



Center for Sustainable Energy Services

01st to 05th June 2021
World Environment Day Exhibition Report



TaTEDO Exhibition Booth at Jakaya Kikwete Convention Centre Dodoma, Tanzania

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1.0 Introduction

The United Nations General Assembly has declared the years 2021-2030 as the UN Decade on Ecosystem Restoration¹ focusing on resetting our relation with nature. The UN Decade on Ecosystem Restoration aims to prevent, halt and reverse the degradation of ecosystems². There has never been a more urgent need to restore damaged ecosystems than now. Ecosystems support all life on Earth. Ecosystem restoration means preventing, halting and reversing this damage – to go from exploiting nature to healing it. Only with healthy ecosystems we can enhance people’s livelihoods and help to end poverty, combat climate change and prevent a mass extinction. It will only succeed if everyone plays a part. Ecosystem restoration can take many forms including: Growing trees, greening cities, rewilding gardens, cleaning up rivers and coasts, use of renewable and energy efficient technologies and services. This is the generation that can make peace with nature. The healthier our ecosystems are, the healthier the planet - and its people.

On the 5th of June the world marked the World Environment Day. The World Environment Day is used as an international platform to raise public awareness on various issues related to environmental conservation worldwide. Tanzania commemorated the World Environment Day in a week-long event from the 29th May until the 5th June 2021. The Tanzania theme was **“Use Alternative Energy to restore our Ecosystem”** in Swahili **“Tutumie Nishati Mbadala Kuongoa Mfumolkojia”**. The week-long event included tree planting and waste management campaigns, workshops and forums both physical and online meetings, demonstration and exhibition of climate solutions such as renewable energy and efficient energy technologies and services. Demonstration and exhibitions took place from the 1st June to 5th June 2021 at the Jakaya Kikwete Convention Centre. The event was organized and coordinated by the Vice President’s Office. The guest of honor was His Excellence, Hon. Dr. Philip Isdor Mpango, the Vice President of the United Republic of Tanzania. Other guests included Hon. Selemani Jafo the Minister of State, Union Affairs and Environment; Hon. Hamad Chande the Deputy Minister of State, Union Affairs and Environment; MS. Mary Maganga the Permanent Secretary Vice President’s Office; Hon. Mashimba Mashauri Ndaki, the Minister of

¹Resolution adopted by the General Assembly on 1 March 2019: United Nations Decade on Ecosystem Restoration (2021–2030)

² 10 actions that count to restore our planet (<https://www.decadeonrestoration.org/strategy>)

Livestock and Fisheries; Hon. Anthony Mataka, the Dodoma Regional Coordinator (RC); representatives from government ministries and agencies, development partners, civil societies, the private sector, academia and media.

This year's exhibition brought together various exhibitors from private companies, NGOs, parastatal organizations and individual entrepreneurs from different regions of Tanzania and sectors such as Agriculture, Research and Learning Institutions, Food and Beverages, manufacturing and construction, Information and Communication Technology, automobiles, Transportation, electrical appliances, farm implements, timber and furniture, trade services, mining and energy, Financial institutions etc. The expected outcome of the high level symposium and Exhibition is strategic and policy recommendations for action along with awareness by the wider Tanzanian community on the importance of conserving the environment.

This report provides highlights on success, challenges, lessons learnt and recommendations which in one way or another will contribute to improve our participation in exhibitions of the same nature leading to boost SEECO and SESCO business as well as achieving TaTEDO objectives.

1.1 Objective of Participation

The objectives of participating in 2021 Environmental day Exhibition were to:

- Raise public awareness on sustainable modern energy technologies and services.
- Market TaTEDO/SESCO and SEECO services and products.
- Exchange and share information among stakeholders.
- Increase multi-sectorial linkage and network.
- Have face to face contact with policy/decision makers, community and potential customer.

1.2 Preparation

Preparation and participation of TaTEDO team in 2021 Environmental day Exhibition was led by Ms. Mary Swai with close assistance from Eng. Jeremia Ninda and Ms. Mary Stanley. Preparation for exhibition of sustainable energy technologies started in late May 2021. On 31st of May, exhibition booths were allocated to exhibitors followed by decoration and cleanliness of the compound. On same day, logistics for delivering different technologies to the exhibition ground were finalized and be ready for exhibition.

2.0 Exhibitions

TaTEDO participated throughout the exhibition period from 01st June to 05th June. The following items were displayed including: -

- Sustainable Energy newsletter, the 2019 and 2020 version.
- Training manual for improved firewood stove, efficient charcoal baking oven, e-cook book both Swahili and English version, handbook for local level energy planning and sustainable charcoal value chain.
- Leaflets for SESCOM Electric Pressure Cooker (EPC), efficient charcoal stoves, efficient charcoal oven and waste briquettes.
- SESCOM pressure cookers, efficient charcoal baking oven, improved charcoal stoves, SeTAmkaa, meat roast oven, Improved institutional firewood stove (SeTA) were available for live demonstration

Exhibitors from TaTEDO/SESCOM facilitated exhibition, sales and demonstration of technologies to the visitors. Banners, posters leaflet and brochures were used to raise more awareness for interested visitors and customers. Interested visitors were provided with Business cards for TaTEDO/SESCOM Centre for future communication.

2.1 Visitors Register

More than 250 people including policy and decision makers, students, private sector, community and media visited TaTEDO booth. Some of the government leaders who visited TaTEDO booth included: -

- Honorable Selemaji Jafo, the Minister of State, Union Affairs and Environment.
- Hon. Hamad Chande, the Vice Minister of State, Union Affairs and Environment.
- Ms. Mary Maganga, the Permanent Secretary Vice President's Office.
- Mr. Mohammed Khamis Abdulla, the Deputy Permanent Parliament Secretary.
- Hon. Anthony Mataka the Dodoma Regional Commissioner (RC).

- Hon. JumanneKishimba, the member of parliament.



Hon. Selemani Jafo, the Minister of State, Union Affairs and Environment during his visit to TaTEDO Booth



Ms. Mary Maganga, the Permanent Secretary, Vice President's Office



Hon. Hamad Chande, the Vice Minister of State, Union Affairs and Environment







Live baking and EPC demonstration was conducted during Exhibition. Food prepared include Scones, Rice and meat stew, pounded maize with beans(kande) and sweet potatoes. Live demonstration attracted many people including potential buyers and sales agents of SESCO M EPC and other sustainable energy technologies.



0.227 kilowatt hours (kWh) was used to cook $\frac{3}{4}$ kg of rice



0.206 kilowatt hours (kWh) used to cook Sweet potato by steam cooking method



0.506 kilowatt hours (kWh) used to cook ¾kg of pounded maize with beans





Scones live baking

4.0 Lesson Learnt

Creativity and innovation is key in promotion of sustainable energy technologies and services. TaTEDO was on advantage side as most of the technologies promoted were in line with the national theme and they offer opportunities for income generation. Based on observation and experience gained through this exhibition, the team would like to bring into attention of the management the following issues for consideration in future exhibitions.

- **Stoves and Ovens:** There was a concern with regard to the quality of SeTaMkaastoe and the price for efficient charcoal baking oven. Also there was a concern on changes of the colour of efficient charcoal ceramic stove from brown (tobacco) to forest green. Due to these changes our jikos seems to lose identity.

Recommendation:

- SEECO artisans to improve finishing of the SeTaMkaastoves including ensuring the fiber blanket is well covered to avoid the possibility of contacting fire during cooking.
- Find a way to make the efficient charcoal baking oven more affordable to majority of the Tanzanian community.

- Maintaining brands of our products once developed including efficiency, durability and even minor issues like color.
- **SESCOM Pressure Cooker (EPC):** The EPC raised interest of many people but the price was perceived to be unaffordable for ordinary people.

Recommendation:

 - Find a way to make EPC affordable to majority of the Tanzanian community including lobbying and advocate to the government on tax exemption, issuing subsidies, etc.
 - During exhibition, a question whether EPC is produced by TaTEDO was posed by a good number of visitors. The answer was no, for the time being TaTEDO through SESCO social enterprise has branded SESCO EPC while ensuring some of the key features of efficient electric pressure cooker are maintained. Among others, establishment of EPC assembling Centre in Tanzania is one of the long-term strategies of SESCO which might also contribute to lower EPC costs and increase affordability.
- **Promotion and marketing of SESCO/SECO products:** Whenever opportunity for exhibition occur, it is advised to use it and wherever possible, live demonstration should be considered. Low awareness on sustainable energy technologies and services is still a challenge. There is a need to find out approaches that will enable reaching out large number of people without much costing the organization.
- **Enhancement of TaTEDO visibility in exhibitions:**

It was noted that some of the visitors who received our invitation that was sent through social media and developed interest to visit our booth faced difficulties to easily locate the place. It is advised to prepare simple banner with just TaTEDO name and logos that could be used in different events to enhance our visibility. Whenever possible we can also have another one that might be placed at the entrance of the exhibition grounds to inform whoever visiting exhibition ground on our presence.

