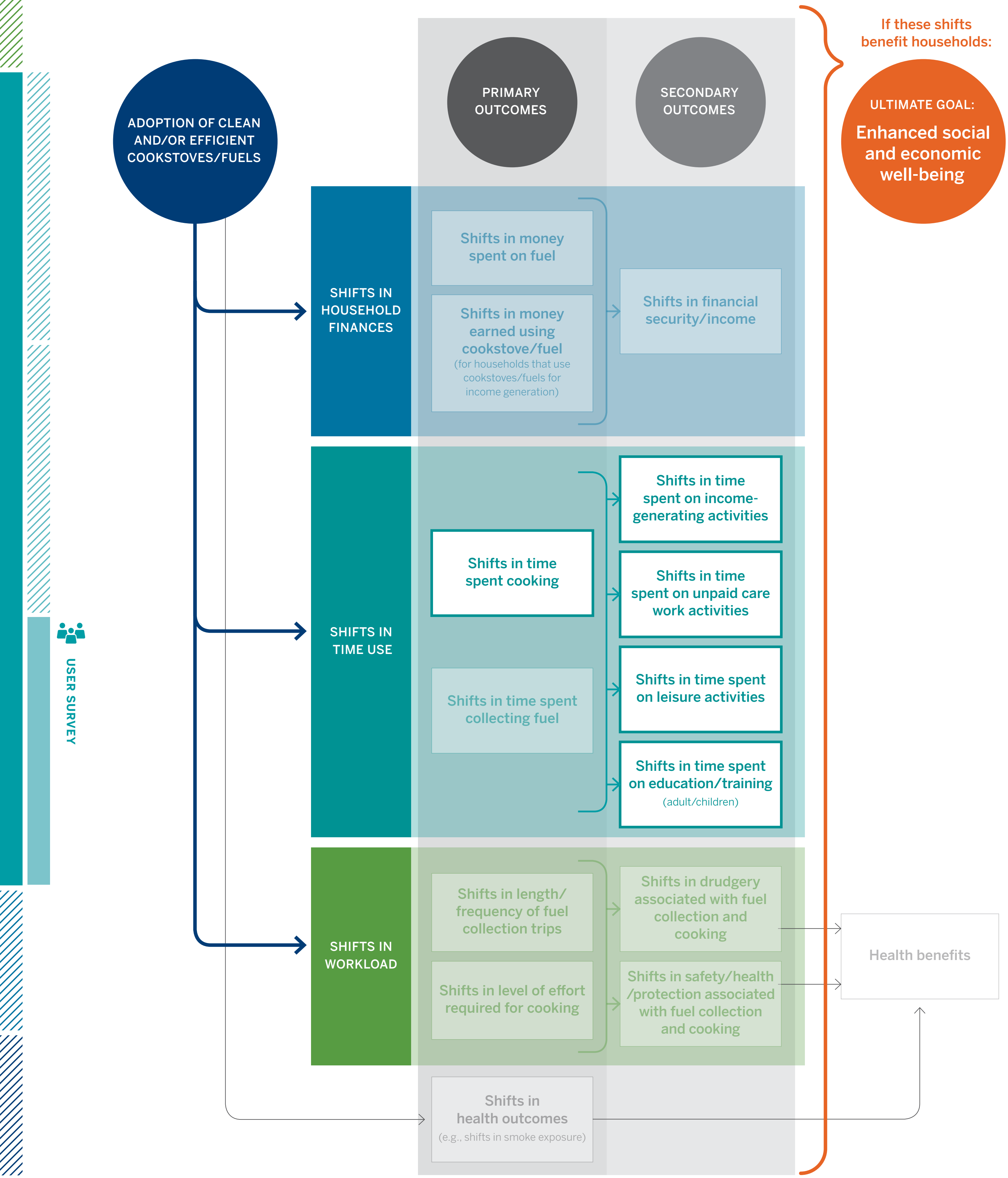
FIGURE 21. IMPACTS THAT CAN OCCUR IF THE AMOUNT OF TIME ASSOCIATED WITH COOKING DECREASES DUE TO THE USE OF CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



or efficient cookstove/fuel impacts cooking time will depend on whether the user is consistently and exclusively using the clean and/or efficient cookstove/fuel, or whether s/he is using it in combination with other cooking methods/devices.

- **Correct usage:** While a cookstove or fuel may be designed to reduce cooking time, if a user is not using it optimally, the product may not have the intended effect.

Shifts in time related to cooking are covered below; shifts in time related to fuel procurement are covered in the **Overview and Guidance for Module E of the User Social Impact Survey** (page 86).

WHY measure changes in time associated with cooking?

- In developing countries, both men and women spend many hours every day on unpaid household chores. While saving time on unpaid tasks like cooking can be beneficial for both men and women, it can be especially important for women, as they often bear a much larger portion of the household's unpaid care work burden than men (e.g., caring for family members, homestead food production, cleaning, and cooking).
- Cookstoves and alternative fuels that reduce time spent on cooking allow women to spend more time with their children, complete other responsibilities, pursue income-generating or educational opportunities, and/or enjoy leisure activities and rest, all of which may contribute to poverty alleviation and improved well-being for women and potentially, for their households.

Indicators related to cooking time derived from Module C

As the in-person and phone versions of the User Social Impact Survey use different methodologies to measure the usage/adoption of cookstoves/fuels, the indicators that are derived from Module C in the in-person and phone versions of the survey are slightly different.

- **In-Person User Social Impact Survey**
  - Average number of minutes required for each main cooking task, each week
  - Average number of minutes required for all of the main cooking tasks, each week
- **Phone User Social Impact Survey**
  - Average number of minutes required for cooking 2-3 standard meals, daily

How Can Your Organization Use this Information?

- **Incorporate the data into marketing messages:** If use of the clean and/or efficient cookstove/fuel leads to reductions in the amount of time users require to cook their meals, organizations can use this data in their marketing messages. Potential users are likely to be interested in evidence that the clean and/or efficient cookstove or fuel could free up their time.
- **Improve operations:** It is important for organizations to measure the extent to which users are actually using their cookstove/fuel in order to understand whether their product is meeting users' needs.
  - If usage/adoption rates for an organization's cookstove/fuel are low, the organization may want to do further research to understand why users are not using the product and possibly adapt the design or functionality of the cookstove/fuel to better meet users' needs. If adoption rates are highly varied, the organization may want to do further research to understand why some users are using their product while others are not and apply these lessons to their operations to enhance uptake among all users.
  - Additionally, understanding whether users are experiencing reductions in cooking time will help the organization to know whether users are correctly using the cookstove/fuel. If users do not experience reductions in cooking time, the organization may want to improve its trainings in correct usage of the cookstove/fuel and/or provide its users with more of these trainings so that they can experience the comprehensive benefits provided by the product.

- **Report co-benefits/attract investments:** Donors and investors who recognize the time poverty experienced by women in developing countries may be interested in funding initiatives that demonstrably reduce women's time burdens on everyday tasks such as cooking. Being able to report the reduction in the number of minutes households spent on their main cooking tasks in an average week (from the in-person survey) or the number of minutes households spent on cooking standard meals every day (from the phone survey) will enable organizations to inform investors how specific cookstoves and/or fuels contribute to reductions in women's time burdens and free up time to be spent on other activities.

What Should Your Organization Take Into Consideration When Implementing Module C of the User Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Cookstove and Fuel Usage/Adoption

- Data on cookstove/fuel usage is subject to recall and reporting bias. Respondents may have difficulty recounting how often they cook a particular meal in a given week or which method(s)/device(s) they typically use for a particular cooking task.
  - Organizations should keep in mind that the adoption data they gather will represent estimates of the extent to which their users have adopted the cookstove/fuel; it will not be a precise measurement.
- Some respondents may report that they use various methods/devices interchangeably for a specific cooking task, which may lead to potentially confusing data.
  - For example: *A user recounts that she cooks rice six times a week. When asked how often she uses her charcoal stove for the rice, she responds about six times a week. When asked how often she uses the new clean and/or efficient cookstove to cook rice, she also says six times a week.* At this point, the data collector should verify that the customer does not, in fact, cook rice twelve times a week, but rather, uses these two stoves interchangeably. *When asked to clarify, the user explains that the stove she uses to cook rice depends on which fuel she has on hand, and she buys both kinds of fuel whenever she can; she does not favor one stove over another for this task.* Having clarified these points, the data collector should record the estimate that the user cooks rice with her charcoal stove three times a week and cooks rice with the organization's clean and/or efficient cookstove three times a week—hence, she cooks rice a total of six times a week.
- Respondents may feel pressured to overstate the extent to which they use the organization's cookstove/fuel, particularly if the survey is being conducted by a representative of that organization and the users think the data collector wants to hear a certain answer.
  - It is therefore important for the data collector to emphasize that the responses to the survey will remain anonymous and the information the user provides will in no way affect his/her interaction with the organization.

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Specific considerations for the In-Person User Social Impact Survey

- Prior to beginning the data collection process, the organization will need to select a set of 4-6 locally-relevant cooking tasks that households perform in an average week (e.g., heating water for washing/bathing, making tea, cooking fish, cooking ugali, cooking rice, and cooking beans). This will allow respondents to think comprehensively about some of the primary cooking tasks required to meet their household's needs, which cooking method(s)/device(s) they use for each cooking task, and how long each task takes with each cooking method/device. However, it may be the case that a particular user does not engage in one or several of these cooking tasks during an average week.

- If this challenge arises, the data collector should simply fill in additional tasks into the “other” rows and ask the respondent to list the cooking methods/devices and times required for these other tasks. In total, for each respondent, the data collector should have data related to 4-6 major cooking tasks conducted each week.

Considerations for Collecting Data and Measuring Changes Related to Time Associated with Cooking

- Time-use data is subject to recall and reporting bias. Respondents may have difficulty recounting or remembering how much time they spend on a particular activity, or they may over- or under-estimate how long activities take.
  - Because of this, organizations should be aware that time-use data will likely represent rough estimates.
  - However, since time-use data will be collected in the same way at baseline and at the follow-up point (6 months or 1 year later), comparing users’ estimates at these two points in time should provide an accurate representation of (self-reported) changes in time use.
- In some contexts, time may not be viewed as a quantitative metric and respondents may therefore have difficulty reporting how much time they spend on any specific task.
  - Again, as a result, time-use data will likely represent rough estimates.
- As users often engage in “stove stacking” (using multiple cooking methods at once), the actual reduction in total time households spend on cooking might be much less than if they exclusively used the clean and/or efficient cookstove/fuel.
  - Collecting time-use data will enable your organization to know the actual change in household members’ time use, not just the theoretical impacts that the clean and/or efficient cookstove/fuel could have on their time.

Specific considerations for the Phone User Social Impact Survey

- Prior to beginning the data collection process, the organization should select a set of 2-3 standard meals that are commonly prepared by local cookstove/fuel users. Pre-selecting these context-specific meals will allow respondents to provide an estimated cooking time for an average day’s meals. However, it may be the case that a particular respondent rarely cooks these pre-selected meals or does not cook them at all.
  - If this challenge arises, the data collector should ask the respondent to list the main 2-3 meals s/he cooks on an average day and then list the amount of time required to prepare each of those meals. While these meals may be different from those provided in the example, as long as they reflect the respondents’ total average daily cooking time, it will provide a data point with can be compared and aggregated with the data provided by other respondents.

MODULE D: COOKING: DYNAMICS, DRUDGERY, AND SAFETY & HEALTH

USER SURVEY

This section provides information on the "Cooking: Dynamics, Drudgery, and Safety & Health" section (Module D) of:

- The baseline in-person User Social Impact Survey
- The baseline phone User Social Impact Survey
- The follow-up in-person User Social Impact Survey
- The follow-up phone User Social Impact Survey

Why Monitor and Evaluate Cooking Dynamics, Cooking Drudgery, and Cooking Safety and Health Risks?

Cooking Dynamics *(see Figure 22, following page)*

HOW does the adoption of clean and/or efficient cookstoves/fuels impact cooking dynamics?

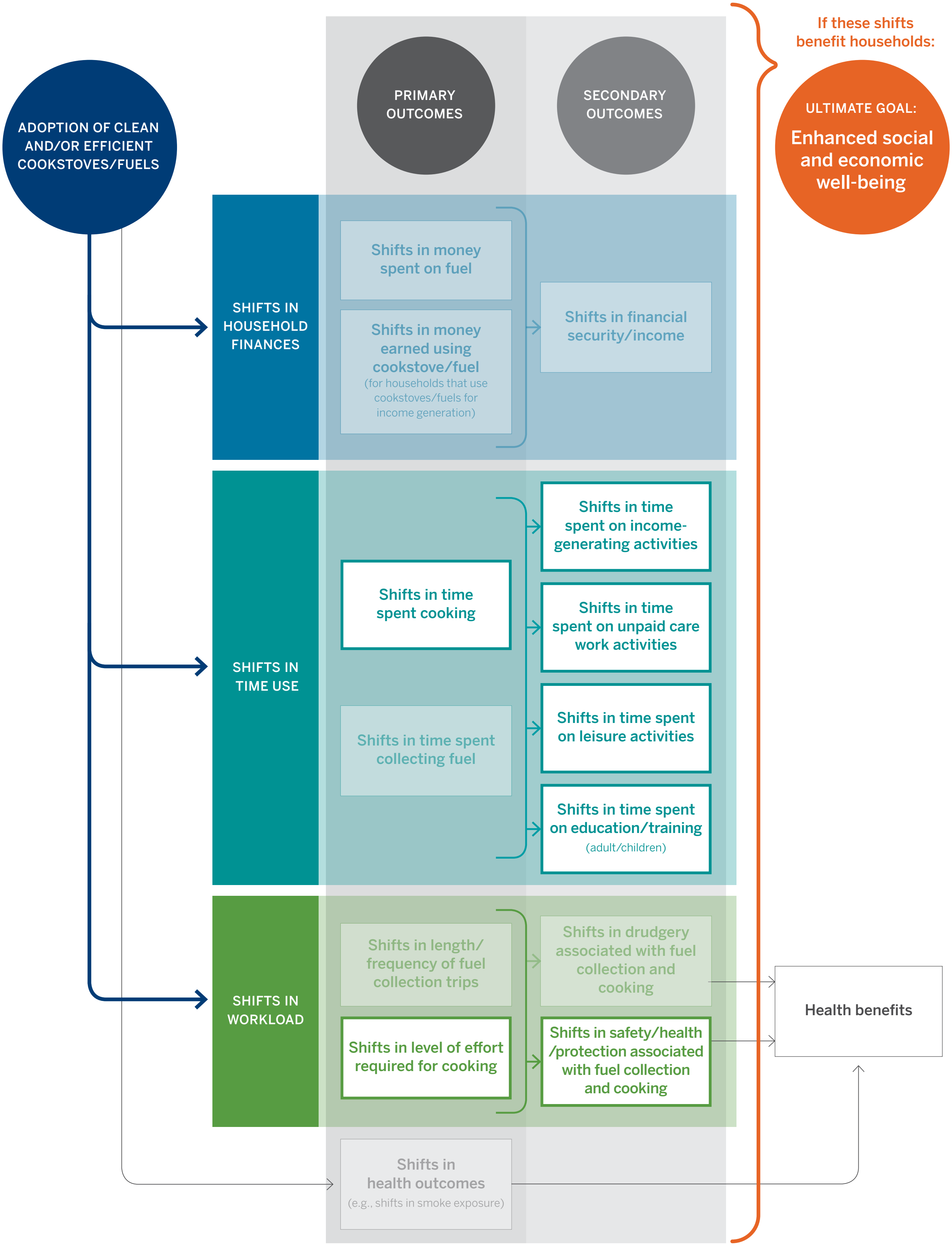
Adoption of efficient cookstoves and/or fuels can change cooking responsibility dynamics within the household. Using a clean and/or efficient cookstove or fuel can change the level of effort necessary for cooking (in terms of preparing/processing the fuel, tending the fire, and/or managing the food as it cooks). As these changes occur, there may be shifts in the following household cooking responsibilities:

- **Who cooks?:** As the level of effort required for cooking changes, different household members may be more or less involved with cooking responsibilities. In particular, while women are often primarily responsible for cooking with traditional cookstoves and fuels, anecdotal evidence shows that husbands may start to help with cooking when more advanced cookstoves and/or fuels are available.
- **Multitasking:** The use of a clean and/or efficient cookstove or fuel may affect the cook's ability to engage in other tasks at the same time. Even if the overall cooking time isn't reduced with the use of a clean and/or efficient cookstove, if the cook is able to multi-task while cooking, which was not previously possible, this makes his/her time use more efficient.
- **An overall reduction in time spent on cooking:** The use of a clean and/or efficient cookstove or fuel also has the potential to reduce the overall time spent on cooking, which frees up time to be spent on other tasks.

WHY measure changes in cooking dynamics?

- Women often bear a much larger portion of the household's unpaid care work burden than men (e.g., caring for family members, homestead food production, cleaning, and cooking). Therefore, understanding how the use of clean and/or efficient cookstoves and fuels affects who is engaged in cooking, whether they are able to multi-task, and whether the amount of time required for cooking has increased or decreased can have impacts on gender-equitable development. If clean and/or efficient cookstoves and fuels are able to shift the responsibilities of household unpaid care work, it may contribute to a more equitable division of responsibilities within the household.
    - It is important to understand which household members were engaged in cooking before (when using traditional methods) versus who is engaged now (using the clean and/or efficient cookstove/fuel) to understand whether there have been

FIGURE 22. IMPACTS THAT CAN OCCUR DUE TO SHIFTS IN COOKING DYNAMICS FROM THE USE OF CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



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any shifts in household gender dynamics. Specifically asking about whether the husband ever helps out with the cooking will also enable the organization to understand whether the use of the clean and/or efficient cookstove/fuel is beginning to impact gender dynamics.

- In order to understand whether the clean and/or efficient cookstove/fuel is contributing to more gender-equitable development, it is important to know how users are spending their saved time and whether the saved time actually contributes to their well-being and empowerment, or if that time is just replaced with another household chore that involves more drudgery.

Indicators related to cooking dynamics derived from Module D

- Percentage of households who report various household members being involved in cooking
- Percentage of users who engage in multi-tasking while cooking
- Percentage of households who report husband participates in cooking
- Percentage of users who report spending less time on cooking since using the clean and/or efficient cookstove/fuel
- Primary ways that users are using saved time

Cooking Drudgery *(see Figure 23, following page)*

HOW does the adoption of clean and/or efficient cookstoves/fuels impact drudgery associated with cooking?

Clean and/or efficient cookstoves and fuels can change the level of effort required for the following tasks within the cooking process:

- **Fuel preparation/processing:** Depending on the specific type of cookstove or fuel used, more or less fuel preparation may be required. For example, wood may need to be chopped into smaller pieces to fit in a particular cookstove, or LPG may require no preparation at all.
- **Lighting and tending the fire:** One of the advantages of many clean and/or efficient cookstoves and fuels is that they are easier to light and require less continuous tending to keep the fire burning.
- **Cleaning pots/kitchen:** Clean and/or efficient cookstoves and fuels may produce less smoke than the cookstoves/fuels used previously, making the task of cleaning the pots, cooking utensils, and kitchen less arduous.

Shifts in drudgery related to cooking are covered below, while shifts in drudgery related to fuel procurement are covered in the **Overview and Guidance for Module E of the User Social Impact Survey** (page 86).

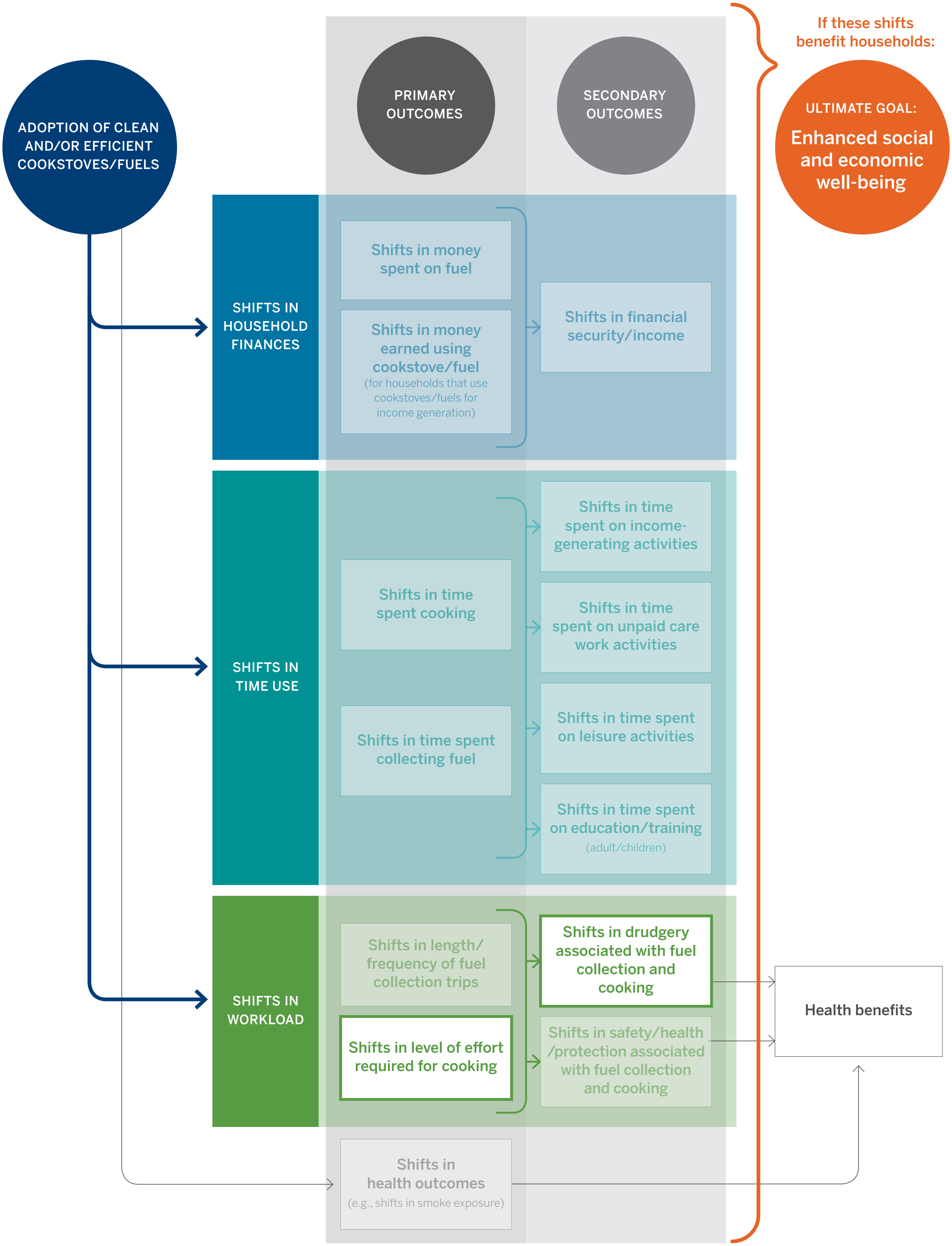
WHY measure changes in drudgery associated with cooking?

While both men and women can be engaged in laborious tasks, in many contexts, women experience greater levels of drudgery. For example, studies have found that women spend three times as many hours on unpaid care work as men. Measuring changes in the level of drudgery experienced by women will allow your organization to understand to what degree the clean and/or efficient cookstove/fuel may be contributing to reductions in the gender-inequitable division of unpaid and burdensome labor in households.

Indicators related to drudgery associated with cooking derived from Module D

- Perceived level of drudgery associated with cooking

FIGURE 23. IMPACTS THAT CAN OCCUR DUE TO SHIFTS IN DRUDGERY ASSOCIATED WITH COOKING WITH CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



USER SURVEY

Cooking Safety and Health *(see Figure 24, following page)*

HOW does adoption of clean and/or efficient cookstoves/fuels impact self-reported safety and health risks associated with cooking?

Due to the design and functionality of clean and/or efficient cookstoves and fuels, use of these products may increase or decrease exposure to safety and health risks while cooking. For example, clean and/or efficient cookstoves and fuels may contribute to changes in the following:

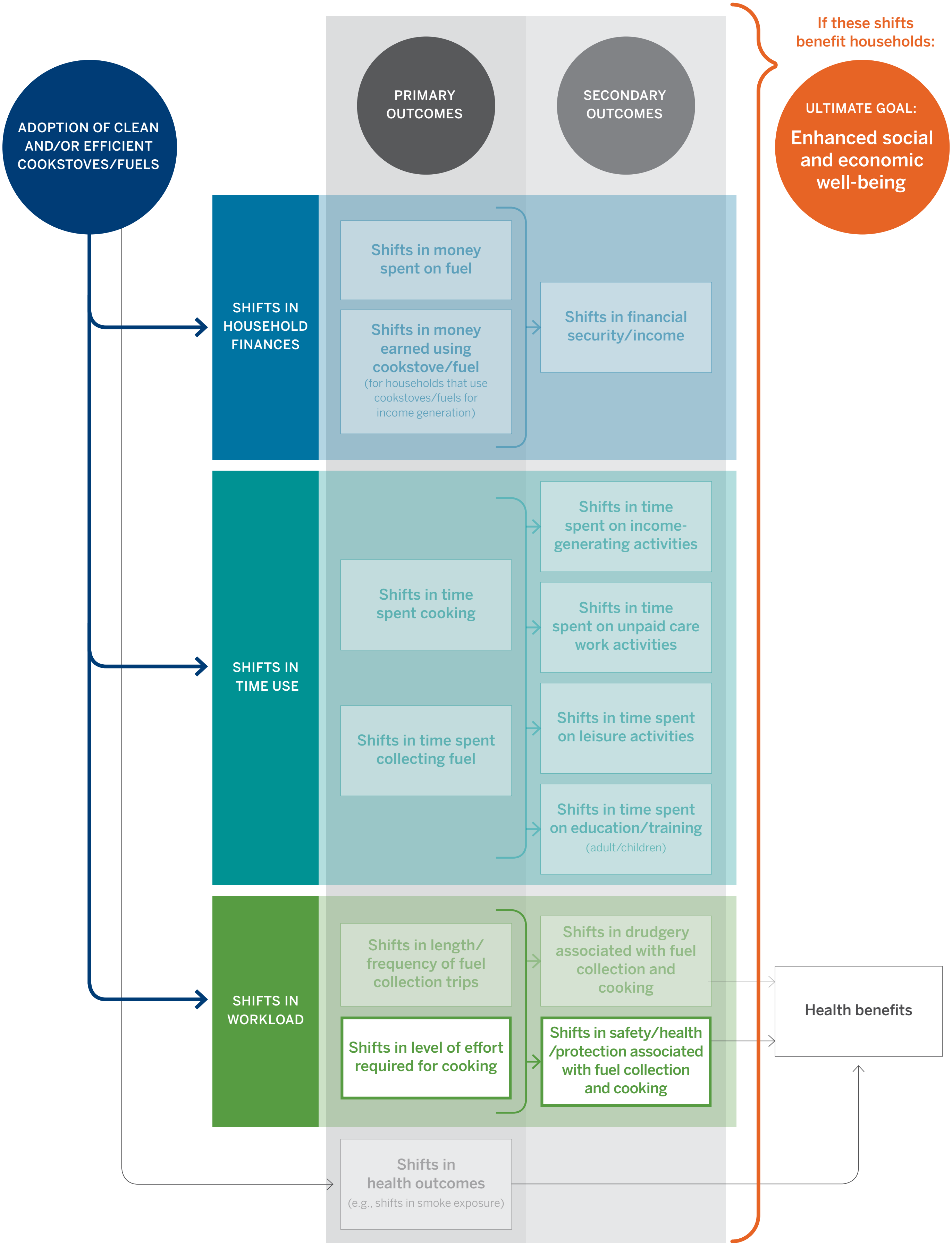
- **Amount of smoke emitted by the cookstove/fuel:** Clean and/or efficient cookstoves/fuels may reduce the amount of smoke emitted while cooking, thus reducing exposure to harmful smoke for the cook and other household members. In addition to reducing the risk of short- and long-term illnesses, reducing cookstove emissions has the potential to improve immediate well-being by reducing eye irritation, coughing and sneezing, chest pains, shortness of breath, and irritation of the nose and throat. Measurement of major cooking-related causes of death and disability (such as childhood pneumonia and chronic cardiopulmonary conditions) extends beyond the scope of the social impact survey.
- **Length of time required for cooking:** Efficient cookstoves/fuels should reduce the time required for cooking. If this is the case, use of these cookstoves/fuels will reduce the length of time that cooks and other household members are exposed to smoke, thus contributing to a reduction in the health risks listed above.
- **Safety associated with cookstove/fuel use:** Use of clean and/or efficient cookstoves/fuels may influence household members' exposure to safety risks such as burns. If a cookstove causes the fire to be more contained and insulated, it may decrease the risk of burns and injuries. Alternatively, if the fire burns at a higher temperature and in a less controlled fashion, the use of new cookstove/fuel can increase the risk of burns and injuries (for instance, some users have reported such concerns while learning to cook with LPG).

Shifts in safety related to cooking are covered below, while shifts in safety related to fuel collection are covered in the **Overview and Guidance for Module E of the User Social Impact Survey** (page 86).

WHY measure changes related to self-reported safety and health risks associated with cooking?

- While measurement methodologies exist to capture emissions of various cookstoves and fuels, it is also important to understand how the smoke emitted by a clean and/or efficient cookstove impacts the well-being of the user. The User Social Impact Survey does not directly measure health outcomes, but it does ask respondents to self-report experiences of discomfort and minor injuries associated with cookstove/fuel use (eye irritation, coughing, etc.) among members of the household. Reductions in smoke and the associated implications on well-being are often cited by users as important benefits of using clean and/or efficient cookstoves and fuels. Understanding the well-being and safety implications of the products' use can help organizations to promote benefits experienced by users (if the findings show such benefits). If the findings do not point to these benefits, the organization may want to alter cookstove design or training for users in order to enhance safety and health outcomes.
  - For more information on measuring health impacts beyond well-being from household air pollution, visit: https://hapit.shinyapps.io/HAPIT/
- It is important to understand whether users perceive that their exposure to safety risks while cooking has decreased as a result of adopting the clean and/or efficient cookstove/fuel or not, because even a perceived increase in safety can lead to a perceived improvement in well-being.

FIGURE 24. IMPACTS THAT CAN OCCUR DUE TO SHIFTS IN SAFETY AND HEALTH RISKS ASSOCIATED WITH COOKING FROM THE USE OF CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



Indicators related to self-reported safety and health risks associated with cooking derived from Module D

- Percentage of users who report experience of various health and safety risks while cooking
- Percentage of users who report their household members' experience of various health and safety risks while cooking
- Percentage of users who report feeling more safe when cooking since using the clean and/or efficient cookstove/fuel

How Can Your Organization Use this Information?

- **Incorporate the data into marketing messages:** Organizations can and should include information collected through Module D (e.g., shifts in household dynamics related to cooking, changes in drudgery associated with cooking) in their marketing messages, as this may help to attract new users/customers. Users often cite reduced smoke and subsequent reductions in eye irritation and coughing as one of the important benefits experienced from the use of clean and/or efficient cookstoves/fuels. If users are experiencing these benefits, the organization should use this information in its marketing messages.
- **Improve cookstove design:** Ideally, clean and/or efficient cookstoves and fuels should decrease the amount of effort required for cooking and should decrease exposure to health and safety risks associated with cooking. If the findings show that this is not the case, the organization should use this data to better understand why these shifts are not occurring and to adjust the design of the cookstove/fuel to enhance these benefits. If these changes are occurring, the organization may still want to use the feedback received through this module to further enhance the design of its product(s) to maximize these benefits.
    - In some cases, the reason that users are not experiencing expected benefits (such as reduced drudgery or reduced exposure to health and safety risks) may be because they are not properly using the cookstove/fuel. If this is the case, the organization may want to focus on conducting trainings with users to ensure that they know how to correctly use the cookstove/fuel so that they can receive the maximum benefits.
- **Report co-benefits/attract investments:**
    - Organizations can use information related to how their clean and/or efficient cookstove/fuel influences household cooking dynamics, how users are using the time they save, and/or whether their cookstove/fuel reduces the level of effort needed for cooking to report on their products' contributions to gender equality. Since many donors and investors recognize the time poverty experienced by women in developing countries, in part due to the unequal distribution of household tasks, they may be interested in funding initiatives that specifically reduce women's time burdens and free up women's time for other activities.
    - Additionally, many donors are interested in the health and safety benefits of clean and/or efficient cookstoves and fuels. Some donors may highly value an organization's ability to report not only on quantitative emissions reductions, but also on how these emissions reductions translate to benefits experienced by the users.

What Should Your Organization Take Into Consideration When Implementing Module D of the User Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Cooking Dynamics

- Even if respondents perceive that the amount of time required for cooking has decreased due to their use of the clean and/or efficient cookstove/fuel, they may have difficulty thinking about how they are using this "saved time." This may be especially true if the amount of time they typically save is particularly small.
  - If the respondent has difficulty answering this question, the data collector should encourage the respondent to think about any tasks that s/he is able to do more frequently now that s/he is using the clean and/or efficient cookstove/fuel, compared to before s/he began using this product.

Considerations for Collecting Data and Measuring Changes Related to Drudgery Associated with Cooking

- As cooking is a part of many respondents' everyday routine, they may not perceive this to be a burdensome task.
  - By asking this question only at the follow-up point in time, you are asking respondents to compare the level of drudgery they experience with cooking since they began using the clean and/or efficient cookstove/fuel to the level of drudgery they experienced with cooking before they did so. Posing the question in this way makes it easier for respondents to perceive whether there have been quantifiable changes in the level or degree of drudgery they experience with cooking.

Considerations for Collecting Data and Measuring Changes Related to Self-reported Safety and Health Risks Associated with Cooking

- As many users employ a variety of cooking methods/devices to meet their household needs, respondents may experience various health effects, such as eye irritation, coughing and sneezing, or chest pains, from the persistent use of traditional cookstoves and/or fuels. Therefore, a respondent may continue experiencing the same frequency of such health issues at baseline and at the follow-up point in time.
  - The survey does not distinguish between the health effects users report experiencing from exclusive use of the clean and/or efficient cookstove and those users report experiencing from each of the other cookstoves/fuels they use. However, by collecting information related to the experience of health risks while cooking from a large sample of users at the baseline and at a follow-up point in time, the organization will be able to calculate average changes in frequency of compromised health across all users using the new cookstove and/or fuel.

MODULE E: HOUSEHOLD FUEL EXPENDITURE, TIME USE, DRUDGERY, AND SAFETY/PROTECTION

This section provides information on the "Household Fuel Expenditure, Time Use, Drudgery, and Safety/Protection" section (Module E) of:

- The baseline in-person User Social Impact Survey
- The baseline phone User Social Impact Survey
- The follow-up in-person User Social Impact Survey
- The follow-up phone User Social Impact Survey

Why Monitor and Evaluate Household Fuel Expenditure, Fuel Procurement Time Use, Fuel Procurement Drudgery, and Fuel Procurement Safety/Protection?

Household Fuel Expenditures *(see Figure 25, following page)*

HOW does the adoption of clean and/or efficient cookstoves/fuels impact household fuel expenditure?

Adoption of clean and/or efficient cookstoves can cause direct changes in household expenditure on cooking fuels. There are several factors that can influence changes in how much money a household spends on fuel:

- **Cost of different types of fuels:** A new fuel type (for instance, the specific fuel required for the household's newly-acquired clean and/or efficient cookstove) may cost more or less than the fuel the household previously used.
- **Variations in fuel costs at different times of the year:** The prices of some fuel types fluctuate depending on the time of year, which may affect which cookstove a household chooses to use and how much a household spends altogether on fuel over the course of a year.
- **Efficiency performance levels:** Clean and/or efficient cookstoves may require more or less fuel than cooking devices and methods previously used by the household.

WHY measure changes in household fuel expenditure?

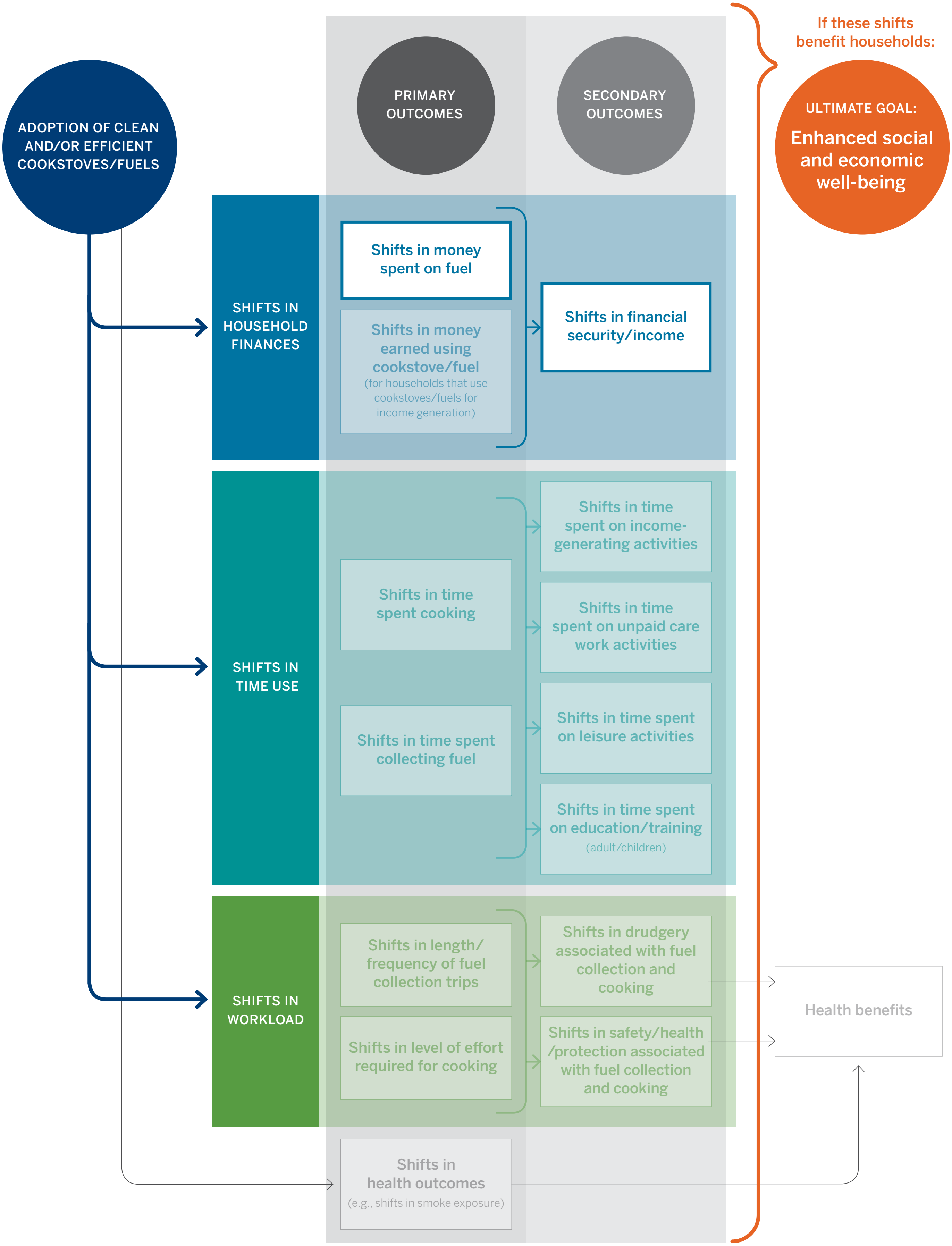
- Switching fuel type and/or adopting a clean and/or efficient cookstove may lead to shifts in the amount of money a household spends on fuel. If household expenditures on fuel are reduced, this may lead to a change in how household resources are spent, leading to improved financial stability.
- The amount of money households save on fuel from the use of a clean and/or efficient cookstove or fuel may also demonstrate that the product will be cost-effective in the long run.

Indicators related to household fuel expenditure derived from Module E

- Percentage of households that purchase any type of fuel
- Percentage of households that use various types of fuel
- Most-frequently purchased types of fuel

USER SURVEY

FIGURE 25. IMPACTS THAT CAN OCCUR DUE TO SHIFTS IN HOUSEHOLD FUEL EXPENDITURE FROM THE USE OF CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



- Average monthly household expenditure for each type of fuel
- Average monthly overall household expenditure on fuel
- Average number of household fuel-purchasing trips conducted each month, average time spent per fuel-purchasing trip, average distance traveled per trip, and average weight of fuel carried per trip

Fuel Procurement Time Use *(see Figure 26, following page)*

HOW does adoption of clean and/or efficient cookstoves/fuels impact time use associated with fuel procurement?

Adoption of clean and/or efficient cookstoves and fuels can result in changes in the amount of time household members spend on fuel collection through a number of factors:

- **Length of fuel collection trips:** The adoption of an efficient cookstove or alternative fuel may cause a household to switch from a fuel it collects, such as wood, to a fuel that can be bought, such as liquefied petroleum gas (LPG). The distance that household members must travel to procure fuel—and therefore, the time spent on this task—may increase or decrease, depending on the availability of these fuel types.
- **Frequency of fuel collection trips:** Adoption of an efficient cookstove will likely burn fuel more efficiently, requiring less overall fuel to meet household needs, and therefore fewer trips to collect fuel, which in turn affects the amount of time the household spends on fuel collection.

Shifts in time use related to fuel collection are covered below, while shifts in time use related to cooking are covered in the **Overview and Guidance for Module D** **User Social Impact Survey** (page 78).

WHY measure changes in time use associated with fuel procurement?

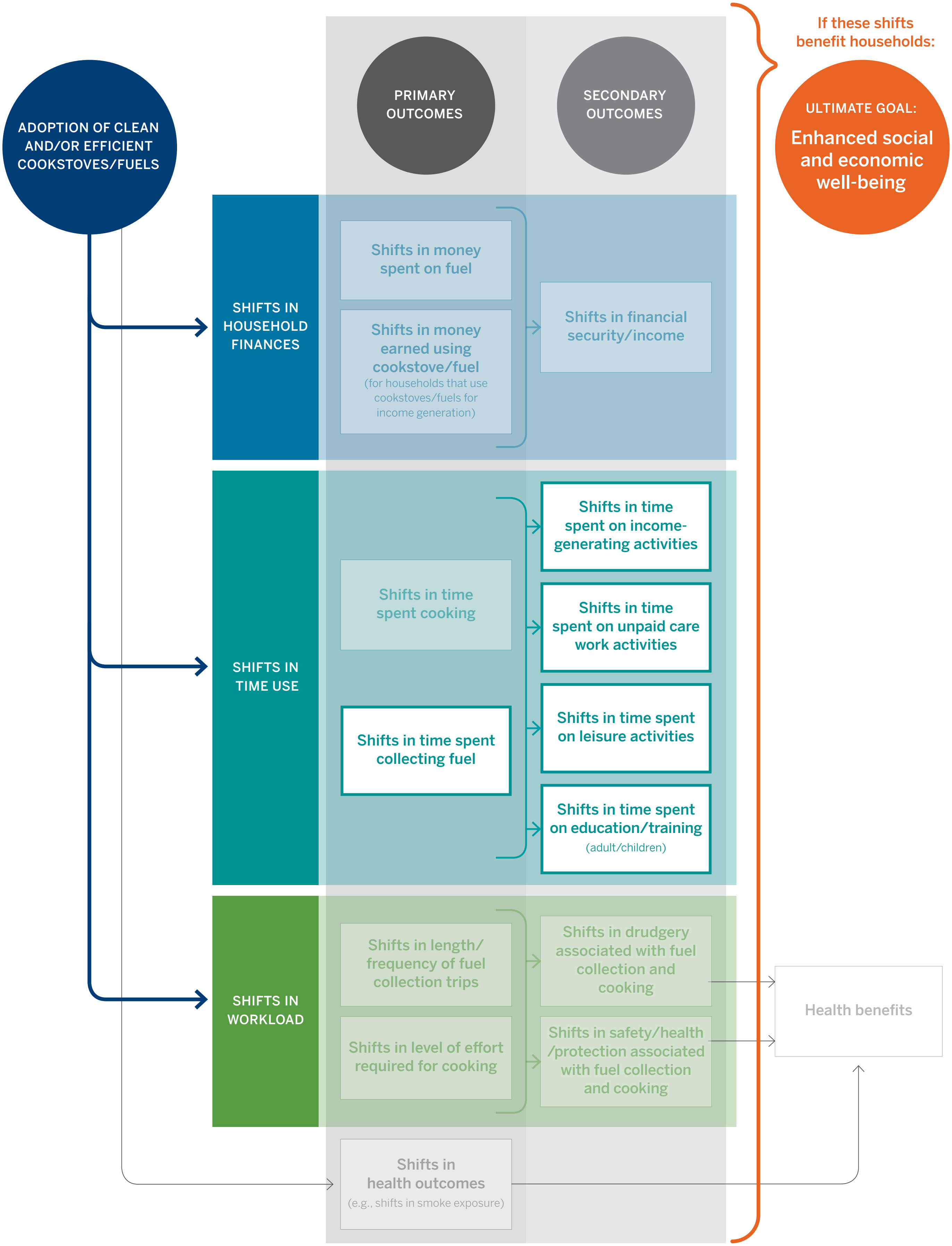
- While saving time on unpaid tasks like collecting fuel can be beneficial for both men and women, it can be especially important for women, as they often bear a much larger portion of the household's unpaid care work burden than men (e.g., caring for family members, homestead food production, cleaning, and cooking).
  - Globally, women are disproportionately responsible for collecting fuel (wood, animal dung, etc.) for the household, which adds to their unpaid work burden. Due to the competing demands on women's time, clean and/or efficient cookstoves and alternative fuels that free up time spent on fuel collection allow women to spend more time with their children, complete other responsibilities, pursue income-generating or educational opportunities, and/or enjoy leisure activities and rest, all of which may contribute to poverty alleviation and improved well-being for women and potentially, for their households.
- In order to understand whether your organization's clean and/or efficient cookstove or fuel is contributing to more gender-equitable development, it is important to know how users are spending their saved time and whether the act of saving time on fuel collection actually contributes to their well-being and empowerment, or if that time is just replaced with another household chore.

Indicators related to time use associated with fuel procurement derived from Module E

- Percentage of households that collect (each specific type of) fuel
- Average number of fuel collection trips each household conducts each month, average time spent per fuel collection trip
- Average number of hours each household spends on fuel collection per month/year
- Average number of fuel collection trips for relevant fuel types conducted each month, average time spent per fuel collection trip

USER SURVEY

FIGURE 26. IMPACTS THAT CAN OCCUR DUE TO SHIFTS IN TIME USE ASSOCIATED WITH FUEL PROCUREMENT FROM THE USE OF CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



USER SURVEY

- Percentage of users reporting spending less time on fuel collection since they began using the clean and/or efficient cookstove/fuel
- Primary ways that households are using time saved on fuel collection

Fuel Procurement Drudgery *(see Figure 27, following page)*

HOW does adoption of clean and/or efficient cookstoves/fuels impact drudgery associated with fuel procurement?

Individuals who collect fuel are often required to travel long distances and carry heavy loads. Cookstoves and/or fuels that burn more efficiently may require less fuel to complete the same task. As the overall volume of fuel required to meet household demand decreases, fuel collection trips may be less frequent or shorter and lighter in load. In some cases, household members may choose to take fewer fuel-collection trips and in other cases, they may continue collecting fuel as frequently but travel less far or collect less fuel per trip. This will likely reduce the drudgery experienced by household members, and women in particular.

Shifts in drudgery related to fuel collection are covered below, while shifts in drudgery related to cooking are covered in the **Overview and Guidance for Module D** **User Social Impact Survey** (page 78).

WHY measure changes in drudgery associated with fuel procurement?

- While both men and women can be engaged in laborious tasks such as collecting fuel, in many contexts, women experience greater levels of drudgery. For example, a study found that women carry four times as much in volume as men, primarily in the form of water, firewood, and harvested crops. Measuring changes in the level of drudgery experienced by women will allow your organization to understand to what degree your clean and/or efficient cookstove/fuel may be contributing to reductions in the gender-inequitable division of unpaid, burdensome labor in households.
- Changes in the level of drudgery associated with fuel collection may be related to changes in other key health and well-being outcomes. For example, when individuals endure less drudgery in the form of fuel collection, they may also be less likely to experience physical injuries derived from this activity (e.g., neck pain, back pain) and they may have more energy to spend on other, possibly more enjoyable tasks.

USER SURVEY

Indicators related to drudgery associated with fuel procurement derived from Module E

- Average number of fuel collection trips households conduct each month, average distance traveled per trip, and average weight carried per trip
- Average number of fuel collection trips for relevant fuel types households conduct each month, average distance traveled per trip, and average weight carried per trip
- Percentage of households who report various members being involved in collecting various types of fuel
- Percentage of households who report transporting fuel via various methods (e.g., head/back, bike, donkey cart, etc.)
- Perceived level of drudgery associated with fuel collection

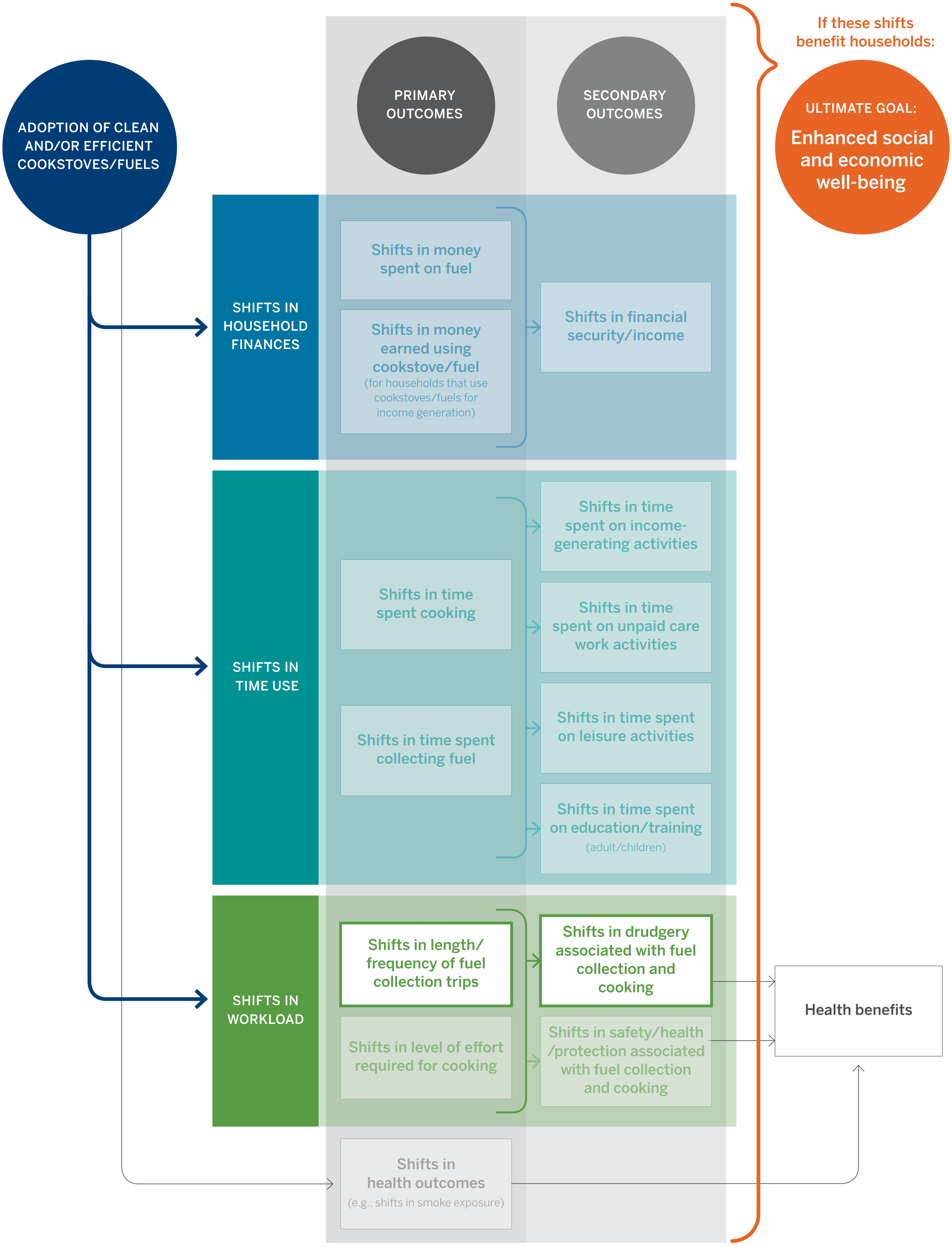
Fuel Procurement Safety/Protection *(see Figure 28, previous page)*

HOW does adoption of clean and/or efficient cookstoves/fuels impact safety/protection associated with fuel procurement?

During the process of fuel collection, individuals may be exposed to injuries and safety risks. From frequent, long, and heavy fuel collection trips, individuals may experience:

- **Injuries** such as spinal injuries, pregnancy complications, and/or general fatigue and wear on the body.

FIGURE 27. IMPACTS THAT CAN OCCUR DUE TO SHIFTS IN DRUDGERY ASSOCIATED WITH FUEL PROCUREMENT FROM THE USE OF CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



USER SURVEY

- **Chronic conditions:** With little free time for rest and recovery, the repetitive physical work of fuel collection can lead to chronic headaches, back pains, and long-term ailments.
- **Safety risks:** Individuals, particularly women, face the risk of physical and sexual attack during fuel collection trips. Physical attacks may occur from animals (snakes, predators) or from other humans, and sexual attacks usually take the form of sexual harassment or sexual violence, such as rape. Experiences of sexual violence during fuel collection are especially prevalent in conflict and post-conflict/refugee camp settings.

Cookstoves that use less fuel or alternative fuels may reduce the number of fuel collection trips necessary. Additionally, fuels that can be purchased rather than collected may reduce the travel needed to secure adequate fuel. When the frequency and/or length of fuel-collection trips required are reduced, individuals' likelihood of encountering safety risks associated with traveling far from home or through open fields or uninhabited forests may decrease.

Shifts in safety related to fuel collection are covered below, while shifts in safety related to cooking are covered in the **Overview and Guidance for Module D** **User Social Impact Survey** *(page 78).*

WHY measure changes in safety/protection associated with fuel procurement?

- It is important to understand whether users perceive that their exposure to safety risks while collecting fuel has decreased as a result of adopting the efficient cookstove/fuel or not, because even a perceived increase in safety can lead to a perceived improvement in well-being.
- If respondents do perceive a change in the level of safety associated with fuel collection, organizations may want to conduct further research to understand how/why this has changed and how they can promote these findings.

Indicators related to safety/protection associated with fuel procurement derived from Module E

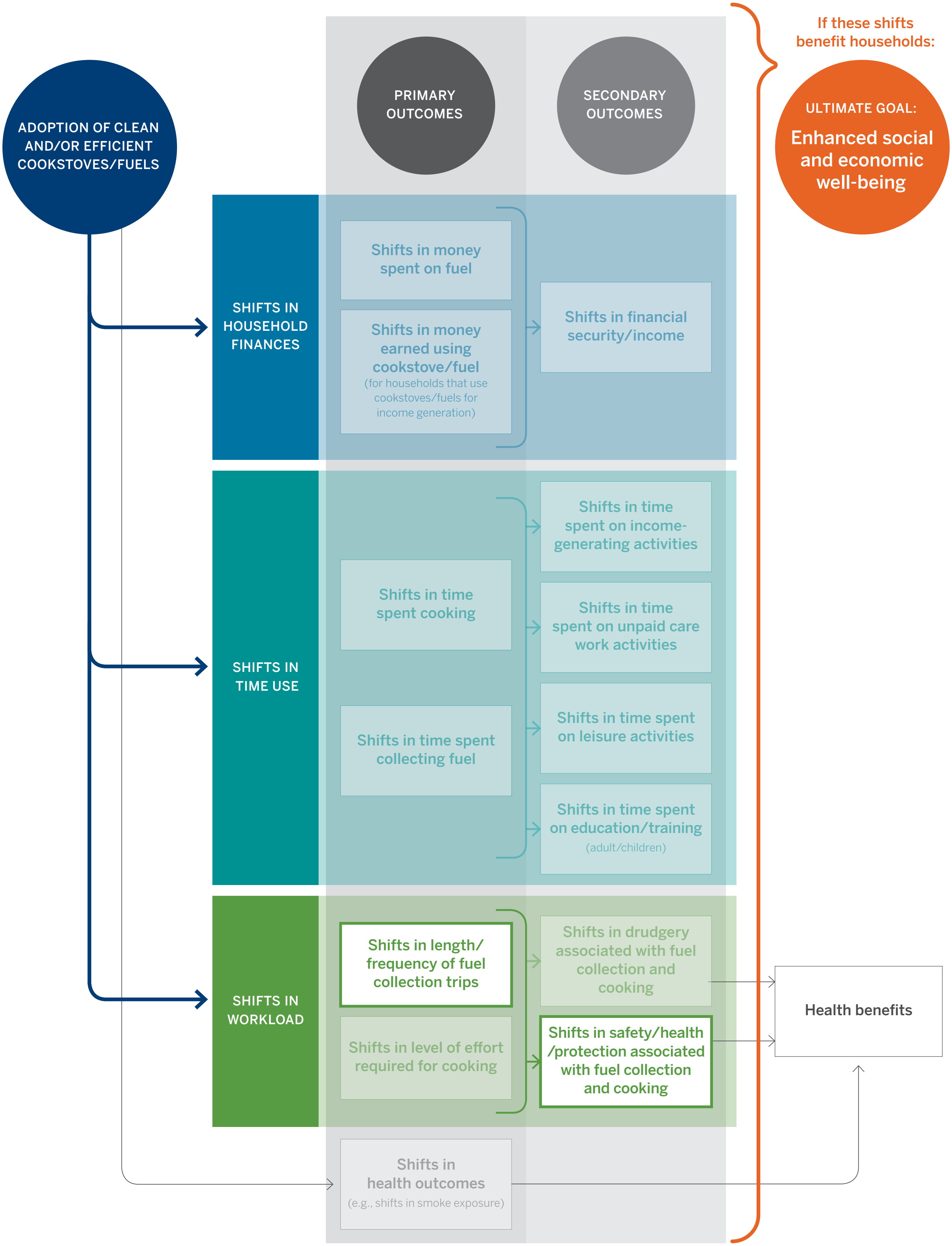
- Percentage of users who report feeling more safe when collecting fuel since using the clean and/or efficient cookstove/fuel

USER SURVEY

How Can Your Organization Use this Information?

- **Incorporate the data into marketing messages**: Organizations can and should include information collected through Module E (e.g., how much money, on average, households are found to be saving on fuel expenditure and the average number of hours households are found to be saving on fuel collection from using the clean and/or efficient cookstove/fuel) in their marketing messages, as this may help to attract new users.
- **Improve operations:** If the measured changes in fuel expenditure and/or the amount of time, level of drudgery, or exposure to safety risks associated with fuel collection are not what the organization had anticipated, the organization may want to do further research to understand whether users are using the clean and/or efficient cookstoves/fuels correctly and whether there are additional cooking needs that are not being met by the cookstoves/fuels. If users are using clean and/or efficient cookstoves/fuels incorrectly, the organization may want to spend additional time and resources to educate users around the proper use of the cookstoves/fuels. If users are consistently using many other cooking methods, ("stove stacking"), the organization may want to consider designing clean and/or efficient cookstoves/fuels to meet the needs their current products are not meeting.
- **Report co-benefits/attract investments:** If organizations can tie their clean and/or efficient cookstove/fuel to a direct financial impact, they may be able to attract investment by promoting the clean and/or efficient cookstove/fuel as a poverty-reduction technology. Since many donors and investors recognize the time poverty

FIGURE 28. IMPACTS THAT CAN OCCUR DUE TO SHIFTS IN SAFETY/PROTECTION ASSOCIATED WITH FUEL PROCUREMENT FROM THE USE OF CLEAN AND/OR EFFICIENT COOKSTOVES/FUELS



USER SURVEY

experienced by women in developing countries, they may be interested in funding initiatives that specifically reduce women's time burdens and free up women's time for other activities. The broader potential benefits of reduced drudgery and enhanced safety may also be of interest to certain donors. Being able to report that an organization's clean and/or efficient cookstove/fuel contributes to women feeling safer—especially in conflict and post-conflict settings, where women are exposed to a higher prevalence of safety risks when collecting fuel—may help donors and investors to see clean and/or efficient cookstoves/fuels as one piece of the solution for reducing risks to women's safety in these settings.

What Should Your Organization Take Into Consideration When Implementing Module E of the User Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Household Fuel Expenditure

- Expenditure data is subject to recall and reporting bias, as users may not remember exactly how much money they spend on fuel.
  - Because of this bias, organizations should be aware that expenditure data will likely represent rough estimates rather than exact amounts.
  - Data collectors can help respondents estimate costs if they know the local cost for a particular unit of fuel, like a tin of charcoal or a canister of LPG.
- The cost of various types of fuel is subject to change throughout the year.
  - By asking respondents to report on their fuel expenditure during different seasons, the survey attempts to overcome this challenge, though there may still be some contextual variations in pricing that are not captured.

Considerations for Collecting Data and Measuring Changes Related to Time Use Associated with Fuel Procurement

- Time-use data is subject to recall and reporting bias. Users may have difficulty recounting or remembering how much time they spend on a particular activity, or they may over- or under-estimate how long activities take.
  - Because of this, organizations should be aware that time-use data will likely represent rough estimates.
  - However, since time-use data will be collected in the same way at the baseline and at the follow-up point in time, comparing users' estimates at these two points in time should provide an accurate representation of changes in time use.
- In some contexts, time may not be viewed as a quantitative metric and respondents may therefore have difficulty reporting how much time they spend on any specific task.
  - Again, as a result, time-use data will likely represent rough estimates.
- Saving time on fuel collection is not necessarily a positive development in all cases. In some contexts, women may enjoy the time they spend on fuel collection, as they are able to get out of the house and socialize with other women while performing this task. In other cases, women may prefer spending their time on collecting fuel as opposed to alternative activities, such as agricultural work.
  - Asking how respondents use the time they save will give your organization a sense of what benefits may occur from changes in time use. However, if your organization is also interested in understanding whether women prefer collecting fuel versus the activities that have replaced it, additional data collection and research should be conducted.

- As users often engage in "stove stacking" (using multiple cooking methods at once), the actual reduction in total time households spend on fuel collection might be much less than if they exclusively used the clean and/or efficient cookstove.
  - Collecting time-use data will enable your organization to know the actual change in household members' time use, not just the theoretical impacts that the clean and/or efficient cookstove or fuel could have on their time use.

Considerations for Collecting Data and Measuring Changes Related to Drudgery Associated with Fuel Procurement

- As fuel collection is a part of many respondents' everyday routines, they may not perceive this to be a burdensome task.
  - By asking this question only at the follow-up point in time, you are asking the respondents to compare the level of drudgery they have experienced since they began using the clean and/or efficient cookstove/fuel to the level of drudgery they experienced before doing so. Posing the question in this way makes it easier for respondents to perceive whether there have been quantifiable changes in the level or degree of drudgery they experience.
- The adoption of a clean and/or efficient cookstove may reduce the frequency and number of fuel collection trips that are necessary while causing no change in the amount of fuel that is collected during each trip. As respondents may perceive the level of drudgery associated with *each* fuel collection trip to be the same as before they began using the clean and/or efficient cookstove/fuel, they may report that the overall level of drudgery associated with fuel collection has remained the same since they adopted the product.
  - Data collectors can remind respondents that their answer should reflect the level of drudgery associated with overall fuel collection, not with individual fuel-collection trips. However, this question is meant to capture perception of changes in drudgery rather than actual changes. As such, if the respondent does not perceive any change, then this is a valid response that should be captured in the survey.

Considerations for Collecting Data and Measuring Changes Related to Safety/Protection Associated with Fuel Procurement

- Clean and/or efficient cookstoves and fuels likely will not reduce the safety risks associated with *each* individual fuel collection trip, but rather, may reduce the frequency with which fuel-collection trips need to be made, thereby indirectly reducing exposure to safety risks. However, when asked about the level of safety associated with fuel collection, respondents may think about how they feel during each fuel-collection trip rather than overall, and they may therefore report that there has been no change in their perceived exposure to safety risks.
  - Data collectors can remind respondents that their answer should reflect the level of safety associated with overall fuel collection, not with each individual collection trip. However, this question is meant to capture perception of changes in safety, so if the respondent does not perceive any change, then this is a valid response that should be captured in the survey.
- Rather than ask about actual experience of safety risks, such as attacks, this module only asks about perceived changes in level of safety. The reason for this is to avoid forcing respondents to recall potentially painful memories or to share private information. When such information is disclosed, it is the responsibility of the data collector to have a response mechanism in place such as providing names of local GBV services that the person can access.
  - When asking this question, data collectors should remind respondents that they do not need to share any actual experiences of safety risks, but rather, their perception of changes in their level of safety generally.

MODULE F: INCOME EARNED THROUGH PRODUCTIVE USE OF THE CLEAN AND/OR EFFICIENT COOKSTOVE/FUEL *(OPTIONAL)*

USER SURVEY

This section provides information on the "Income Earned through Productive Use of the Clean and/or Efficient Cookstove/Fuel" section (Module F) of:

- **The baseline in-person** User Social Impact Survey
- **The baseline phone** User Social Impact Survey
- **The follow-up in-person** User Social Impact Survey
- **The follow-up phone** User Social Impact Survey

Why Monitor and Evaluate Income Earned through the Productive Use of Cookstoves/Fuels? *(see Figure 29, following page)*

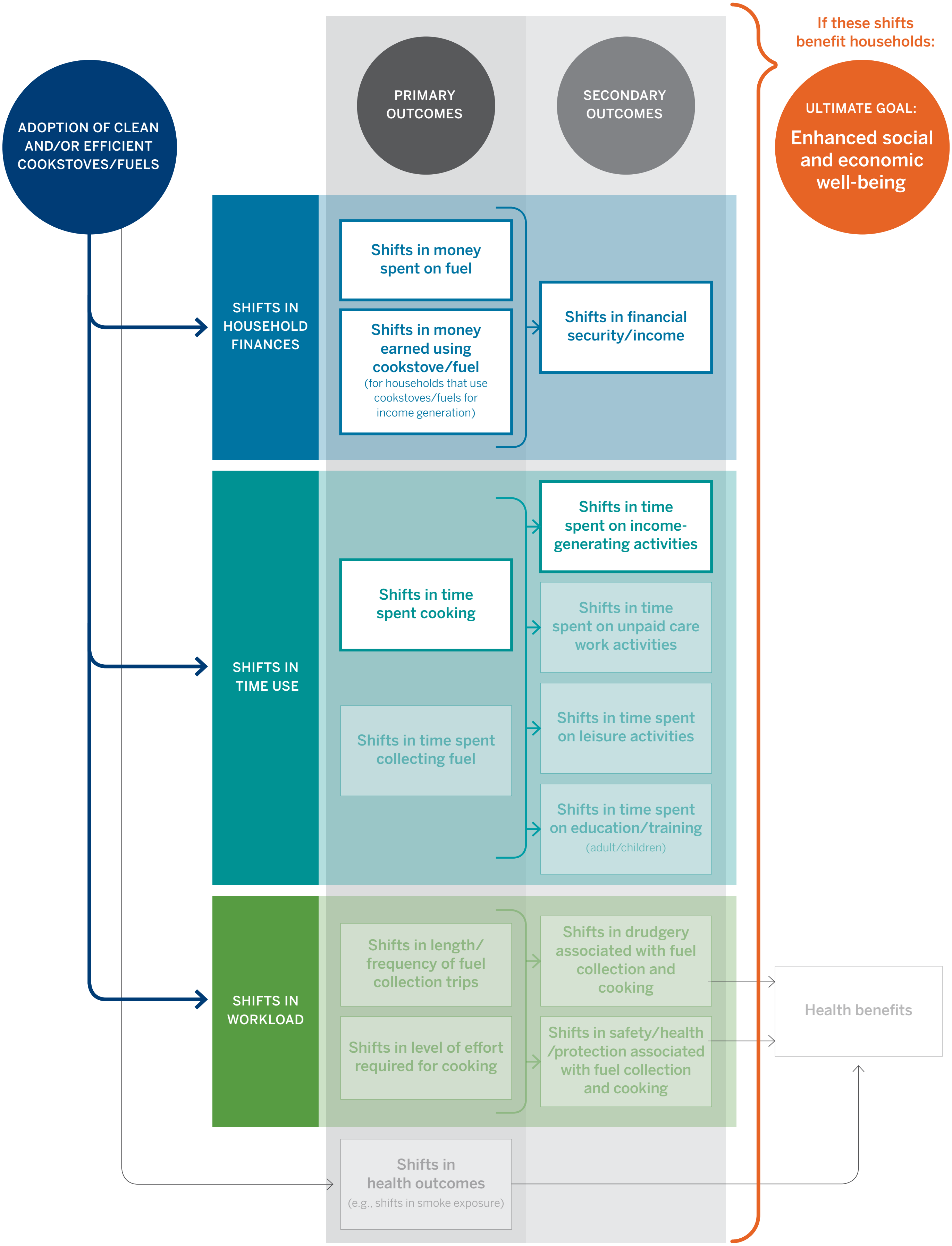
HOW can the adoption of clean and/or efficient cookstoves/fuels affect income generation?

- For users who run businesses that use a cookstove/fuel (e.g., individuals who sell home-cooked foods or do laundry for hire), adoption of a clean and/or efficient cookstove/fuel can cause significant changes in household income generation. If the cookstove burns fuel more efficiently, or if the fuel used in the cookstove is more efficient (and therefore more cost-effective) than the fuel that was previously used, this reduces the amount of fuel the user is required to purchase. By reducing expenditures on fuel, households may then be able to dedicate more money to other needs, like school fees or household expenses.
  - The emphasis in this survey module is on measuring to what extent cookstove/fuel users who save money on fuel invest that money into in their cookstove/fuel-related business, for instance, by purchasing better or more foods, hiring additional staff, or upgrading technology.
- In addition to freeing up money for income generation, the adoption of clean and/or efficient cookstoves/fuels can also free up time to be used for income-generating activities. Time previously spent collecting fuel, preparing fuel, and cooking with less efficient means may now be spent on income-generating activities, including those that involve the use of the clean and/or efficient cookstove/fuel, thereby making the user more productive. This increased productivity may lead to selling a higher volume of products, or operating for longer hours, thus increasing income from the use of the cookstove.

WHY should you measure changes in income generated through the use of cookstoves/fuels?

- Measuring changes in income generated through the use of cookstoves/fuels can give organizations greater insight into the economic stability of their customers/cookstove users. The ability of a household to generate additional income through the use of its cookstove/fuel can increase their economic stability by directly increasing the household's income, or by diversifying the source of their income.
- Gathering data about income generated through the use of cookstoves/fuels can also indicate the extent of the impact an organization is having on women-owned businesses that use their products. Because the majority of cookstove/cooking fuel users are women, measuring income through cookstove/fuel use can indicate how women are able to contribute financially to their household, potentially in a new way.

FIGURE 29. HOW USAGE/ADOPTION OF CLEAN AND/OR EFFICIENT COOKSTOVES AND FUELS CAN IMPACT INCOME EARNED THROUGH THE PRODUCTIVE USE OF THESE COOKSTOVES/FUELS



USER SURVEY

Indicators related to income derived from Module F

- Percentage of customers who have a business in which they use a clean and/or efficient cookstove/fuel, and the change in percentage of users who have a business using the cookstove/fuel
- Percentage of customers who use various types of clean and/or efficient cookstoves in their business
- Percentage of customers who report earning more from their business as a result of using the clean and/or efficient cookstove/fuel
- Top changes that have occurred in users' businesses as a result of using the clean and/or efficient cookstove/fuel

How Can Your Organization Use this Information?

- **Incorporate the data into marketing messages:** In addition to sharing and promoting findings related to changes in income through the use of cookstoves/fuels, organizations might want to advertise other changes experienced by cookstove/fuel-related businesses, such as their success in increasing productivity or attracting new customers. Having this additional data will enable organizations to market their products for both domestic and commercial uses.
- **Report co-benefits/attract investments:** Similarly, donors and investors may be interested in how cookstove/fuel users are able to start and expand business by using their improved technology, and in particular, how women entrepreneurs may benefit. Donors interested in gender equality may be especially interested to see how the use of clean and/or efficient cookstoves/fuels has impacted women-owned businesses and how this increased income has impacted other aspects of household well-being, such as status.

What Should Your Organization Take Into Consideration When Implementing Module F of the User Social Impact Survey?

Considerations for Collecting Data and Measuring Changes in Income Generated Through the Productive Use of Clean and/or Efficient Cookstoves/Fuels

- The measurement of changes in income generated through the productive use of cookstoves/fuels is based on users' perceived changes in income; this is because many micro-enterprise owners/operators do not keep detailed records of their expenditures and revenues. Since users may have a difficult time estimating any change in income, the data generated from this module should be treated as subjective.
- In addition, respondents may exaggerate an increase in income or otherwise paint a rosy picture of their business's success because they perceive this response to be what the data collector expects. In an effort to address this bias, the module's final question asks respondents to name other specific changes to their business operations. Answers to this question will give data collectors more insight as to whether users' incomes have indeed increased as a result of the clean and/or efficient cookstove/fuel.

MODULE G: STATUS

This section provides information on the "Status" section (Module G) of:

- The baseline in-person User Social Impact Survey
- The baseline phone User Social Impact Survey
- The follow-up in-person User Social Impact Survey
- The follow-up phone User Social Impact Survey

Why Monitor and Evaluate Status?

Status is defined as a person's social, professional, financial, or other standing relative to others.

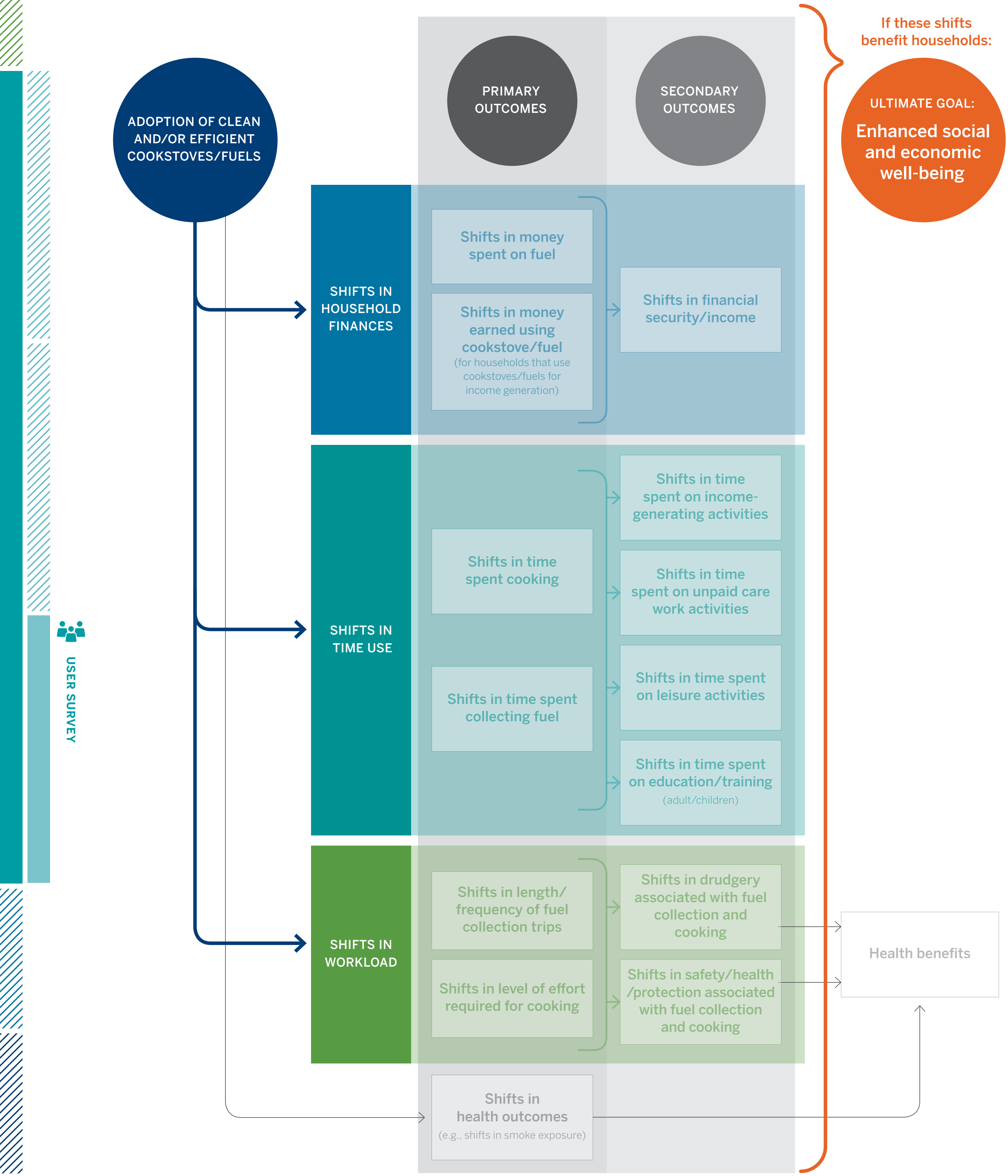
HOW does the adoption of clean and/or efficient cookstoves/fuels impact users' status?

- The use of clean and/or efficient cookstoves/fuels can lead to shifts in household finances, time use, and workloads. When these shifts are beneficial (e.g., when households save money, save time on fuel collection and/or cooking, reduce drudgery, and/or enhance safety/health/protection), this contributes to enhanced social and economic well-being. This can take the form of, and thus be measured by, improved quality of life, improved financial stability or socio-economic status, and/or improved social status within the family and community.
- In addition to these direct pathways, other factors related to the ownership and use of clean and/or efficient cookstoves/fuels may contribute to perceived changes in status for those who use them. The reduction in smoke may lead to cleaner kitchens and clothing that do not smell of smoke. Users of clean and/or efficient cookstoves may also feel proud to own a technologically advanced product, which they see as a sign of wealth and advancement.

WHY measure changes in perceived status?

- Perceived social status, or how one views himself/herself in comparison to others in his/her family or community, is a core component of an individual's sense of well-being. Therefore, measuring changes in perceived status will allow organizations to understand how their clean and/or efficient cookstoves and/or fuels are contributing to larger shifts in at least one component of well-being.
- While changes in status are more indirect than some of the other social impacts captured through the User Social Impact Survey, measuring changes in perceived status helps to capture some of the intangible benefits associated with use of clean and/or efficient cookstoves/fuels.
  - For example, before having a clean and/or efficient cookstove and/or fuel, a woman might feel insecure in public because she fears that her clothes are dirty and she smells like smoke from spending long hours cooking over an open flame. However, after using a clean and/or efficient cookstove/fuel, she might be more confident in her appearance and also feel that she smells better or can even wear perfume. Because of these changes, she may perceive that the way that other people view her has changed since she began using the clean and/or efficient cookstove/fuel.

FIGURE 30. HOW USAGE/ADOPTION OF CLEAN AND/OR EFFICIENT COOKSTOVES AND/OR FUELS AND ALL OF THE ASSOCIATED BENEFITS CAN LEAD TO ENHANCED SOCIAL AND ECONOMIC WELL-BEING, SUCH AS IMPROVED STATUS



Indicators related to status derived from Module G

- Percentage of users who report that their status is either "better" or "significantly better" since using the clean and/or efficient cookstove/fuel

How Can Your Organization Use this Information?

- **Incorporate the data into marketing messages:** Many users/customers will be interested in some of the direct, quantifiable impacts associated with clean and/or efficient cookstoves and/or fuels, like money saved on fuel or time saved on fuel collection and/or cooking. In addition, promoting the aspirational nature of clean and/or efficient cookstoves/fuels and disseminating findings that users of these products report an increased sense of status related to owning and using these cookstoves/fuels may help drive more users/customers to want the product.
- **Report co-benefits/attract investments:** Donors and investors may be interested in the broader benefits associated with use of an organization's clean and/or efficient cookstove/fuel, such as changes in well-being and social status. Certain donors and investors may be particularly interested in investing in products that contribute to changes in perceived status through their aspirational nature, which may motivate these stakeholders to invest in your organization.

What Should Your Organization Take Into Consideration When Implementing Module G of the User Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Status

- Respondents may be inclined to respond that the clean and/or efficient cookstove/fuel has improved their status in order to please the data collector or simply because they feel this is the "correct" answer.
    - Following up this question by asking why they feel their status has changed will help the organization to capture more nuanced data related to whether and how the cookstove or fuel changed respondents' perception of how people in their family and/or community view them. This will enable the organization to know whether respondents are accurately understanding and responding to the question, as well as what features of their product contributes to the change in perceived status.

MODULE H: CUSTOMER SATISFACTION *(OPTIONAL)*

This section provides information on the "Customer Satisfaction" section (Module H) of:

- **The baseline in-person** User Social Impact Survey
- **The baseline phone** User Social Impact Survey
- **The follow-up in-person** User Social Impact Survey
- **The follow-up phone** User Social Impact Survey

Why Monitor and Evaluate Customer Satisfaction?

WHY should you measure customer satisfaction?

- Measuring customer satisfaction can give organizations insight into how their products are viewed by their customers and users. Organizations can learn why customers initially bought the product, what features they like and dislike, and whether they would buy the product again in the future. This can help organizations improve their products to better meet customers' and users' needs.
- The customer satisfaction module also provides an open-ended question to allow the customer/user to explain the greatest impacts the clean and/or efficient cookstove/fuel has had on his/her everyday life, which may yield insights not captured in other modules of the User Social Impact Survey. These responses will give the organization a better picture of what the users perceive to be the greatest impacts of the clean and/or efficient cookstove/fuel.

Indicators related to customer satisfaction derived from Module H

- Primary motivations for purchasing the clean and/or efficient cooking product
- Primary benefits experienced by customers/users as a result of using the clean and/or efficient cooking product
- Primary things that customers/users like about the design or physical features of the clean and/or efficient cooking product
- Primary things that customers/users would change about the design or physical features of the clean and/or efficient cooking product
- Percentage of customers/users who report being "somewhat likely," "likely," or "extremely likely" to pay to have their clean and/or efficient cooking product repaired if it were to break
- Percentage of customers/users who report being "somewhat likely," "likely," or "extremely likely" to buy a new clean and/or efficient cooking product if it were to break
- Percentage of customers/users who report being "somewhat likely," "likely," or "extremely likely" to recommend the clean and/or efficient cooking product to a friend or family member
- Primary reasons why customers/users would recommend the clean and/or efficient cooking product to family and friends
- Average number of people to whom customers/users have recommended the clean and/or efficient cooking product

How Can Your Organization Use this Information?

- **Improve product design and services:** The customer satisfaction module provides many open-response questions for customers/users to detail their favorite and least favorite aspects of the clean and/or efficient cooking product. This gives organizations direct feedback on how to improve their products to meet the needs of users.
- **Improve marketing:** Organizations can use information gathered about customers' motivations for buying certain products to know what marketing strategies might be most successful. If respondents note they bought their clean and/or efficient cooking product because of a certain salesperson, a financing arrangement, or through a friend's recommendation, organizations can learn where to focus future marketing efforts.
- **Attract investment:** Donors and investors may be keen to know whether and to what degree customers and users are satisfied with certain clean and/or efficient cooking products in order to decide where to invest funds. If customers/users report high levels of satisfaction and a large proportion of customers/users say they would buy the same product again in the future, organizations may be able to use this data to attract more investment in their products.

What Should Your Organization Take Into Consideration When Implementing Module H of the User Social Impact Survey?

Considerations for Collecting Data and Measuring Changes Related to Customer Satisfaction

- Customers may be inclined to provide positive answers to questions in this module because data collectors are, or are perceived to be, closely affiliated with the organization that provided or sold them the product. Respondents may be hesitant to speak negatively of the product and may think that praising the product could lead to some tangible benefit from the organization.
  - Data collectors should emphasize throughout the survey, but particularly in this section, that the organization is interested in honest feedback and that there are no consequences for providing negative or positive feedback.
- Some respondents may have difficulty understanding the hypothetical nature of some questions (for example, "If the product broke, how likely would you be to pay to have it repaired?"). Data collectors may need to explain these questions or offer specific scenarios as examples in order to get responses that reflect the purpose of these questions. For example, the above question could be reformulated as follows: "If the product broke a year from now, after the warranty had expired, how likely would you be to pay to have it repaired?"

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DATA COLLECTOR TRAINING GUIDE

DATA COLLECTOR TRAINING GUIDE

This guide was developed for use with the Social Impact Measurement System to help organizations train data collectors on best practices for successful quantitative data collection. The guide provides information on how to implement the Social Impact Measurement System, from hiring your data collectors to conducting interviews in the field. It also provides best practices for adhering to ethical standards and reducing bias. Incorporating these tips and tricks into your data collection will help you obtain higher quality data, which will give you a more accurate picture of your organization's social impacts.

Assembling a Team for Data Collection

Who Should Conduct the Surveys?

The number of data collection staff needed to conduct the **User** and **Employee/Entrepreneur Social Impact Surveys** will depend on several factors, such as how many and what type of surveys are planned, how vast and accessible the data collection region is geographically, how many different language skills will be needed, and the timeline for conducting the surveys. The most important message to keep in mind is this: **don't skimp on data collectors**. Without sufficient and adequately-trained data collectors, your organization will not have reliable, quality data.

The **Organizational Social Impact Survey** should be conducted by a high-level staff member at the organization who has the authority to access data like employee wages.

For the **Employee/Entrepreneur Social Impact Survey**, consider the following when hiring/selecting staff to administer the survey:

- The staff member who conducts the surveys **should not** be someone who works directly with the employee taking part in the survey. The employee may feel uncomfortable providing honest responses to the interviewer if that person is, for example, his/her superior or a colleague with whom the interviewee is competing for a promotion. On the other hand, if a monitoring and evaluation (M&E) or human resources officer conducts the survey, the employee may feel more comfortable answering the questions.
- You will need at least 1-2 staff members to administer the surveys and at least 1-2 staff members to enter the data into the database (these can be the same staff members).

For the **User Social Impact Survey**, consider the following when hiring/selecting staff to administer the survey:

- You will need 1-5 staff members to administer the surveys as well as 1-5 staff members to enter the data (these can be the same staff members). While you only need one staff member to conduct each survey and to enter the data from each survey, depending on how many surveys you would like to conduct, you may want to use more staff members to share the workload.
- For in-person surveys: You will need at least one driver to drive data collectors to the users who will be interviewed.

TIP: When hiring or selecting staff to administer the surveys, look for skills you can't teach: intelligence, reliability, imagination, curiosity, and sensitivity. It may also be beneficial to hire or select people who have a personal and intellectual interest in the social impacts created through clean and/or efficient cookstoves/fuels. If possible, it is beneficial to hire/select staff who have prior experience conducting surveys. Additionally, if possible, consider hiring/selecting staff who specifically have experience working on gender issues or are interested in gendered social impacts.

Preparing to Conduct the Social Impact Surveys

Training your Data Collectors

Once data collectors have been hired or selected, they will need to be trained on the survey and data collection techniques. Training should consist of reading through the relevant surveys as a group, discussing each question and potential challenges, translating the survey into the local language, and most importantly, practice sessions.

Data collectors should meet to read through and discuss each question of the survey as a group. During this time, someone already familiar with the survey should lead the discussion and explain the intent and purpose of the questions so that data collectors know what information they are trying to gather. Information on all of the surveys' modules can be found in the **Overview and Guidance** section of this document (page 29). The group should address any perceived challenges with administering the survey, and adapt certain questions to the local context.

Once the entire survey is understood, data collectors should do several practice-runs with each other, both as interviewers and interviewees. Staff should conduct these mock surveys in the local language so that they can practice finding the right wording to convey each question. Those posing as interviewees should ask for explanations to some questions to prepare the data collectors for confused respondents in the field. By practicing as a group, interviews will be more consistent across data collectors and interviewers will learn to explain questions in a similar way. Those practicing administering the surveys, in addition to asking the questions, should practice recording the answers provided by the respondent.

In practicing, staff should pay attention to the potential for interviewer bias, or how data collectors' opinions could influence the tone of the interview, leading the respondent to give biased responses. For example, when asked how many children in the household attend school, the respondent may answer that none of his children attend school. The data collector may be tempted to ask why or inform the respondent how important it is to send his children to school. However, such reactions, even if well-intended, could make the respondent feel judged and may make him less likely to give truthful responses to future questions, so data collectors should avoid making such observations or comments.

Recruiting Participants

As data collectors are familiarizing themselves with the survey, they should also take some time to schedule interviews with employees/entrepreneurs and users. Organizations can use the **Informed Consent Information Sheets** (page 111) as examples of what to say when scheduling the surveys with employees/entrepreneurs and users. At this first point of contact with users, data collectors should be sure they will be speaking with the primary users of the cookstove/fuel. Data collectors should plan to meet in a location that offers privacy and is free from distractions, and at a time that is convenient for the interviewee. Finally, they should make sure the respondent knows how long the interview will take so they can plan their day accordingly.

What should your data collectors bring with them?

- Backpacks for carrying materials
- Copies of the **Informed Consent Information Sheets** to share
- Many copies of the survey (bring extras in case you find additional customers or employees/entrepreneurs to interview)
- Clipboards
- Cash reserves for emergencies
- Water
- Coloring books, colored pencils, and other distractions for children
- A first aid kit
- Special T-shirts for interviewers
- Educational materials

TIP:

- Speak with the primary user of the cookstove/fuel and do your best to ensure her/his answers are not influenced by outside pressure, such as from eavesdropping spouses.
- Request that no one else (outside the data collection team) is present for the interview to ensure you receive the most honest responses. It may be helpful to bring coloring books or games to occupy children during the survey.
- Be mindful of the local community and customs. Is there a certain time of day when women/men are out of the home? When might participants have some free time to speak? Are there any seasonal influences to survey responses?

Administering the Social Impact Surveys

Consent and Ethics

Informed consent is a process to ensure that people understand what it means to participate in a particular research study or survey, so they can decide in a conscious, deliberate way whether they want to participate. **It is of critical importance that you follow the steps outlined below so that your data is collected in an ethical way and with the full understanding and consent of the participants.** The Informed Consent Information Sheets (page 111) contain all the elements of informed consent and should be read to participants before each interview.

STEPS TO ENSURE ADHERENCE TO BEST PRACTICES FOR CONSENT AND ETHICS

Step 1: Share Information. Make sure to explain the following to the participant:

- Description of the survey
- Risks and benefits of participation (e.g., risks may include the fact that there may be questions that make the respondent feel uncomfortable; there are no immediate benefits of participation)
- Contact information in case of questions
- Emphasis on voluntary participation (i.e. the participants are under no obligation to participate and there is no penalty for non-participation)

Step 2: Ensure Confidentiality. Inform the participants what procedures you have in place to ensure their answers remain anonymous. Additionally, let the participants know that their answers will not impact their relationship with the organization.

Step 3: Answer Questions. After you have gone over the above points, allow some time for the participant to ask questions before you begin with the data collection.

Step 4: Ask for Consent.

- Once all of the participants' questions have been answered, ask whether they would like to continue as a participant. Verbal consent is fine for a survey such as this, as it poses minimal risk to participants. Once they have agreed to participate, you may continue with the survey.
- For baseline surveys, when you finish conducting the survey, you should ask the respondents whether they agree to being contacted again in 6 months and/or 1 year to answer similar questions. You can reassure them that they will have the opportunity to decide whether or not they would like to participate again at that point in time. If they are interested in participating in the follow-up survey, make sure to gather their contact information (i.e. name, phone number, and address/location, if applicable).

Tips for Conducting the Survey

1. Make sure to give the respondent plenty of time to answer each question. Do not rush through the survey or show signs of impatience. Respondents will recognize this behavior and may feel pressured to answer questions more quickly and mistakes can be made. Only ask your respondent one question at a time and make sure to give him/her enough time to respond.
2. Some concepts of the survey may be difficult for respondents to understand, such as hypothetical situations, the changing of the seasons, or estimations of time. You should come ready with specific language to explain these concepts, preferably language that the group developed during training so that all data collectors use the same explanation.
3. Do not let respondents know what you think about certain questions and responses. Respondents should not be able to tell when you think their responses are "good" or "correct" and when they are "bad" or "incorrect." This can be done by avoiding changing your facial or body expressions, changing your tone, or providing positive or negative feedback for questions and responses. Try to be consistent in how you ask questions, and how you listen to responses.
4. Give neutral feedback. During the interview, it is important to seem engaged and encourage the respondents to keep talking. Neutral phrases such as "I see," "Uhuh," or "Thank you" can be helpful to keep the conversation flowing. The goal is to create an environment in which the respondent neither feels judged by her/his responses nor feels that s/he is not being heard.
5. If a question elicits a particularly long response from the interviewee, it may be helpful to repeat his/her answer back to them to make sure you understood it correctly. Be sure to use his/her exact language when repeating an answer because using your own words may introduce your ideas into the response.
6. If respondents grow agitated or seem uncomfortable with certain questions, remind them that they can stop the interview at any point, or can skip questions that make them uncomfortable.

Concluding the Survey

If you are compensating participants for their participation, wait until after you have finished conducting the survey and then inform them of this compensation. You can say something such as, "We would like to provide you with this small token/snack as a sign of our appreciation for your participation."

Most importantly, end the conversation on a positive note. Thank the respondents for their time and for answering your questions, and be prepared to answer additional questions from them at this time.

PHOTO COURTESY OF PROJECT GAIA

INFORMED CONSENT INFORMATION SHEETS

EMPLOYEE/ENTREPRENEUR SOCIAL IMPACT SURVEY

Recruitment Script

Hello, my name is ______________________, I work with ____ORGANIZATION____. We would like to speak with you about the benefits you have experienced from your engagement with ____ORGANIZATION____. Our organization is trying to understand the impacts that employment and entrepreneurship with clean and/or efficient cooking and fuel companies have on people's lives.

If you agree to participate, the conversation will last approximately 45 minutes. We can either conduct the interview right now, or we can schedule the interview for some time over the next two weeks that is more convenient for you. We will conduct the interview in a private location.

Do you want to participate in this study?

When is a good time to speak with you?

Contact Information:

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Informed Consent Form: Employee/Entrepreneur Social Impact Survey

Hello, my name is ________________________, I work with ____ORGANIZATION____. We would like to speak with you about the benefits you have experienced from your engagement with ____ORGANIZATION____. Our organization is trying to understand the impacts that employment and entrepreneurship with clean and/or efficient cooking and fuel companies has on people's lives. If you agree to participate, the conversation will last approximately 45 minutes.

Participation in this study is voluntary, meaning it is your decision whether or not to take part in the survey. Nothing bad will happen to you and there and is no penalty if you choose not to participate or if you want to stop participating at any time. Your relationship with ____ORGANIZATION____ will not be affected by your participation or your answers in any way. There are no direct benefits to participating in the survey.*

There is a chance some of the questions or topics may make you feel uncomfortable. If this happens, you do not have to answer the questions you are not comfortable with, and you can stop the survey at any time.

We will do everything we can to keep the information you share with us confidential. Outside of the research team, no one will know what answers you gave.

Do you have any questions?

Do you want to participate in this study?

Please let me know if you would like to keep a copy of this form so that you can review the information at a later date, contact someone about the study, or simply keep it for your records.

Contact Information:

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* Note: This final sentence should be deleted from the informed consent form if the organization plans to provide survey participants some form of compensation.

IN-PERSON USER SOCIAL IMPACT SURVEY

Recruitment Script

Hello, my name is ______________________, I work with ______ORGANIZATION______. We would like to speak with you about the benefits you have experienced from your ______ORGANIZATION______ product. Our organization is trying to understand the impacts that clean and/or efficient cookstoves and fuels have on people's lives.

If you agree to participate, the conversation will last approximately 45 minutes. The survey will be conducted in person, in a private location that you choose. I would like to schedule the interview for some time over the next two weeks that is more convenient for you.

Do you want to participate in this study?

When is a good time to speak with you?

Contact Information:

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Informed Consent Form: In-Person User Social Impact Survey

Hello, my name is ____________________, I work with ____ORGANIZATION____. We would like to speak with you about the benefits you have experienced from your ____ORGANIZATION____ product. Our organization is trying to understand the impacts that clean and/or efficient cookstoves and fuels have on people's lives. If you agree to participate, the conversation will last approximately 45 minutes.

Participation in this study is voluntary, meaning it is your decision whether or not to take part in the survey. Nothing bad will happen to you and there and is no penalty if you choose not to participate or if you want to stop participating at any time. Your relationship with ____ORGANIZATION____ will not be affected by your participation or your answers. There are no direct benefits to participating in the survey.*

There is a chance some of the questions or topics may make you feel uncomfortable. If this happens, you do not have to answer the questions you are not comfortable with, and you can stop the survey at any time.

We will do everything we can to keep the information you share with us confidential. Outside of the research team, no one will know what answers you gave.

Do you have any questions?

Do you want to participate in this study?

Please let me know if you would like to keep a copy of this form so that you can review the information at a later date, contact someone about the study, or simply keep it for your records.

Contact Information:

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* Note: This final sentence should be deleted from the informed consent form if the organization plans to provide survey participants some form of compensation.

PHONE USER SOCIAL IMPACT SURVEY

Recruitment Script

Hello, my name is ________________________, I work with ______ORGANIZATION______. We would like to speak with you about the benefits you have experienced from your ______ORGANIZATION______ product. Our organization is trying to understand the impacts that clean and/or efficient cookstoves and fuels have on people's lives.

If you agree to participate, the conversation will last approximately 35 minutes. We can either conduct the interview right now, or we can schedule the interview for some time over the next two weeks that is more convenient for you. The survey will be conducted over the phone.

Do you want to participate in this study?

Is now a good time? If not, when would be a good time to speak with you?

Contact Information:

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Informed Consent Form: Phone User Social Impact Survey

Hello, my name is ______________________, I work with ______ORGANIZATION______. We would like to speak with you about the benefits you have experienced from your ______ORGANIZATION______ product. Our organization is trying to understand the impacts that clean and/or efficient cookstoves and fuels have on people's lives. If you agree to participate, the conversation will last approximately 35 minutes.

Participation in this study is voluntary, meaning it is your decision whether or not to take part in the survey. Nothing bad will happen to you and there and is no penalty if you choose not to participate or if you want to stop participating at any time. Your relationship with ______ORGANIZATION______ will not be affected by your participation or your answers. There are no direct benefits to participating in the survey.*

There is a chance some of the questions or topics may make you feel uncomfortable. If this happens, you do not have to answer the questions you are not comfortable with, and you can stop the survey at any time.

We will do everything we can to keep the information you share with us confidential. Outside of the research team, no one will know what answers you gave.

Do you have any questions?

Do you want to participate in this study?

Please let me know if you would like contact information to get in touch with someone about this survey at a later date.

Contact Information:

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* Note: This final sentence should be deleted from the informed consent form if the organization plans to provide survey participants some form of compensation.

PHOTO COURTESY OF PROJECT GAIA

GLOBAL ALLIANCE FOR CLEAN COOKSTOVES

ICRW International Center for Research on Women
where insight and action connect

ABOUT THE GLOBAL ALLIANCE FOR CLEAN COOKSTOVES

The Global Alliance for Clean Cookstoves is a public-private partnership hosted by the United Nations Foundation that seeks 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 100 by '20 goal calls for 100 million households to adopt cleaner and more efficient cookstoves and fuels by 2020. The Alliance is working with its public, private and non-profit partners to accelerate the production, deployment, and use of clean cookstoves and fuels in developing countries.

WWW.CLEANCOOKSTOVES.ORG
+1.202.650.5345 | @COOKSTOVES

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WWW.CLEANCOOKSTOVES.ORG