



# Theory of Change

Globally, 2.3 billion people still lack access to clean cooking. The Clean Cooking Alliance is a global organization that enables, influences, and accelerates local transitions to clean cooking solutions according to the following Theory of Change.

## WHAT MAKES CCA DIFFERENT:

The Clean Cooking Alliance takes a holistic systems approach to building the clean cooking ecosystem.

## OUR WORLDVIEW

- ▶ CCA believes in self-determination for governments and individuals.
- ▶ CCA prioritizes justice and equity, recognizing the fundamental right for all to cook with healthy, safe, and affordable solutions.

## OUR APPROACH

- ▶ CCA is a learning organization with a multidisciplinary team, using insights gained to evolve our programs.
- ▶ CCA strives for long-term, exponential growth in clean cooking access.
- ▶ CCA is stove and fuel agnostic, supporting a full suite of context-specific clean cooking transitions.
- ▶ CCA focuses on a single issue—clean cooking—with a broad toolkit of activities.

## OUR ROLE

- ▶ CCA is the global steward of the clean cooking ecosystem.
- ▶ CCA delivers an outsized impact by capacitating our global network of partners.

Visit [CCA at cleancooking.org](http://cleancooking.org) for more information.

CONDUCT RIGOROUS RESEARCH AND GENERATE ROBUST EVIDENCE. TRANSLATE EVIDENCE INTO ACTION.

## ACTIVITIES

### TRANSFORMATIVE GOVERNANCE

- ▶ Establish and support national Clean Cooking Delivery Units
- ▶ Deliver top-tier technical and policy advisory support
- ▶ Establish and promote global standards, testing facilities, and testing procedures

### ENTERPRISE EMPOWERMENT

- ▶ Deliver grant funding, technical assistance, and partnership facilitation to pioneering clean cooking enterprises
- ▶ Uncover and disseminate insights on barriers and opportunities to scale business models

### INNOVATIVE FINANCING

- ▶ Develop and promote market infrastructure including shared norms, standards, and carbon methodologies
- ▶ Develop partnerships with financial institutions to design and deploy new financing structures
- ▶ Generate and disseminate leading market intelligence

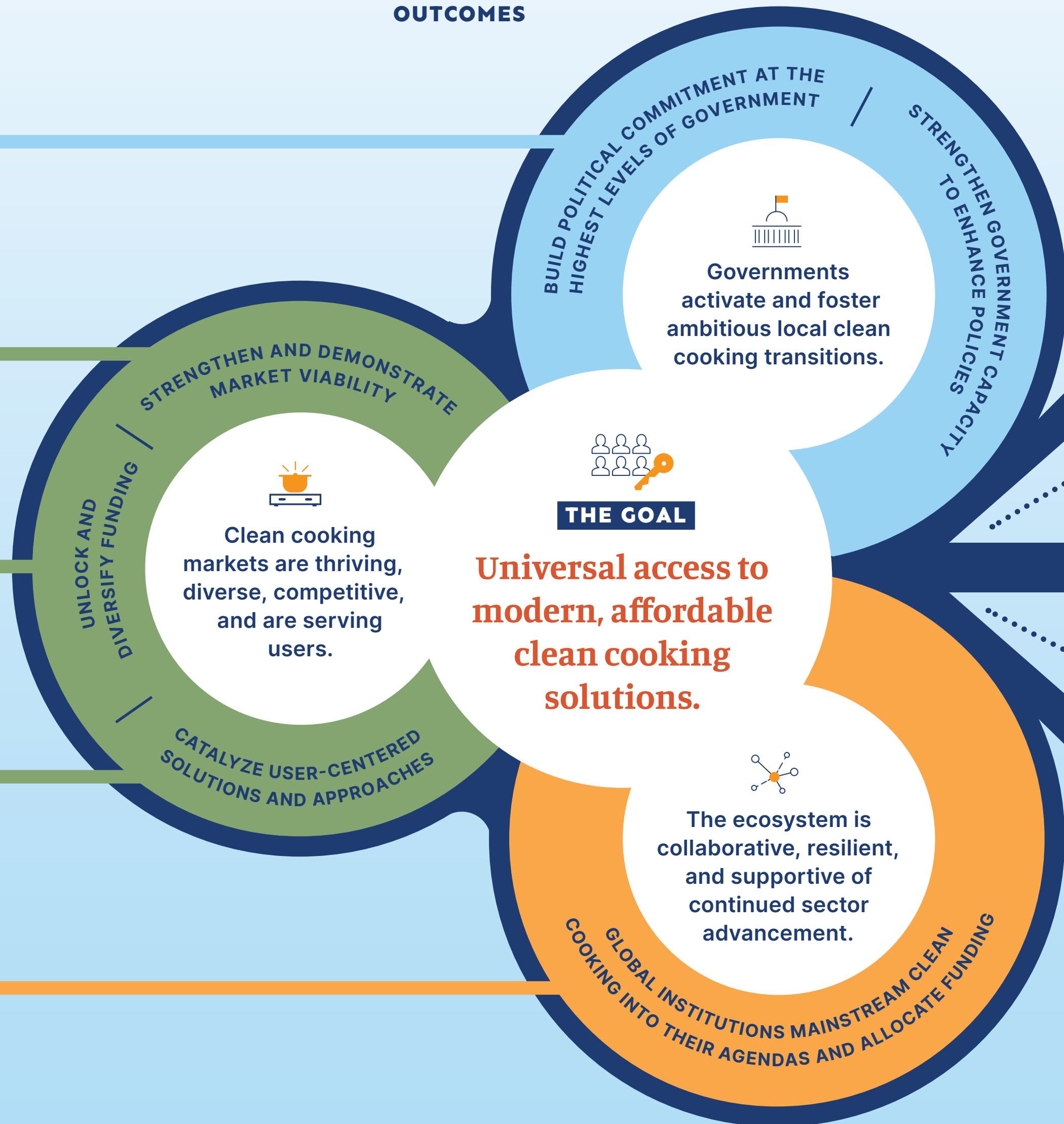
### USER CENTRICITY

- ▶ Conduct human-centered design and behavioral science research to uncover user insights
- ▶ Develop case studies, tools, and marketing plans to integrate customer insights into the ecosystem

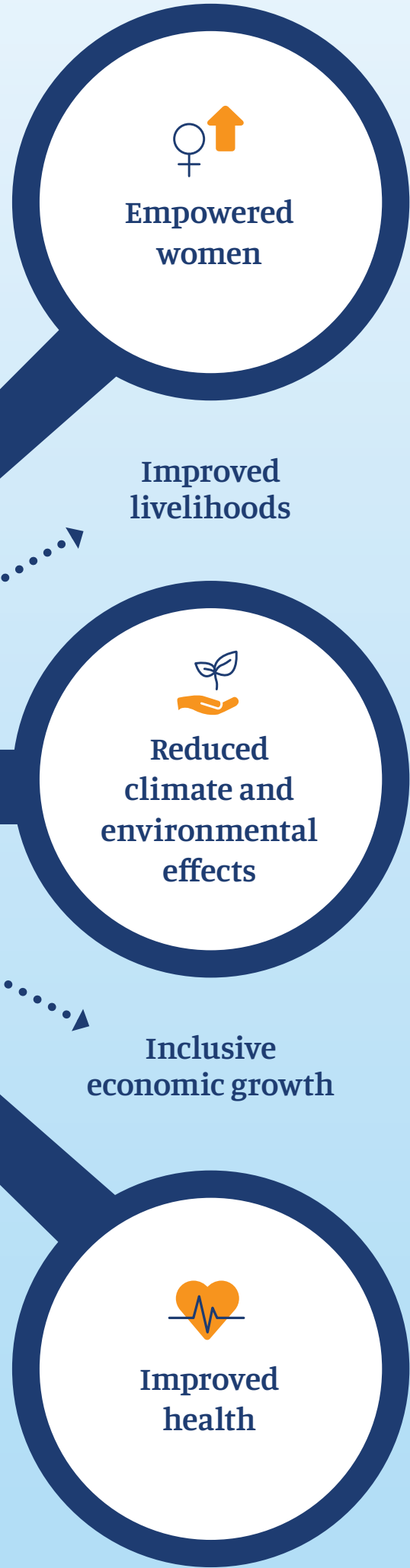
### GLOBAL OUTREACH AND INFLUENCE

- ▶ Elevate clean cooking within global dialogues and steward a functioning global ecosystem of actors
- ▶ Advocate for the prioritization of clean cooking in adjacent sectors to activate new leaders
- ▶ Deliver targeted communications and engagement

## OUTCOMES



## IMPACT



## OUTCOME

CCA believes it is essential that...

### **Governments activate and foster ambitious clean cooking transitions.**

National governments are the backbone of progress across the ecosystem. Governments set targets, adopt policies and regulations, implement programs, and dedicate public resources — all of which can enable private sector market growth, facilitate greater investment, ensure inclusive and equitable transitions, and more. Bold leadership from the highest levels of government is necessary if clean cooking targets are to be achieved.

## INTERMEDIATE OUTCOMES

CCA seeks to...

### **Build political commitment at the highest levels of government.**

Clean cooking must be elevated and addressed at the highest levels of government as a critical piece of a country's climate and energy agendas. When a Head of State declares clean cooking access to be a national priority, it unlocks greater resources from the international community and it signals the importance of action to the whole of government. Accountability for achieving clean cooking targets is often spread thinly across several ministries and government agencies, and coordination between them is frequently lacking. Political commitment at the highest national office can help to overcome these challenges and secure the coordination required. That is why CCA advocates at the highest levels of government.

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### **Strengthen government capacity to enhance policies.**

To translate commitment into action, CCA works closely with governments at all levels to strengthen their capacity to develop and implement strong policies, regulations, and programs related to clean cooking. CCA provides data and modeling to inform decision-making within government; technical and scientific advisory support to help governments set ambitious but achievable targets; policy advisory support to shape carbon and energy policy frameworks and regulations; guidance and training on testing procedures; and more.

## ACTIVITIES

CCA conducts programs to...

- Establish and support national Clean Cooking Delivery Units — small, high-performing teams embedded at the highest levels of government — through the **Delivery Units Network** to facilitate greater coordination within government, support resource mobilization, and ensure that national leaders across the finance and industry sectors are engaged.
- Advise national governments on setting and achieving nationally determined contributions through clean cooking transitions and designing and implementing measurement, reporting, and verification systems for tracking progress through the **Clean Cooking and Climate Consortium** hosted by CCA.
- Advise national governments on designing testing facilities and procedures and on funding facility upgrades to strengthen national testing capacity through CCA's **Standards and Testing** program.



## OUTCOME

CCA believes it is essential that...

**Clean cooking markets are thriving, diverse, competitive, and are serving users.**

A vibrant clean cooking market can be established by bolstering market viability, diversifying funding sources, and catalyzing user-centered solutions. Affordable, tailored solutions for end users at scale requires strong, sustainable enterprises, increased funding and investment, greater demand from users, and supportive policies and regulations. CCA works holistically across these areas to create thriving markets and drive innovation in products and business models with a user-centered focus.

## INTERMEDIATE OUTCOMES

CCA seeks to...

**Strengthen and demonstrate market viability.**

CCA works directly with enterprises, providing financial and technical assistance to build a strong ecosystem of enterprises and business models. CCA's activities build an enabling environment so there's market viability for the private sector. A thriving private sector can foster affordable, user-centered clean cooking solutions.

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**Unlock and diversify funding.**

Around US\$10 billion per year is needed to achieve universal access. The clean cooking sector receives less than 1% of this funding today. Concessionary capital, carbon finance, impact investment, and more traditional capital are all required. CCA unlocks new, larger pools of capital, creates new financing structures, and brings in new public funders and private sector investors. CCA also works to strengthen the transparency, fairness, and rigor of the sector's funding system.

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**Catalyze user-centered solutions and approaches.**

CCA boosts the capacity of enterprises and organizations to develop user-centered solutions and programs, driving uptake of clean cooking solutions. CCA's user-centric research increases satisfaction, sustained use, and demand among customers.

## ACTIVITIES

CCA conducts programs to...

- Deliver grant funding, technical assistance, and partnership facilitation to pioneering clean cooking enterprises under the **Venture Catalyst program**.
- Develop and promote the adoption of market infrastructure including shared norms, standards, and carbon methodologies through the **Responsible Carbon Finance initiative**.
- Develop partnerships with financial institutions to design and deploy new financing structures through the **Catalytic Finance Accelerator**.
- Seed and facilitate the development of new technologies and business models for the clean cooking financing infrastructure through **innovation challenges**.
- Partner with enterprises to design and commercialize high-value products and experiences through the **User Insights Lab**.
- Partner with enterprises and organizations to develop, demonstrate, and deploy product design, marketing, subsidy, and distribution approaches that significantly drive down customer acquisition costs through the **User Insights Lab**.
- Generate and disseminate market intelligence and thought leadership to mobilize market actors, such as the **Industry Snapshot** series.

**OUTCOME** CCA believes it is essential that...

**The ecosystem is collaborative, resilient, and supportive of continued sector advancement.**

Governments, enterprises, non-governmental organizations, and communities, both within clean cooking and in adjacent sectors, engage in coordinated efforts to advance the transition to clean cooking. The ecosystem is adaptive and ensures the sustained growth and impact of clean cooking initiatives. It provides support for continued sector advancement and nurtures both innovation and the implementation of best practices. As the global steward of the clean cooking ecosystem, CCA delivers an outsized impact by capacitating our global network of partners to enable and scale rapid clean cooking transitions in a diverse set of countries and markets.

**INTERMEDIATE OUTCOME** CCA's aim is that...

**Global institutions mainstream clean cooking into their agendas and allocate funding.**

Clean cooking is an issue that is central to an array of ecosystems, including energy, climate, health, gender, nature, food systems, and sustainable cities. To achieve universal access, clean cooking must be elevated and embedded within those systems as essential to achieving their agendas. CCA also bridges the gap between ecosystems and plays a catalytic role in building global capacity for clean cooking transitions.

**ACTIVITIES** CCA conducts programs to...

- Elevate clean cooking within global dialogues through our **global partnerships and communications**, engaging with multi-lateral agencies, non-governmental organizations, and other influential stakeholders on global advocacy for clean cooking.
- **Steward a functional global ecosystem of actors** by building the capacity of organizations to effectively engage in clean cooking and fostering collaboration through transformative initiatives.
- Advocate for the prioritization of clean cooking in adjacent sectors to activate new leaders and **enhance systems-level collaboration.**
- Develop **impactful engagement strategies** with partners through a deep understanding of their needs.
- Deliver targeted communications and key resources to specific stakeholder groups to help them **move from evidence to action.**