

BRIEFING NOTE SERIES: TOWARDS A THRIVING ECOOK MARKET IN TANZANIA



4/7: How-to Guide: Awareness Raising and eCooking Promotion in Tanzania



This briefing note outlines the lessons learned in raising awareness and promoting electric cooking (eCooking) across different stakeholder groups in Tanzania. It covers a range of stakeholders and draws on the experience of the last two years to describe what messaging works for each group (or what set of messages), and the best means of delivering that message.

METHODS FOR RAISING AWARENESS

The following section describes the various means and methods trialed and made use of during the Thriving Market project.

Radio and TV

Why and how?

Very useful for reaching many people at a time, though can be expensive or difficult to acquire the platform. The message should be provided in attractive and interesting ways to capture users' attention. News segments can be very helpful as they provide opportunities to have longer discussions to explain the new devices and answer questions about them.

Audience:

Can reach everyone, targeted at general public.



Figure 1: TaTEDO staff on 'Jambo Tanzania' Live TV explaining about the electric pressure cooker (December 2020)

Social Media (Facebook /WhatsApp /Instagram/ YouTube/ Twitter)

Why and how?

Social media reaches those with smart phones and the use of whatsapp is prevalent in urban areas and becoming more so in rural areas. It can take time to build a following and this can be time consuming. However, it has the potential to be very scalable if traction can be achieved. Social media also enables people to respond and react to information, actively engaging with content. Social media should be leveraged with other methods, such as face to face activities and other ways that reach those not engaged in social media.

Audience

Youth and urban population but also increasingly those in rural areas.

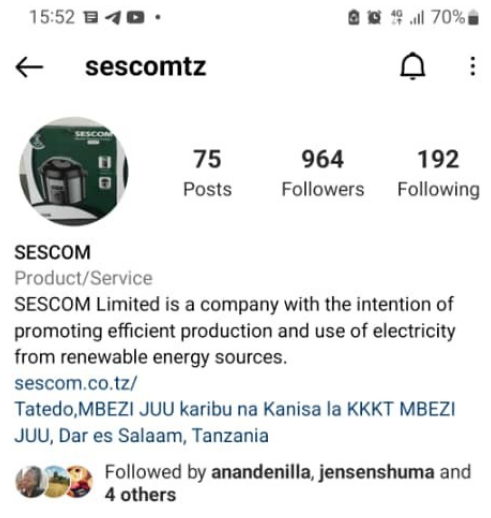


Figure 2: SESCOM on Instagram

Newspapers

Why and how?

Sending messages through articles, advertisements, press releases and short notes. Providing the knowledge and information associated with the product. Another method that can reach a wide audience.

Audience

Urban older members in the community reading newspapers and youth engaged with online newspapers.



market in Tanzania', 28th September, 2020.

Printed Media (Posters, Calendars, Tyre Covers, Brochures, Leaflets, stickers, etc.)

Why and how?

Useful for targeted awareness raising, for example targeting important stakeholder groups such as women's groups, household MFIs, technicians and entrepreneurs. Can be more targeted also in terms of knowledge included, for example, including certain technical details or more in-depth explanation of opportunity. The challenge is obtaining the financial resource, and it is time-consuming both in terms of designing and giving them out.

Audience

Specific groups for which advocacy is being planned, those attending in-activities.



Figure 4: Tyre covering advertising an EPC

In-person events (trade fairs, meetings, word of mouth, training, etc.)

Why and how?

Face-to-face events/activities are a really effective way to communicate relevant information about modern energy cooking appliances. The trade-off is the much smaller reach of this method – attendees gain a lot of information, and (particularly if they witness a cooking demonstration) have their perceptions changed, but compared to radio, social media, and newspaper methods, much smaller numbers are reached each time. This method is resource intensive and requires trained and experienced staff to facilitate. TaTEDO hold in person events at the Sustainable Energy Service Support Centres frequently.



Figure 5: Global TV Online, segment about a 3-day trade fair held in the Coastal Region of Tanzania, where live cooking demonstrations helped raise awareness with the public and government attendees.

Audience

Rural and Urban Population (villages, decision makers, different groups of people, households, etc.)

Combining awareness raising methods: Ushoroba and Women Day Trade Fairs

TaTEDO attended the trade fairs in Kisarawe in March 5-7, 2021 and Women Day at Nkuranga on March 8, 2021 in the Coast Region to promote eCooking through cooking demonstrations and displays of appliances. A Member of Parliament (Kisarawe Constituent who was also Minister for Regional Administration and Local Governments) and the Permanent Secretary for Natural Resources attended along with the regional commissioner, district leaders, district staff, ward leaders, urban people and people invited from the nearby villages. The eCooking message was spread by local radio, TVs, newspapers, prints, social media and through the face-to-face interactions and demonstrations at the fair.

A total of 35 electric pressure cookers (EPCs) were sold during one day directly from the stall of the fair to customers. A total of 245 people signed a guest book and provided their contact details, and 60 of those followed up to purchase the EPC after the fair from SESCO. There are now two sales agents who are supplying EPCs in the two districts of Kisarawe and Nkuranga. It was successful because of combining the in-person demonstration and promotion event along with the publicity in local newspapers, social media, radio and TV, which led to increased interest outside of those who attended.

RAISING AWARENESS WITH DIFFERENT STAKEHOLDERS

The following section covers a range of stakeholders and draws on the experience of the last two years to describe what messaging works for each group (or what set of messages), and the best means of delivering that message.

End Users

Messaging that works:

- The cheapest, fastest, safest and cleanest way is to cook is to use an EPC.
- Cooking with electricity is now affordable, if one uses highly efficient cooking appliances like EPCs.
- Do not waste your time by cooking with other appliances, use EPCs for more time in leisure and productive activities. Save your time and money by cooking with EPCs.
- The ultimate clean cooking solution now is to use an EPC.

How to reach them:

Due to the scale required, radio, TV, social media and newspapers are best for reaching many people. However, the in-person trainings and cooking demonstrations have shown that seeing really is believing and go very far to changing the perceptions about eCooking.

Financiers

Messaging that works:

The messages which financiers will respond to relate to opportunities for high rate of returns to their loans or their capital. These messages should also conform to their other areas of interest e. g. employment, business development, energy development, rural development, etc.

How to reach them:

Face to face meetings or workshops.

Other tips:

- Request to make a presentation in their meetings.
- Welcome their staff to your business discussion workshops.
- Lobby for resources by going to their offices with supporting evidence of sustainable business models.

Policy Makers

Messaging that works:

Messages which policy makers will respond to relate to addressing country-wide challenges or generating revenue in the energy sector. These contribute to the implementation of their strategies and policies. These messages include:

- Cost of living is rising for Tanzanians, so help people to save money by putting in a supportive enabling environment so they can access eCooking appliances that are cheaper to use than LPG and charcoal.
- Deforestation of natural forests and woodlands can be significantly reduced by scaled adoption of eCooking using highly efficient cooking appliances such as EPCs.
- The government could cut down foreign exchange used for imported cooking fuels by using locally generated electricity in EPCs and similar high-efficiency appliances.
- Issues caused by the use of biomass fuels for cooking (deforestation, disease and death related to indoor air pollution, gender burden) can be eliminated by using EPCs and similar cooking appliances

How to reach them:

Face to face meetings, workshops, research papers, policy briefs, prints and demonstrations.

Other tips:

- Provide sample appliances to the decision and policy makers to test and use at their households,
- Invite them to the organisation for detailed demonstration,
- Use patrons/matrons/donors to pass your message to them during their meetings with them

Dealers and Distributers

Messaging that works:

Messages which dealers and distributors will respond to are ones which relate to them establishing a business line, making a profit and widening the size of the market they can access.

How to reach them:

Face to face meetings, trainings, trade fairs and demonstration.

Other tips:

- Provide evidence of business cases that have been successful.
- Show them where to get those products.
- Provide support services to them.

- They want to reach a large number of customers to pay for their products so bring evidence of demand.

Donors

Messaging that works:

The messages which donors respond to relate to addressing national policies and areas of their particular interest, such as employment, climate change, sustainable energy, energy efficiency, poverty reduction, rural development, gender, etc.

How to reach them:

Face to face meetings, workshops, research papers, policy briefs.

Other tips:

- Request for presentations of eCooking in their donor forums and meetings.
- Welcome their staff in research/study discussion workshops.
- Lobby for resources by going to their offices with evidence and support from relevant stakeholders.

NGO's/CSO's/Faith-based Organisations

Messaging that works:

CSOs will respond to messaging about innovations and opportunities to solve challenges in their functional areas and objectives. They operate in areas that are not easily reached by the Government to foster enabling environment and support services.

How to reach them:

Face to face meetings, workshops, capacity building training, promotions and demonstrations, social media, TV, newsletters, newspapers, promotion of eCooking in Church Forums, etc.

Other tips:

- Form a collation or alliance for working jointly in the awareness creation and lobbying for clean cooking.
- Establish a joint programme for solving challenges and promoting all clean cooking products in energy sector.
- Avoid duplication of efforts by working on a single function by all organisations.
- They collaborate with Government, Local Government Authorities, Small Medium Enterprises and Development Partners, so leverage their connections.

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