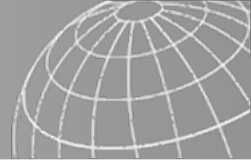


Get commercial in order to become sustainable



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Improved stoves: or the challenge of getting an « old hat » become fashionable

- In quite a couple of countries improved stove's projects act since the end of the 70s/beginning 80s (Kenya, Burkina Faso)
- But they never arrived to get the dissemination sustainable



Improved stoves: or the challenge of getting an « old hat » become fashionable

Why this?



As stoves seem to be
a that convincing product:

- Protect the environment
- Contribute to fight poverty
- Smoke reduction
- Heat reduction etc.





Improved stoves: or the challenge of getting an « old hat » become fashionable

The problem was

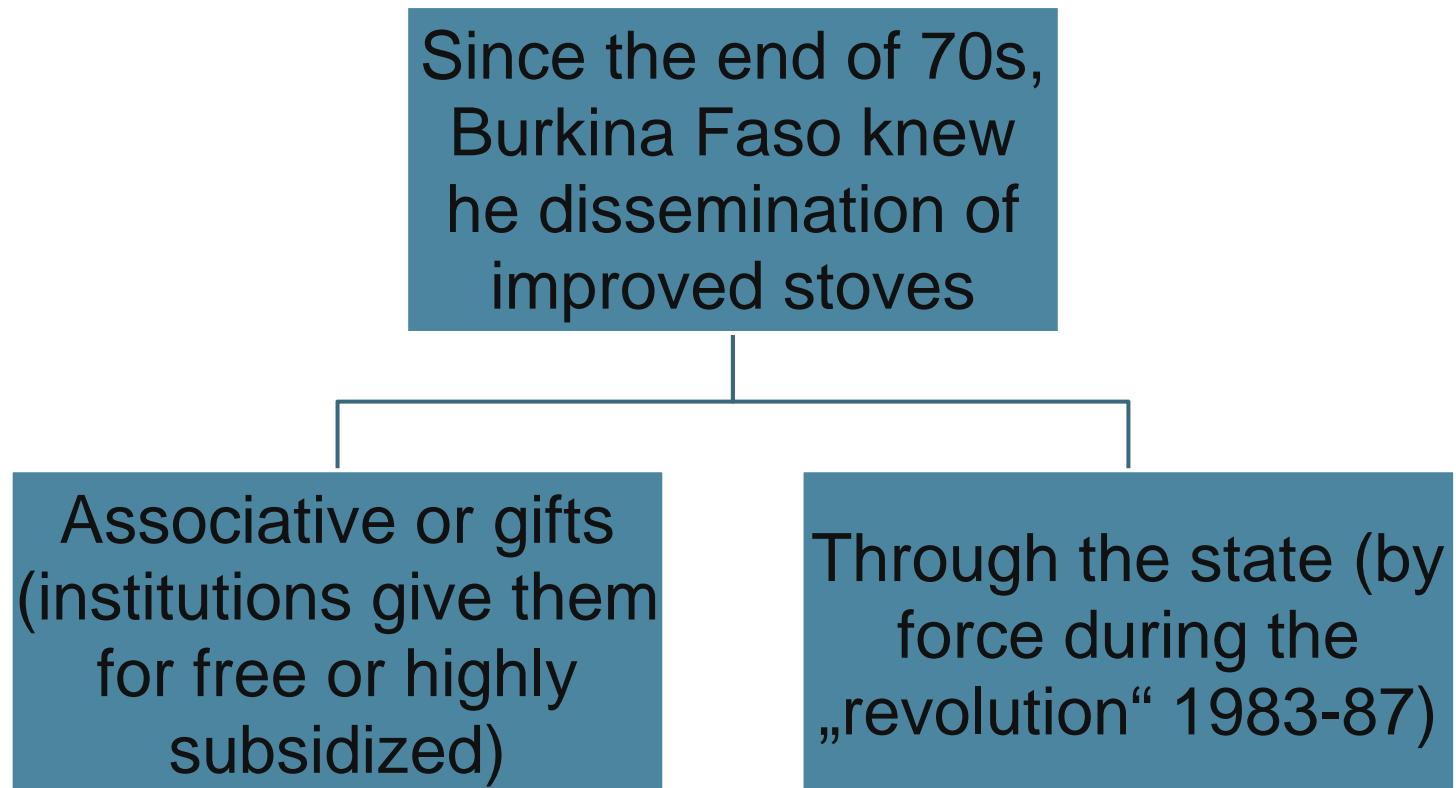
That improved stoves never have been treated as an commercial and attractive product

That comes from

Underestimation of the product and of the consumer (they are poor, they won't spend money on this, they don't want to change)



The « old hat »: the Burkina Faso example





The « old hat »: the Burkina Faso example

The advantage:

Stoves are known !!!



The « old hat »: the Burkina Faso example

The disadvantages:

Stoves were never acquired voluntarily: they always dropped somewhere from the sky

**People were not used to take any initiative to have a stove
(look for it, spend money)**



The « old hat »: the Burkina Faso example

The consequences:

The stoves have not been used

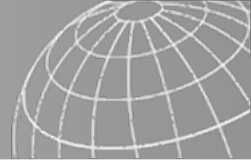
Or they weren't replaced when they have been used



The challenge:
to get an « old hat » fashionable

Stoves must become a commercial product

The „lucky ones“ become clients



to get an « old hat » fashionable:
why?

Clients make a conscious decision

Clients pay for the product they choose

Clients will use the product they payed for

Clients will replace the product when they are used to it



to get an « old hat » fashionable:
the project's impact

1. To find and train producers (production, but also marketing and quality control)
2. To make the product known (awareness rising and marketing)
3. To make the product accessible (strengthening the commercial chain)



1. set up the production chain: pre-conditions

Find the right stove first that

- Fits to the peoples cooking habits
- Is economically accessible (again: no subsidies!!!)



- If you can produce this in the country – do it
- If you have to import – do it
- If you have big producers – work with them
- If you have small scale producers – strengthen them



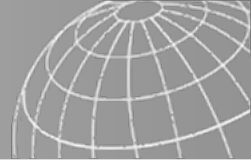
1. set up the production chain : principles

Stove production is an income generating activity,

Thus

- Train professionals and not « volunteers »
- Do not train too much people – the trained must be able to get markets
- Give them the material needed for the production (templates), but not things that they should have as professionals





1. To set up the production chain: again the Burkina example

We have no semi-industrial producers, we thus train small producers

Up to today

700 producers (285 metalsmiths, 180 potters and 228 masons)

They all get

- Technical skills
- Templates
- Marketing skills
- Business skills
- Are helped to organize into associations





2. Make the stoves known

- And recognizable

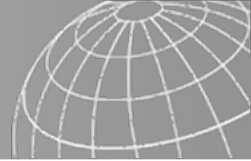
A logo : to distinguish good from bad stove





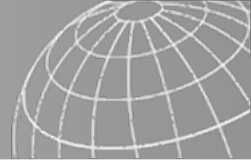
2. Make the stoves known

... and beat the big drum



2. Make the stoves known:

(1) TV- and radio spots



2. Make the stoves known: (2) advertisements





2. Make the stoves known: (3) Fare trades and festivals

- FESPACO
- SIAO
- Local festivals





2. Make the stoves known: (4) sponsoring

Fashion shows, collective weddings, football competitions etc...

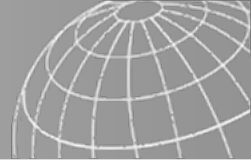


When we give presents it is to get the product known



2. Make the stoves known: (5) Sales' shows





2. Make the product known: (6) Small scale activities

Cooking demonstrations, theatre sketches etc.





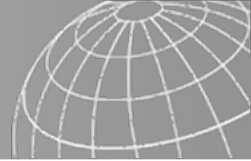
2. Make the stoves known, but assure sustainability: hand the knowledge over to the producers





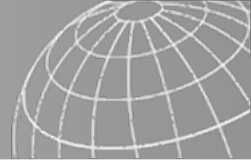
3. Make the product accessible





The Burkina Faso case: the commercial approach works

- Our producers sold 140 000 stoves within 5 years (10 % big dimension stoves for PU and social infrastructure)
- « roundé » is known all over the country
- 90 % of the clients are satisfied and say to want to replace the stove
- 50 % of the producers are stating clear improvement of their living conditions



That's what we proud of

Thank you !!!