

School-Based Initiatives on Clean Cooking

Engaging youth is a powerful approach to scaling the adoption of cleaner, more modern cookstoves and fuels. Informed, empowered, and mobilized youth can directly impact household decisions and serve as change agents for clean cooking in their communities. From 2015 to 2019, the Clean Cooking Alliance (CCA) awarded grants for youth education on clean cooking to three organizations: The Ghana Girl Guide Association (GGGA); the Ghana branch of World Education, Inc. (WEI); and I Choose Life (ICL), a Kenya-based nonprofit. The results of these grants suggest that adolescents and young adults can play a powerful role in enhancing market-driven strategies by generating interest in and building demand for clean cooking among their peers, family members, and communities.

CCA Education Grantees, 2015-2019

The **GGGA** helped raise awareness of harmful cooking practices and promote cleaner alternatives among youth using a training of trainers (ToT) model in which 20 women ages 15 to 25 years old trained 200 peer educators. The project's second phase encouraged peer educators residing around Accra, Ghana to engage in leadership roles by selling cookstoves to villages outside their immediate communities. Throughout the two phases, the Girl Guides sold 500 stoves, were compensated with a modest stipend, and also received nominal profits from cookstove sales. This project demonstrated how young women can serve as effective social marketers for clean cooking when equipped with proper business and leadership skills and information on clean cooking alternatives.



ICL deployed a three-pronged, market-based approach to increasing household adoption of clean cookstoves in Kenya's Machakos County. The intervention, called Upishi Safi, integrated clean cooking modules into a peer-led program to deepen knowledge of clean cooking and expand household adoption among 4,000 youth.

This initiative revealed the importance of engaging boys and young men as change agents to build demand for clean cooking, a traditionally feminine domain. In addition to implementing an advocacy plan with key stakeholders, Upishi Safi coupled its demand creation efforts with capacity building initiatives to create an enabling environment and sustain a market for clean cooking.

In partnership with key government ministries and education stakeholders, the Ghana branch of **WEI** reached over 27,000 people from 2015 to 2017 through the Integrated School Project on Clean Cooking Energy (INSPOOCE). The project brought clean cooking lessons into the curriculum of seven junior high schools in the Ga West municipality and supplemented classroom learnings through a peer-led Clean Energy Club in each school. Participating youth also conducted clean cooking sensitization sessions at the household level during school holidays.



Additionally, the project hosted adoption fairs where community members could learn about and purchase stoves directly from manufacturers. While students were successful in raising awareness of clean stoves to their families, their household sensitization efforts had limited impact on the adoption of clean cookstoves. As the project learnings determined that adults are more responsive to messaging from their own peers, the project adapted its strategy to implement an adult peer education model.

Lessons Learned:

- 1 Build off existing social capital and institutions within communities:** Bundle clean cooking initiatives with existing youth programs to increase participant exposure. Clean Cooking lessons should also be embedded in school curricula and the subjects that students are most interested in, such as environmental science, health, and home economics.
- 2 Empower youth to lead initiatives:** Provide youth with leadership opportunities in marketing, behavior change, and demand creation for clean cooking initiatives rather than limiting them to a passive learning role. Education programs should also create opportune avenues for engaging boys and young men as active participants in a historically feminine domain.
- 3 Understand how education fits within the clean cooking value chain:** Ensure education initiatives that aim to increase demand for cookstoves are complemented by a reliable supply of clean and affordable stoves and fuels. Clean cookstoves and fuels provided through multiple market channels and consumer financing options can also be explored if product affordability is a potential barrier.
- 4 Prioritize buy-in of stakeholders:** Engage with parents and school heads, as initiatives working with youth require sensitivity and advanced planning. Program ownership by local stakeholders is also important for success. Community mobilization efforts and education initiatives should obtain institutional commitment from schools and encourage advocacy efforts among local government entities.
- 5 Recognize that behavior change is a process:** Expect that the impacts of programming may not be seen during the implementation timeline, as changing deeply entrenched cultural practices takes time. Behavior change is a process in which partial adoption should not be seen as a “partial success,” but rather a positive step toward successful adoption.

For more information, please visit CCA online at
www.CleanCookingAlliance.org



About the Clean Cooking Alliance

CCA works with a global network of partners to build an inclusive industry that makes clean cooking accessible to the three billion people who live each day without it. Established in 2010, CCA is driving consumer demand, mobilizing investment to build a pipeline of scalable businesses, and fostering an enabling environment that allows the sector to thrive. Clean cooking transforms lives by improving health, protecting the climate and the environment, empowering women, and helping consumers save time and money.

