



# Sustainable Utilization of Natural Resources for Improved Food Security (SUN-Program)



## Job Creation Through Stove Promotion: Ethiopia (GTZ)



December, 2008



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# The Intervention

## Objectives

- **Promote energy efficiency** at all levels (especially the efficient use of biomass resources at the **households**)
- **Promote** the developments of **Renewable Energy (RE)**, to promote rational use of natural resources, poverty reduction and food security
- **Enhance the capacity of the different development partners** to integrate into their programs and execute **energy development measures**

## Overall Goal

- **Contribute** to the **protection** and **sustainable utilization** of the natural resources



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## Core Strategies

**Commercial dissemination** through the **private sector** and **decentralised production**

Introduction of a finished product through the market

With proper “marketing mix”:-Product, Price, Promotion & Place there is a better chance for long term sustainability and quality standards to be maintained

**Rather take money from the poor than their dignity**

Building the **capacities** of both the **public** and **private** sectors for **commercial intervention**

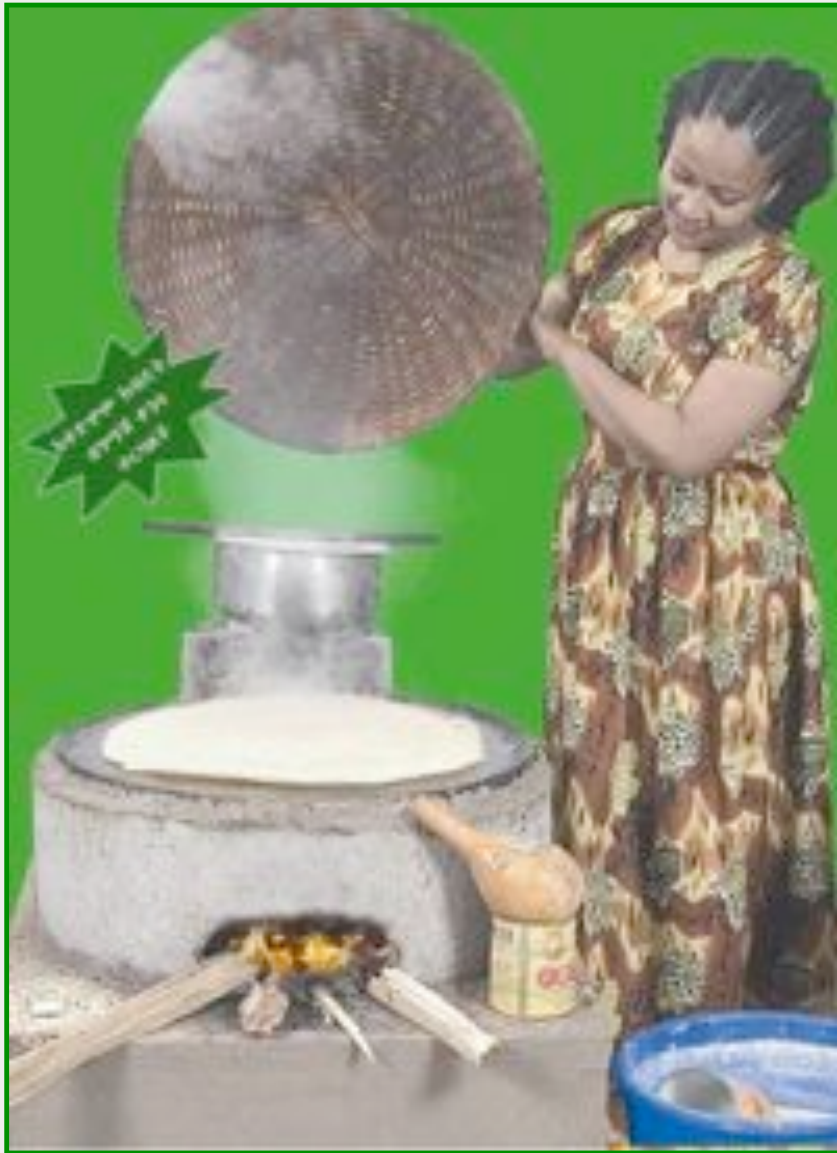


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# Promotion: Promotion of Stove Production



## Establishing a network of stove production

### The principles:

- Selection of stove producers:
  - Involve all concerned stakeholder for synergy
  - Focus on bringing the stove to the market
  - Main focus should be on individuals who can bring the stove to the market in a sustainable manner
  - Avoid “agenda hijacking” by taking the leadership: different stakeholders have different priorities
- Technical Training (selected stove producers and stakeholders' technical staff)
  - Fosters mutual understanding and trust
  - The **private** and **public** sectors can work as **partners**



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# Promotion: Promotion of Stove Production



## The Producers Selection Criteria

**Education and training (20%)**

**Interest and compatibility (25%)**

**Input (30%)**

**Personality factors (25%)**



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# Promotion: Promotion of Stove Production



## Technical Training

### Theoretical (2 days)

- Facts and figures about energy, the natural resources and the environment in Ethiopia
- Introduction to the theory of combustion, stove design and stove dimensioning
- HIV AIDS : the “window of hope” age group and the family



### Practical (2 days)

- Production, installation and usage of the mirt stove



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# Promotion: Promotion of Stove Production



## Business Management Training

### Training on

- business management
- product pricing
- book-keeping
- marketing (CEFE /SIYB) for producers



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# Promotion: Promotion of Stove Production



## Assistance

Establishing a network of stove production

Construction of sheds →



Provision of tools and moulds →



Provision of start up raw materials →



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# Promotion: Promotion of Stove Production



## Follow-up

- Follow-up during pilot production
- Monitoring of production and sales figures
- Facilitation of micro-credits for producers



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# Quantitative Results/Outcomes



## Stove Business Coverage and Sales (Oct. 2008)

No. of operational woredas/districts		212
No. of operational towns		270
Production facilities established	Full assistance	384
	Partial assistance	40
No. of Active Producers	Male	244
	Female	132
Rate of Quitting the Business (%)	Male	12
	Female	10
Number of stoves produced (reported)		267,801
Number of stoves sold (reported)		219,895



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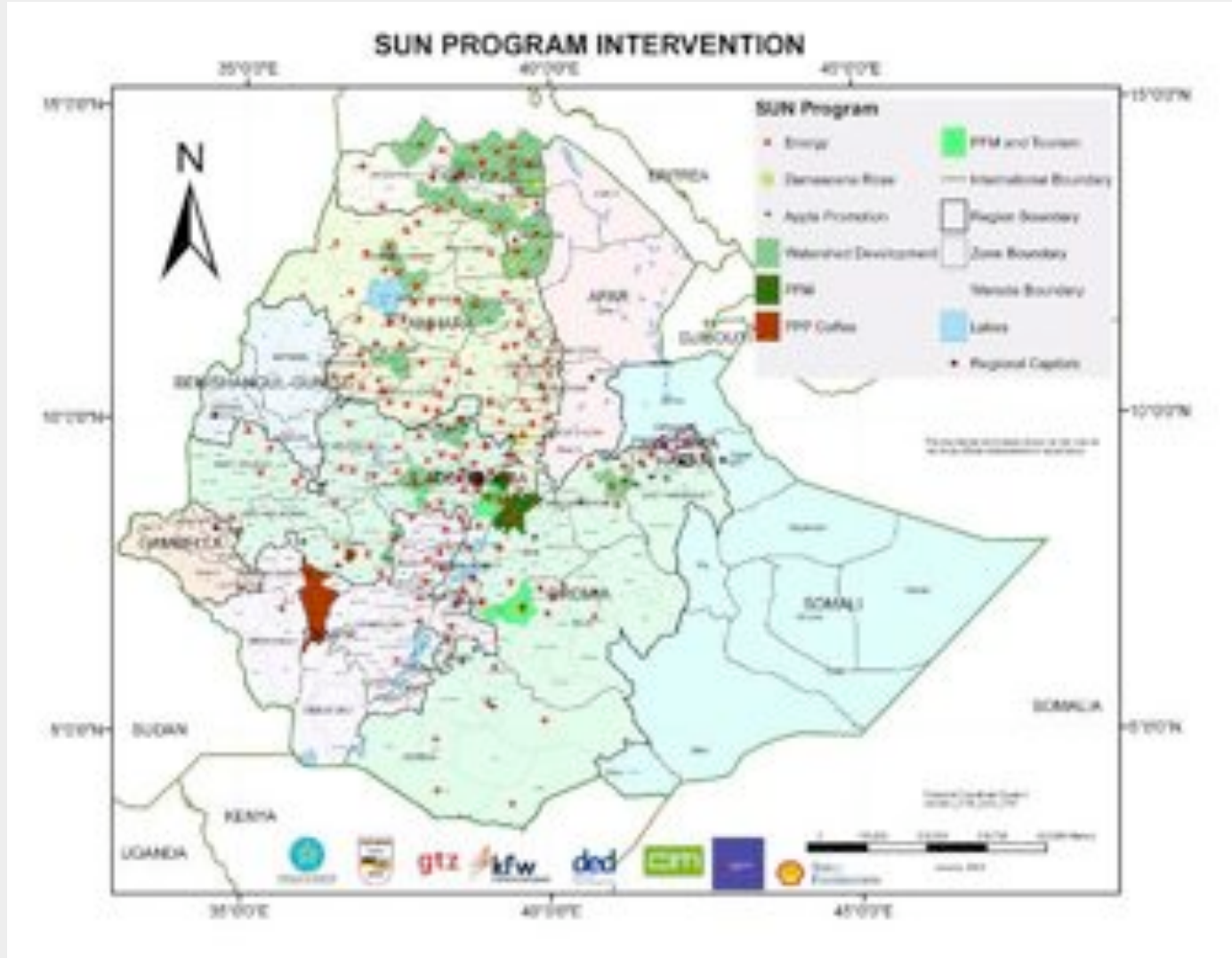


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# Quantitative Results/Outcomes

## Stove Business Coverage and Sales (Oct. 2008)



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# Stove Producers Scenario



## Income, Employment and Skills

### Out of the surveyed sample of producers

- 65% were unemployed
- Those who were employed had been highly insecure with meagre income
- Majority confirmed that they did not possess any technical or business skills
- The skill transfer through tailored trainings provided as well as the experience gained as a result of running mirt stove business enable them to obtain useful skills
- In the 376 active production unit it is possible to:
  - involve a work force of more than 1700 people (43% are women)
  - assist more than 2300 people (50% are below 18 years old)



# Livelihood Impacts of Mirt Business on Producers



Conditions	%
Business management skills	97
Monthly cash income	88
Ability to afford clothing expenses	82
Ability to meet food expenses	79
Social Acceptance	76
Ability to meet educational expenses	76

Conditions	%
Ability to meet health care expenses	74
Ability to support extended family	68
Access to financial	62
Housing	38
Urban land acquisition	35
Domestic animals	32



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Via promoting improved stove through private sector development one can contribute to address the poverty reduction by creating job opportunities.

**For bigger impact we still need  
to go a long way!**



A photograph of a sunset over a body of water. The sun is low on the horizon, creating a bright, shimmering reflection on the water's surface. The sky is filled with soft, golden light and scattered clouds. The text "Thank You for Your Attention" is centered over the image in a black, sans-serif font.

**Thank You  
for Your Attention**