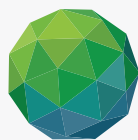




REPUBLIC OF KENYA
MINISTRY OF ENERGY



**BEHAVIOUR CHANGE
AND COMMUNICATION
STRATEGY FOR PROMOTING
CLEAN COOKING IN KENYA**



GREEN
CLIMATE
FUND



BEHAVIOUR CHANGE AND COMMUNICATION STRATEGY FOR PROMOTING CLEAN COOKING IN KENYA.

2022

*Towards Ensuring Access to Affordable,
Reliable, Sustainable and Modern Energy
for All Kenyans*

Ministry of Energy

Kawi Complex,

Off Red Cross Rd, Nairobi.

P. O. Box 30582 – 00100 Nairobi, Kenya

info@energy.go.ke

Tel: +254 (0) 20 4841000

Fax: +254 (0)20 2228314

FOREWORD

Clean cooking is an important priority component of the Government of Kenya's development agenda. Its key policy objective is to fulfil the national obligations to Sustainable Development Goal (SDG) No. 7 of achieving universal access to clean cooking solutions by 2028. This is aligned with other existing global and local commitments contained in the Sustainable Energy for All (SEforAll) and Nationally Determined Contributions (NDCs) that aim to accelerate actions in clean cooking to achieve the target.



Cooking in Kenya is characterised by heavy reliance on solid biomass. This includes the use of firewood and charcoal by households mainly concentrated in rural areas. Solid biomass, therefore, remains a common source of energy in Kenya used by an estimated 68% of households. Kenya needs to rapidly expand accessible clean cooking solutions given that only 30% of rural households and 54% of urban households currently use clean cooking technologies and fuels. Low level of awareness has been identified as one of the major impediments to the uptake of clean cooking solutions in the country. In this regard, the Ministry of Energy has developed a Behaviour Change Communication (BCC) Strategy to promote the uptake of improved cookstoves in the country. The strategy will be operationalised via a series of BCC campaigns aimed at creating awareness of the benefits of adopting improved cooking solutions. This is expected to result in increased uptake of the solutions both at the household and institutional levels. It is envisioned that increased uptake and usage of these solutions will result in additional climate change adaptation benefits such as a reduction in biomass degradation, improved health benefits and an increase in household income.

In the identification of the strategies and tactics to be adopted in the furtherance of the campaigns, the use of basic facts and visual media easily understandable to the target audiences will be employed. The strategy aims at stimulating community dialogue around clean energy and the use of improved cooking solutions as alternatives to the current traditional cooking solutions. The communication channels and key messages proposed were based on the outcome of a pre-testing exercise undertaken in selected areas in the country. They are deemed as the most appropriate instruments for stimulating positive behaviour change in individuals, households and communities at large.

We hope that our rallying call for this BCC campaign “Upishi Bora, Afya Bora” will enable us to realize the objective of increasing the uptake of improved cookstoves.



Amb (Dr) Monica Juma (oxon), EGH
CABINET SECRETARY

ACKNOWLEDGEMENT

The Ministry of Energy is pleased to present to you this Behaviour Change Communication Strategy, a product of both the multi-sectoral and stakeholder engagement process under its stewardship. The MoE sincerely appreciates the support accorded by the different stakeholders involved in the process and hopes that the partnerships created will come in handy as we enter the next crucial phase of operationalizing the strategy.

In particular, I acknowledge the support accorded by the GCF project “Promotion of Climate-Friendly Cooking: Kenya and Senegal” co-financed by the Federal Ministry for Economic Cooperation and Development (BMZ) and the Green Climate Fund (GCF), Kenya’s Ministry of Energy (MoE) and Ministry of Health, and Senegal’s Ministry of Petroleum and Energy and Ministry of the Environment and Forestry. Both the technical and financial support has contributed immensely to the success of this process, and for that, the sector will be forever grateful.

I would also like to acknowledge the invaluable work of the BCC Technical Working Group (TWG) tasked with the role of delivering the strategy. The TWG is comprised of representatives from the organisations implementing the GCF project in Kenya. These included the Ministry of Energy, GIZ Kenya, Practical Action, Energy for Impact, Dedan Kimathi University, KTDA Foundation, Strathmore Energy Research Centre, the Greenbelt Movement and the Clean Cookstoves Association of Kenya. Each of these partners brought onboard a set of strengths that proved instrumental in the development of the strategy.

There are numerous contributions from other stakeholders who were consulted in one way or another during the preparation process of this elaborate document, and whose names may not have been captured. I wish to assure you that your contribution is valued.

Last but not least, the personnel from the Directorate of Renewable Energy, led by the Acting Secretary, Renewable Energy, Mr. Dan Marangu, cannot be forgotten. They facilitated the process and ensured that the strategy meets the required standards.

In conclusion, I call upon each one to join the efforts towards ensuring “Upishi Bora, Afya Bora” among our households.



Maj.Gen.(Rtd) Dr. Gordon O. Kihalangwa, CBS
PRINCIPAL SECRETARY



TABLE OF CONTENTS

FOREWORD	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	vii
ACRONYMS AND ABBREVIATIONS	viii
DEFINITION OF TERMS	x
1. INTRODUCTION	11
2. SITUATION ANALYSIS	13
2.1 SWOT analysis	13
2.2 Channel analysis	14
3. CAMPAIGN STRATEGY	16
3.1 BCC goals and objectives	16
3.2 Audience segmentation	16
3.3 Key messages	20
3.4 Strategies and tactics	21
4. IMPLEMENTATION FRAMEWORK	25
4.1 Resource mobilisation strategy	30
4.2 Risk analysis and mitigation	31
5. MONITORING AND EVALUATION FRAMEWORK	32

LIST OF TABLES

Table 1: SWOT analysis	13
Table 2: Channel analysis	15
Table 3: Characteristics of the primary audience	17
Table 4: Characteristics and level of interests of secondary audiences	18
Table 5: An assessment of the understanding of message concepts	20
Table 6: An assessment of comprehension of messages	20
Table 7: Implementation framework	25
Table 8: Geographical areas of focus	30
Table 9: Risk analysis and mitigation measures	31
Table 10: Indicators	33
Table 11: Measuring effectiveness of reporting template	34

ACRONYMS AND ABBREVIATIONS

AEO	Agricultural Extension Officer
AMWIK	Association of Media Women in Kenya
ATL	Above-the-line
BTL	Below-the-line
BCC	Behaviour Change Communication
CBO	Community-Based Organisation
CCAK	Clean Cooking Association of Kenya
CO₂	Carbon Dioxide
CO₂eq	Carbon Dioxide Equivalent
CFAs	Community Forest Associations
CHVs	Community Health Volunteers
ESMAP	Energy Sector Management Assistance Program
FBO	Faith-Based Organisation
FM	Frequency Modulation
GBM	Green Belt Movement
GHG	Greenhouse Gas
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GoK	Government of Kenya
HAP	Household Air Pollution
ICS	Improved Cookstoves
IEC	Information, Education and Communication
IPCC	Intergovernmental Panel on Climate Change
ISO IWA	International Organization for Standardization International Workshop Agreement
KBC	Kenya Broadcasting Corporation
KOSAP	Kenya Off-Grid Solar Access Project
KTDA	Kenya Tea Development Agency
KTN	Kenya Television Network
LPG	Liquefied Petroleum Gas
MCK	Media Council of Kenya
MoE	Ministry of Energy
M&E	Monitoring and Evaluation

NTV	Nation TV
NDC	Nationally Determined Contribution
REDD	Reducing Emissions from Deforestation and Forest Degradation
SDG	Sustainable Development Goals
SEforALL	Sustainable Energy for All
TWG	Technical Working Group
TV	Television
SERC	Strathmore Energy Research Centre
SWOT	Strengths, Weaknesses, Opportunities, Threats
WUAs	Water Users Associations

DEFINITION OF TERMS

While there are no universally accepted definitions of the terms below, the study adopts definitions used by the World Bank (ESMAP) report on the state of the global clean and improved cooking sector.¹ The definitions are guided by the ISO IWA tiers of performance.

- **Cooking solution:** Any combination of technology and fuel used for cooking.
- **Improved cooking solutions:** Cooking solutions that improve, however minimally, the adverse health, environmental, or economic outcomes from cooking with traditional solid fuel technologies.
- **Improved cookstoves:** Biomass stoves that improve on traditional baseline biomass technologies in terms of fuel savings via improved fuel efficiency.
- **Traditional cooking solutions:** Baseline cooking technologies that employ no functional considerations for fuel and/or thermal efficiency.

¹ http://www.esmap.org/sites/esmap.org/files/DocumentLibrary/ESMAP_State_of_Global_Clean_Improved_Cooking_sector_Optimized.pdf

EXECUTIVE SUMMARY

An estimated 2.5 billion people worldwide use biomass fuels, such as firewood and charcoal, as the primary source of cooking. The fuels release emissions of carbon dioxide, methane and black carbon – some of the biggest contributors to global climate change. The aim of this Behaviour Change Communication (BCC) strategy is to increase awareness of the benefits of clean cooking and encourage the uptake of improved cooking solutions.

The rallying call of this BCC campaign is “**Upishi Bora, Afya Bora.**” The messages focus on the benefits of using improved cooking solutions, such as saving money and time, improving health, and positive environmental impacts. The primary audience of these messages is women living in rural, peri-urban, and informal settlements of Kenya. Secondary audiences are men, community networks, and private sector players, among others.

Seven strategies were identified: (1) Ideation, branding and rallying call, (2) Execution of an awareness and behaviour change strategy, (3) Focus on elements of behaviour change, (4) Media advocacy to enhance public awareness and understanding of clean cooking, (5) Partnerships and coalitions, (6) Special events to promote clean cooking, and (7) Engaging the private sector/industry players in promoting clean cooking.

Both above-the-line (ATL) and below-the-line (BTL) tactics will be employed. ATL tactics, such as media advertising, broadcast SMSs, social media adverts, and promotional t-shirts, lessons, and umbrellas will be used while BTL will leverage on existing networks of Community Health Volunteers (CHVs), Community Forest Associations (CFAs), Agricultural Extension Officers (AEOs), Water Users Associations (WUAs) and women’s groups. The strategy finally outlines both the implementation and coordination as well as the monitoring and evaluation framework.

1. INTRODUCTION

1.1 Background

Traditional biomass represents approximately 15% of total global energy use and 80% of current biomass use and helps meet the cooking needs of ~2.5 billion people.² Burning solid fuels for cooking in open fires and traditional stoves releases emissions of carbon dioxide and short-lived climate forcers like black and organic carbon aerosols as well as methane.

The Intergovernmental Panel on Climate Change (IPCC)³ estimated that replacing traditional open fires with more energy-efficient improved cookstoves (ICS) has a global mitigation potential between 0.6 and 2.4 Gt CO₂eq/yr, while at the same time delivering a wide range of sustainable development benefits, such as reducing the pressure on forests and biodiversity, reducing exposure to smoke-related health hazards, reducing the burden on women and children for collecting wood for fuel, and saving money for the poor (when the fuel needs to be purchased).

The use of inefficient biomass cookstoves is estimated at 40% of the world's population⁴ whereas in Sub-Saharan Africa (SSA) it is estimated at 68% of its population, which is nearly 792 million people.⁵ Major populations in East Africa still rely on traditional cookstoves with minimal adoption of ICS. For instance, only about 9% of Uganda's population uses ICS, whereas, in Tanzania, the major uptake is on charcoal ICS than wood ICS, commonly in urban areas.⁶

In Kenya, cooking is characterised by heavy reliance on solid biomass fuel estimated at 67%. This is primarily firewood (55.1%) and charcoal (11.6%). Approximately 84% of biomass users are concentrated in rural areas. Only 24% of the population in Kenya relies on LPG, most of them living in urban areas, 17.7% use paraffin and 17.7% use charcoal as their primary cooking fuel.

Continuous use of wood fuel with traditional cookstoves to meet household cooking needs is unsustainable and is likely to increase pressure on existing biomass resources, increasing deforestation and emission of Green House Gases (GHG).⁷ Moreover, GHG lead to Household Air Pollution (HAP) which causes premature deaths, particularly among women and children.⁸

2. 6 IEA Energy Access Outlook 2017, Paris, France, p 58 ff

3. Smith P, M. Bustamante, H. Ahammad, H. Clark, H. Dong, E.A. Elsiddig, H. Haberl, R. Harper, J. House, M. Jafari, O. Masera, C. Mbow, N.H. Ravindranath, C.W. Rice, C. Robledo Abad, A. Romanovskaya, F. Sperling, and F. Tubiello, 2014: Agriculture, Forestry and Other Land Use (AFOLU). In: Climate Change 2014: Mitigation of Climate Change. Contribution of Working Group III to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC). Cambridge University Press, Cambridge, United Kingdom and New York, NY, USA

4. World Bank. 2018. Tracking SDG7: The Energy Access Report. Washington, DC.

5. Bogale, H. A. & Ethiopia, W., 2020. Adoption of Improved Cooking Stove and Their Implication in Mitigation of Greenhouse Gas Emission in D/Elias District, Ethiopia, s.l.: s.n.

6. Clough, L., 2012. The Improved Cookstove Sector in East Africa Experience from the Developing Energy Enterprise Programme (DEEP), London WC1X 8HR, United Kingdom: GVEP International.

7. Caubel, J. J., Rapp, V. H., Chen, S. S., & Gadgil, A. J. (2018). Optimization of secondary air injection in a wood-burning cookstove: an experimental study. *Environmental science & technology* 52(7), 4449–4456.

8. Edlund, J., Abera, A., Eriksson, A., Bogale, E. A., Jembere, B., Kraiss, A. M., ... & Isaxon, C. (2020). Household air pollution in Sub-Saharan Africa: Assessment and characterization of exposure in Ethiopian homes. In *16th Conference of the International Society of Indoor Air Quality and Climate: Creative and Smart Solutions for Better Built Environments, Indoor Air 2020* (pp. 265–266). International Society of Indoor Air Quality and Climate (ISIAQ).

9. Gitau, J. K., Mutune, J., Sundberg, C. & Mendum, R., 2019. Implications on livelihoods and the environment of uptake of gasifier cookstoves among Kenya's Rural Households. 9(6).

The Government of Kenya (GoK), through the Ministry of Energy has prioritized the promotion of clean cooking as a key development goal. This is in line with the objectives of Sustainable Development Goal (SDG) 7, Sustainable Energy for All (SEforALL) Action Agenda (2016) and the Kenya Nationally Determined Contribution (NDC, 2015). The Government is committed to the goal of achieving Universal Access to Modern Energy Cooking Services by 2028, as outlined in both the Bioenergy Strategy 2020 and Clean Cooking Energy Compact 2021.

Although the GoK has availed a friendly environment for the transformation of the cooking sector, the uptake of improved cooking solutions is still low. This is partly attributed to a lack of awareness of the benefits of ICS compared to traditional cookstoves. Hence, enhanced and deliberate awareness-raising efforts are prescribed as one of the main measures to increase community awareness and ultimately impact behaviour towards adoption and usage of ICS.⁹

1.2 Problem statement

There is limited awareness of the benefits accrued from transitioning from the use of traditional cooking methods to improved cooking solutions (ICS) particularly in rural areas where reliance on firewood for cooking is high. Similarly, in communities where awareness has been created and markets established, the knowledge about the difference between quality and substandard stoves is low.¹⁰ As such, the purchase of improved cookstoves is not a household priority.

To promote the use of ICS, the Ministry of Energy in collaboration with GIZ is implementing the project “**Promotion of Climate-Friendly Cooking: Kenya and Senegal**”(GCF/EnDev). The project is co-financed by the Federal Ministry for Economic Cooperation and Development (BMZ) and the Green Climate Fund (GCF), the Ministry of Energy and the Ministry of Health. One of the project goals is to enhance the level of awareness of the potential benefits of households transitioning from the use of traditional cooking solutions to more improved cooking solutions. As a result of enhanced and deliberate awareness-raising efforts, the project will increase the number of ICS users in Kenya, particularly in peri-urban and rural areas.

While several awareness campaigns have been conducted in the past, the desired behaviour is yet to be achieved. In this regard, the development of a behaviour change communication strategy was initiated to fast track awareness efforts and enhance behaviour change among households. The aim was to identify relevant audiences, develop key messages, select dissemination channels and propose effective strategies to promote the adoption and usage of improved cooking solutions. The implementation of these measures will be steered by the Ministry of Energy with support from the implementing partners and other key stakeholders that will be involved in the project.

10. Clough, L., 2012. The Improved Cookstove Sector in East Africa Experience from the Developing Energy Enterprise Programme (DEEP), London WC1X 8HR, United Kingdom: GVEP International.

2. SITUATION ANALYSIS

The situation analysis was based on a literature review of the existing publications on the cooking sector. To provide a clear picture of the crucial issues in the sector, a SWOT analysis to identify the key strengths, weaknesses, opportunities, and threats relevant to the success of an effective BCC campaign was conducted. In addition, an analysis of the relevant target audiences and the effective channels for dissemination was conducted to inform other crucial aspects of the BCC strategy. The findings are presented in the subsequent sections.

2.1 SWOT Analysis

A compilation of the Kenya clean cooking sector's strengths, weaknesses, opportunities and threats is presented in Table 1.

Table 1: SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - Conducive enabling environment (policies, regulations, Sustainable Energy for All (SEforALL) Action Agenda, etc) - Well-developed media space with a countrywide reach - Existing partnerships with other government agencies and other stakeholders through the Inter-Ministerial Committee on Clean Cooking. - Kenya is a global champion for clean cooking - High penetration of mobile phone usage - The high adoption rate for mobile money services - Cooking is a relatable aspect of many households. 	<ul style="list-style-type: none"> - Poorly developed ICS value chains (supply and distribution) - Inadequate financing mechanisms - Emphasis on awareness rather than behaviour change - Lack of strategic campaigns & distribution channels - Inadequate market intelligence for the cooking sector - No after-sales service - Insufficient data on clean cooking

Opportunities	Threats
<ul style="list-style-type: none"> - Participation of men in campaigns can help increase the purchase of cookstoves. - Inclusion of the identified stakeholders can promote uptake of ICS. - Health & environmental benefits from clean cooking are good entry points for the campaign. - Personal networks can influence the adoption of ICS by spreading experiences/ comparisons. - The existence of micro-finance institutions can help generate interest among users of improved cookstoves. - Address the regulatory load on the sector to bolster BCC campaign efforts. - Research & Innovation in clean cooking technology - Devolved government structures provide the framework for engagement. 	<ul style="list-style-type: none"> - Rigid cultural norms & practices - Limited cookstove designs that do not meet the cooking demands. - Taxation regime - Limited inclusion of stakeholders in policy development - High/unaffordable cost of cookstoves - Legal & policy regulations

The SWOT analysis has shown weaknesses in other BCC campaigns such as wrong targeting in BCC campaigns, emphasis on awareness rather than change, and a lack of proper distribution channels of cookstoves. To ensure success, this BCC campaign will also target men as the analysis has indicated that while men do not do most of the cooking, they make purchase decisions. The campaign will also leverage the well-developed media space to disseminate the messages.

Regarding weaknesses, such as rigid norms and practices, this campaign will not only raise awareness but will also encourage behaviour change. Further, the designers of the cookstoves and policymakers will be involved in the process to increase the chances of success.

2.2 Channel Analysis

An exploration of the different channels was conducted as shown in Table 2. Analysis of channels was done with a view to identifying what would be best for promoting the messages of the campaign.

Table 2: Channel analysis table

Channel	Percentage
Radio	Radio was the most accessed form of media in 2021, with about 9 in every 10 respondents having accessed the medium in the last 30 days of a survey conducted by GeoPoll. ¹¹ Radio Citizen (27%), Radio Jambo (22%), Kameme FM (15%), Radio Maisha (13%) and KBC (11%) were the top five most listened to radio stations in 2021. ¹²
Television	Citizen TV (78%) was the most-watched television station in the country in 2021, closely followed by KTN Home (31%) and NTV (27%), according to MCK.
Mobile and internet usage	There were 44.4 million data/internet subscriptions in 2021 in Kenya. ¹³ Eighty-nine percent of women in urban areas own a mobile phone, as compared with 69% of women in rural areas. Women in urban areas are more than twice as likely as women in rural areas to own a smartphone (57% versus 25%).
Social media usage	Most Kenyans in the rural areas use Facebook Messenger (45.3%), Facebook (44.5%) and WhatsApp (44.2%), compared to a majority of urban residents who use TikTok (67.9%), Vimeo (67.4%), and Pinterest (63.4%). ¹⁴

11. Murunga, J. P. (2021). Radio, TV and Internet Audience Statistics in Kenya- Q1 2021. <https://www.geopoll.com/blog/q1-2021-media-stats-kenya/>

12. Omwoyo, D. (2022). State of the Media Survey Report 2021. <https://www.kbc.co.ke/wp-content/uploads/2022/01/STATE-OF-THE-MEDIA-SURVEY-REPORT-2021.pdf>

13. Communications Authority of Kenya. (2021). Sector statistics Report Q 2 2021-2022. <https://www.ca.go.ke/document/sector-statistics-report-q2-2021-2022/>

14. Wamunyu, P. K. (2020). The Kenyan Social Media Landscape: Trends and Emerging Narratives, 2020.

3. CAMPAIGN STRATEGY

3.1 BCC goals and objectives

3.1.2 Goal

The goal of the campaign is to create awareness and encourage behaviour change by using effective communication messages that positively influence the knowledge, attitudes, and social norms relating to the cooking behaviour of households in rural Kenya with regard to climate-friendly cooking solutions.

3.1.3 Objectives

- i. By the end of three years of the implementation of this strategy, 60% of Kenyans will have increased their knowledge and awareness of the benefits of ICS.
- ii. By the end of three years of the implementation of this strategy, 60% of Kenyans will have adopted clean cooking stoves.

In relation to measuring the effectiveness of the strategy, standard measurement approaches for measuring this that focus on the behavior, communication and outreach objectives will be adopted.

3.2 Audience segmentation

This campaign targets both primary and secondary audiences. In this regard, the primary audience is the group whose behaviour the campaign seeks to change. The secondary audience refers to the group that holds direct or indirect influence on the primary audience.

3.2.1 Primary audience

The primary audience for this campaign is the women in rural, peri-urban, and informal settlements. As the primary users of household energy, women are disproportionately exposed to household air pollution. Studies show that household air pollution causes more than 4 million deaths annually around the world, and many other people suffer from pneumonia, cancer, lung diseases, and burns. Women account for 88% of the 300,000 deaths caused by these conditions.

In addition, women and children, usually girls, spend several hours per day gathering fuel, increasing their daily drudgery and vulnerability to sexual violence. As forests are degraded, the energy burden increases, and women are forced to walk even further to collect fuel or use more toxic fuels, such as dung or trash. The primary audience is described in Table 3.

Table 3: Characteristics of the primary audience

Issue	Characteristics
Literacy level	Overall, 89% of women aged 15- 49 in Kenya are literate (primary school education). Literacy varies by place of residence; 85% of women in rural areas are literate, as compared with 95% of women in urban areas.
Communication behaviour	Sixty-six percent of women in Kenya report listening to the radio at least once a week, 54 % watch television at least once a week, and 12% read a newspaper at least once a week. Seven percent of women are exposed to all three media at least once a week; 18% access none of the three media at least once a week.
Mobile and Internet usage	Eighty-nine percent of women in urban areas own a mobile phone, as compared with 69% of women in rural areas. Women in urban areas are more than twice as likely as women in rural areas to own a smartphone (57% versus 25%).
Social media usage	As of March 2022, 43.4% of over 13 million Facebook users in Kenya were women.
Willingness to purchase cookstoves	<p>Women are not willing to purchase clean stoves because they prefer to use firewood or charcoal to prepare high-heat intensity meals like <i>githeri</i>.¹⁶</p> <p>They also attach value to certain fuels, which means they only use them to prepare meals that are quick and easy. They might purchase them if they are convinced of the benefits.</p>
Cooking role	The role of cooking is centralised around the household woman (mothers, daughters, and even children but primarily the mother mostly tasked with the role of collecting firewood and cooking).
Income levels	Their levels of income are low but if convinced, can pay for an improved cooking solution.
Source of income	Income is predominantly from (hired) manual labour, subsistence farming and livestock rearing.
Access to media	Have at least access to at least one media channel, in most cases the radio.

16. A mixture of maize and beans boiled together

3.2.2 Secondary audiences

The campaign will also target other groups of people that influence the purchase and usage decisions of the primary audience. For example, women suffer from the burden of firewood and charcoal cooking, yet men exercise the most control over household decisions. Women are also held accountable by men for purchases of durable items. It is common for men, when they are heads of the household, to reduce household allowances if women purchase items that they do not approve of. The secondary audiences are described in Table 4. L stands for low interest, M for medium and H for high interest.

Table 4: Characteristics and level of interest of secondary audiences

Group	Interest in clean cooking	Power	Characteristics	Channels	Implications
Men	L	H	Lower-income level, have primary and secondary school education levels, married, have control over household decisions, live in informal settlements, peri-urban and rural areas.	Radio, social media, short videos, roadshows, roll-up banners and wearables such as t-shirts, caps and umbrellas.	Men determine purchase decisions in households. Therefore, they need to be highly engaged or the campaign will fail
Community networks including women groups, faith-based organisations, Community Health Volunteers, agricultural extension officers.	M	H	Educated, hold a lot of influence in the community, work in informal settlements, peri-urban and rural communities.	Workshops and training, roll up banners, t-shirts, caps, and umbrellas.	Community networks influence decision-making. As such, they need to be highly engaged or the campaign will fail.
Opinion shapers from a governance perspective, including chiefs, and ward administrators.	L	H	Well educated, wield a lot of influence, active in informal settlements, peri-urban and rural communities.	Sensitisation forums and meetings. Roll-up banners, T-shirts, caps, umbrellas.	Communities value their counsel and trust them. If they are not included in the campaign, it may not flourish.

Group	Interest in clean cooking	Power	Characteristics	Channels	Implications
Policymakers, including the national government, county, and governments.	L	H	Powerful, well-educated, high-income earners, influential.	Sensitisation forums, radio messages, roll-up banners.	They possess great potential in enhancing the visibility of clean cooking. Therefore, they can positively influence adoption and uptake.
Private sector players, including manufacturers, distributors, financial institutions, and sector organisations such as Clean Cooking Association.	H	L	Knowledgeable on clean cooking matters, mid-income earners, target customers living in low-income urban areas, peri-urban, and rural areas.	Sensitisation workshops, radio messages, roll-up banners.	They ensure access to clean cookstoves. Without their engagement, there will be little information and adoption.
Legislative bodies, national and county	L	H	Highly educated, High-income levels, powerful and influential.	Sensitisation workshops, messages, roll-up banners.	They make laws and allocate resources without which the adoption is not sustainable.
Media	L	H	Knowledgeable, mid-income levels, highly influential.	Meetings with editor's guild. Workshops for the media.	The media enhances awareness and influences behaviour.
Influencers	L	M	Young, educated, and highly influential.	Meetings and workshops	The media enhances awareness and influences behaviour.
Research institutions such as universities. KIRDI, etc	L	L	Knowledgeable on clean cooking matters, influential	Sensitisation forums	They produce data that can be used to make policies or design campaigns.

3.3 Key Messages

Sample key messages were developed and pre-tested in Kajiado, Kilifi, Homabay and Murang'a. 3 logo concepts, 6 posters and 3 radio adverts were presented to the TWG and refined before being pretested on the target audience. The perception of the messages was measured in two ways: (i) an assessment of the understanding of message concepts (ii) an evaluation of the comprehension of the messages as shown on Table 5 and Table 6 respectively.

Table 5: An assessment of the understanding of message concepts

Radio ad-narrative	Radio ad-monologue	Radio ad-play/drama
<p>The advert is about a cookstove that emits less smoke and enables one to save.</p> <p>What caught their attention first in order of the most mentioned to least mentioned: the coughs and running water, the statistics of those who have fallen sick due to using traditional cookstoves, and the innovation of ICS and its benefits.</p> <p><i>"I think the Jiko emits less smoke and it cooks faster,"</i> Kajiado-Urban.</p> <p><i>"The person is suffering due to using traditional jikos,"</i> Kilifi- Rural.</p>	<p>The advert is about an improved cookstove that cooks fast, produces less smoke hence is good for health and saves the environment.</p> <p>What caught their attention first in order of the most mentioned to least mentioned: the voice used is clear and pleasant, less smoke, clean cooking pots, and saving.</p> <p><i>"The word saving attracts the audience.... She has a beautiful voice but she could slow down her pace,"</i> Murang'a- Urban.</p> <p><i>"The jiko is good, it does not produce smoke and also it protects the environment,"</i> Kilifi-Urban.</p>	<p>The advert is about a nice play about improved cookstoves that enables one to save.</p> <p>What caught their attention first in order of the most mentioned to least mentioned: The play/drama draws attention, a stove that produces less smoke, uses less charcoal and less firewood, and enables one to save.</p> <p><i>"It is very realistic as one can follow up in the conversation",</i> Murang'a- Urban.</p> <p><i>"This is nice. It tells us how things were before and after using the improved cookstove",</i> Murang'a-Rural.</p>

Table 6: An evaluation of the comprehension of messages

Poster 1 (Jiko Shua)	Poster 2 (Jiko Save)	Poster 3 (Jiko Shua)
<p>The message take out:</p> <ul style="list-style-type: none"> • The cookstove uses less fuel and emits less smoke leading to savings and good health. • There are no difficult words or sentences. 	<p>The message take out:</p> <ul style="list-style-type: none"> • This cookstove saves time, produces less smoke and saves fuel. • There are no difficult words or sentences. 	<p>The message take out:</p> <ul style="list-style-type: none"> • The cookstove saves charcoal and is clean (does not produce a lot of smoke). • The majority of the respondents reported that there were no difficult words or sentences. • A few felt that the "future generation" is difficult to understand.

Poster 4 (Supa Jiko)	Poster 5 (Supa Jiko)	Poster 6 (Jiko Save)
<p>The message take out:</p> <ul style="list-style-type: none"> • The cookstove produces little smoke and is good for health and the environment. • The majority stated that there were no difficult words or sentences. • A few stated that ustaarabu is a difficult word. • There are no difficult words or sentences. 	<p>The message take out:</p> <ul style="list-style-type: none"> • The cookstove uses less fire-wood and produces less smoke. • There were no difficult words or sentences. • However, some people are likely to understand the word fuel to mean petrol or diesel. • There are no difficult words or sentences. 	<p>The message take out:</p> <ul style="list-style-type: none"> • Saving money as a result of using less firewood. • There are no difficult words or sentences

Based on the outcomes from the pretesting, the most appealing aspects of behaviour change revolved around saving money and time as well as improved health. As a call to action, the rallying call for this campaign is “**Upishi Bora, Afya Bora**”. The campaign messages are:

- Okoa pesa (Save money)
- Okoa Wakati (Saves time)
- Boresha Afya (Improves health)

The messages will be applied on different platforms, including but not limited to posters, radio and TV infomercials. They can also be translated into different languages that the target audience speaks.

3.4 Strategies and tactics

At the core of the strategy is the call to make the behaviour change efforts deliberate and continuous. A unique approach proposed to ensure this is achieved to dedicate for an awareness-raising month to be observed each quarter in a year during which deliberate above-the-line and below-the-line awareness-raising events will be conducted. The following seven strategies have been identified to deliver the objectives of the campaign.

3.4.1 Ideation, branding and rallying call

This is meant to coalesce all the relevant stakeholders around a common rallying call, “**Upishi Bora, Afya Bora**.” A generic BCC brand manual will be jointly developed to ensure consistency and uniformity in dissemination where possible while leaving room for diversity and contextualization where required.

Tactics

- 3.4.1.1 Visibility kit for use by partners (could be a simplified PPT on the campaign and branding guidelines).
- 3.4.1.2 IEC materials, such as flyers, brochures, posters, and roll-up banners, containing information on the health benefits, quality, and other advantages of ICS.
- 3.4.1.3 Promotional materials such as t-shirts, caps, lessos among others.
- 3.4.1.4 Short videos on the benefits of the improved cookstove will be produced and shown to potential customers during workshops. They will also be posted on social media pages and websites.
- 3.4.1.5 Digital and social media messages to be used on different platforms such as Twitter, Instagram and WhatsApp: Short videos and messages will be disseminated via different platforms formed by community health volunteers and extension officers.

3.4.2 Execute an awareness and behaviour change campaign

Embark on a systematic rollout of the various activities that will promote awareness and behaviour change

Tactics

- 3.4.2.1 Identify key brand ambassadors for clean cooking at national and county levels.
- 3.4.2.2 Organise a national launch of the campaign.
- 3.4.2.3 Undertake media briefings on the campaign.
- 3.4.2.4 Organise regional and county dialogue forums on clean cooking.
- 3.4.2.5 Advertising on radio and television will generate vast audiences.
- 3.4.2.6 Organise activations at different locations countywide.
- 3.4.2.7 Send short broadcast SMSs.
- 3.4.2.8 Create short videos and post them on social media, especially of Facebook which reaches the target audience.
- 3.4.2.9 Promotional outfits-shirts, caps, dust coats, canvas, aprons, pens, water bottles, etc.
- 3.4.2.10 Sensitisation workshops will offer an opportunity to educate a large number of women on the benefits of the improved cooking stoves.
- 3.4.2.11 Roadshows will be organised at several rural markets. The spokespersons will talk about the benefits of the cooking stove, flyers will be distributed, and music will be used to attract people.
- 3.4.2.12 Demonstrations will be conducted at sensitisation workshops, contests, and roadshows.

3.4.3 Focus on elements of behavioural change in clean cooking on the primary audience

The communications of the campaign will be centred around how the stove will benefit the women. This includes using examples and applications that address the key question: “What is in it for me?” The messages will focus on how healthy, cost-effective and time-efficient using the stove is.

In Kenya, one of the key hurdles to the adoption of ICS is social and cultural behavioural norms. Ordinary marketing and awareness activities, focusing only on the features of the cooking technologies/fuels, have not been adequate in convincing the consumers to switch to ICS. The awareness creation strategy and messaging will therefore focus on elements of behavioural change to cater for the underlying cultural and social behaviours.

Tactics

The following tactics will be employed: -

- 3.4.3.1 User kit including information about the improved cooking stove, how to use the stove, and recipes
- 3.4.3.2 Utilise community formations such as chamas to promote the uptake of ICS. Stove users will be invited to focus group discussions to share their experiences and knowledge on how to use the cookstove.
- 3.4.3.3 Establish model clean kitchens in institutions and households to demonstrate best practices in clean cooking.

3.4.4 Media advocacy to enhance public awareness and understanding of clean cooking

The campaign will use publicity to generate awareness about the products. The literature review conducted indicated that audiences believe that the information they obtain from mainstream media, such as television and radio, is more important and credible than that obtained through advertising and other organisational media like brochures. Specifically, the following publicity tactics will be used.

Direct media tactics

- 3.4.4.1 Continuous engagement with decision-makers in the media such as Editors Guild, Association of Media Women in Kenya (AMWIK), among others.
- 3.4.4.2 News fact sheets will be prepared and disseminated during the launch of the campaign. They will include information presented along the journalistic lines of “who”, “what”, “where,” “when” and “how.” They will also provide information on the background of the project, its significance, and its benefits will also be included.
- 3.4.4.3 News releases will be written and disseminated to reporters and editors to be used in their publications.
- 3.4.4.4 Feature releases, such as “How-to articles”, case studies of people who are using ICS, and the background of the issue will be distributed to journalists.
- 3.4.4.5 Hold workshops for media at the regional/county level on clean cooking.

Indirect media tactics

- 3.4.4.6 **Letters to the editor:** These will communicate the importance of improved cookstoves to the environment and health.
- 3.4.4.7 **Guest editorials-** These will carry the signature of the organisation's leaders because this will give the piece additional credibility.

3.4.5 Partnerships and coalitions

The BCC campaign will be implemented through partnerships and coalitions to ensure success.

Tactics

- 3.4.5.1 Conduct periodic (quarterly or bi-annual) round table meetings among partners undertaking such campaigns
- 3.4.5.2 Development and publication of knowledge management products on the success, challenges and lessons learnt in the implementation of the campaigns.

3.4.6 National and county events

The BCC strategy will leverage on existing national events and organise others that promote clean cooking in the country.

Tactics

- 3.4.6.1 Leverage on national/regional/county events such as agricultural shows, World Environment days, devolution conferences etc.
- 3.4.6.2 Adopt an awareness-raising month to be commemorated each quarter (during which both above the line and below the line activities will be conducted).
- 3.4.6.3 Adopt an award system to best practices in the sector. Lobby to ensure a category on lobby to ensure a category on clean cooking is included in the awards.
- 3.4.6.4 Build on existing initiatives such as Clean Cooking Week by cascading the same to county level.
- 3.4.6.5 Organise quarterly clean cooking dialogue forums at the national level.

3.4.7 Work with the private sector/industry players in promoting clean cooking.

The BCC will leverage the synergistic expertise of cross-sectoral partners

Tactics

- 3.4.7.1 Organise deliberate national and regional/county sensitisation forums for industry players to encourage buy-in of the BCC campaign. Industry players become the agents of change for the industry.
- 3.4.7.2 Support expert(s) in BCC to review the marketing strategies for industry players to incorporate BCC ideas.

4. IMPLEMENTATION FRAMEWORK

The total budget estimate for this campaign is KES 2,429,016,500 for a period of three years (2022 to 2024). The components included in the budget are indicated in Table 7.

Table 7: Implementation framework

PRODUCTION/PREPARATION OF IMPLEMENTATION MATERIALS					
Productions of IEC Materials					
Description	Frequency / No. of Counties	Quantity	Unit Price (kshs)	Total Amount (kshs)	Notes
Fliers	47	100,000	50	235,000,000	Printing of 100,000 fliers per county at kshs 50 per flier amounting to kshs 235,000,000 for 47 counties.
Brochures	47	100,000	70	164,500,000	Printing of 50,000 Brochures per county at kshs 70 per flier amounting to kshs 164,500,000 for 47 counties.
Roll-up banners	47	5	18,000	4,230,000	Printing of roll-up banner per county at kshs 18,000 per roll-up amounting to kshs 4,230,000 for 47 counties.
Horizontal banners	47	5	15,000	3,525,000	Printing of 5 horizontal banners per county at kshs 15,000 per banner amounting to kshs 3,525,000 for 47 counties.
A2 Posters	47	1,000	200	9,400,000	Printing of 1,000 A2 posters per county at kshs 200 per poster amounting to kshs 9,400,000 for 47 counties.
			Subtotal 1	416,655,000	

Production of Promotional materials (Outfits-shirts, Caps, Canvas, Aprons, Pens and Water bottles etc)					
Description	Frequency / No. of Counties	Quantity	Unit Price (kshs)	Total (kshs)	Notes
T-shirts (Round Necks)	47	1000	500	23,500,000	Production of 1000 roundneck t-shirts per county at kshs 500 per t-shirt amounting to kshs 23,500,000 for 47 counties
Polo shirts	47	100	1,500	7,050,000	Production of 100 Polo T-shirts per county at kshs 1500 per t-shirt amounting to kshs 7,050,000 for 47 counties
Caps (Screen Printed)	47	500	500	11,750,000	Production of 500 Caps per county at kshs 500 per cap amounting to kshs 11,750,000 for 47 counties
Lesso	47	1,000	1,500	70,500,000	Production of 1000 Lessos per county at kshs 1500 per lesso amounting to kshs 70,500,000 for 47 counties
Aprons	47	3,000	1,500	211,500,000	Production of 3000 Aprons per county at kshs 1,500 per Apron amounting to kshs 211,500,000 for 47 counties
Pens	47	3,000	100	14,100,000	Production of 3,000 pens per county at kshs 100 per pen amounting to kshs 14,100,000 for 47 counties
Water Bottles	47	50	50	117,500	Production of 50 Water bottles per county at kshs 50 per bottle amounting to kshs 117,500 for 47 counties
			Subtotal 2	338,517,500	

Development of digital and social media messages - Short videos					
Description	Frequency / No. of Counties	Quantity	Unit Price (kshs)	Total (kshs)	Notes
Production of Videos	1	5	250,000	1,250,000	Production of 5 short videos for digital and social media @ kshs 250,000 per video amounting to kshs 1,250,000
Contextualisation/ Translation of videos	1	15	100,000	1,500,000	Contextualization of the produced videos into 15 languages at kshs 100,000 per language amounting to kshs 1,500,000
			Subtotal 3	2,750,000	

	Description	Frequency / No. of Counties	Quantity	Unit Price (kshs)	Total (kshs)	Notes
a	Identification and engagement of brand ambassador for clean energy					
	Ambassador for clean energy	1	12	500,000	6,000,000	Cost per year
				Subtotal 4	6,000,000	
b	Organise a national launch of the campaign					
	Launching of a Brand Strategy	1	1	100,000	100,000	Launching of brand strategy at kshs 100,000
	Management of the Launch	1	1	120,000	120,000	Management of the launch at kshs 120,000
	Undertaking media briefing on campaigns	1	1	200,000	200,000	Undertaking media briefings and coordination of media at kshs 200,000
	Organise regional and county dialogue forums (Quarterly) on clean cooking	47	4	200,000	37,600,000	Cost per year in all the 47 counties
				Subtotal 5	38,020,000	
c	Electronic media advertising: Radio and Television					
	Booking of national and local TV dialogues/ discussions sessions	5	xx ¹⁷	xx	200,000,000	Cost per month for 5 TV Stations
	Booking of national and local radio sessions for dialogues on matters cooking	5	xx	xx	20,000,000	Cost per month for 5 Radio stations
				Subtotal 6	220,000,000	

17. The quantifying and costing of these items will be decided by the implementing organizations.

	Description	Frequency / No. of Counties	Quantity	Unit Price (kshs)	Total (kshs)	Notes
d	Organise activations at different locations countrywide					
	Conducting roadshows	47	3	1,000,000	141,000,000	3 roadshows in every county at ksh 1,000,000 per roadshow amounting to 141,000,000 for the 47 counties.
				Subtotal 7	141,000,000	
e	Mobile communication channels					
	Broadcast SMSs sent (Bulk messaging)	1	1	5,000,000	5,000,000	
				Subtotal 8	5,000,000	
f	Customise short videos to different backgrounds (language, cultural practises etc) for use especially on social media					
	Creation of the short videos	1	5	250,000	1,250,000	Create five short videos at kshs 250,000 per video amounting to 1,250,000 for all of them
	Translation of the videos	15	5	100,000	7,500,000	Translation of 15 vernacular languages
				Subtotal 9	8,750,000	
g	Conducting Sensitisation workshops: Regional/ County level					
	Regional/ County level	47	300	10,000	141,000,000	(100 people x 3 days) in a single county at kshs 10,000 per county amounting to kshs 141,000,000.
				Subtotal 10	141,000,000	
h	Roadshows: Will be organised at several rural markets					
	Conducting Roadshows	47	5	300,000	70,500,000	Total cost for 5 roadshow per county @ kshs 300,000 per roadshow amounting to kshs 70,500,000 for all the 47 counties
				Subtotal 12	70,500,000	
i	Conducting Demonstrations: Will be offered at sensitization workshops, contests and roadshows					
	Conducting demonstration in selected sub-counties	47	30	25,000.00	35,250,000	5 Demonstrations in 6 subcounties in every county at kshs 25,000 amounting to 35,250,000
	Creating demonstration centres (preferably around energy centre)	47	6	15,000.00	4,230,000	6 Demonstration Centres per county at 15,000 per county amounting to kshs 4,230,000 in all the 47 counties
				Subtotal 13	39,480,000	

	Description	Frequency / No. of Counties	Quantity	Unit Price (kshs)	Total (kshs)	Notes
j.	Preparing User Kits: Will include information about the improved cookstove, how to use the stove, and recipes	47	36	7,000	11,844,000	36 user kits will be prepared for each of the 47 counties at 7,000 per kit, adding up to 11,844,000
k.	Establishing model clean kitchens in institutions and households to demonstrate best practices in clean cooking.	47	30	100,000	141,000,000	5 households per sub-county (6 sub-counties) in 47 counties
l.	Undertaking periodic bi annual round table meetings among partners undertaking campaigns	47	2	1,500,000	141,000,000	2 capacity building sessions per county for the relevant networks conducted (this will include trainings of the networks using the HAP)
m.	Leverage on national/regional/county events such as Agricultural show, World Environment days, devolution conferences etc	47	1	5,000,000	235,000,000	Awareness campaigns developed/customized for each of these events and conducted
n.	National and county clean cooking events	47	8	1,000,000	376,000,000	Identifying 2 awareness raising months in each quarter in a year identified.
o.	Adopting an award system to best practices in the industry. Lobby to ensure a category on clean cooking is added	1	1	2,500,000	2,500,000.00	3 awards (best 500,000, runners up 300,000 and 2nd runners up 200,000) established and handed over to the best performers in the industry. Preparation and logistics for awards 1,500,00
p.	Organise deliberate national and regional/county sensitization forums for industry players to encourage buy-in of the BCC campaign.	47	200	10,000	94,000,000	10,000 per person (200 people in attendance) per county
				Subtotal 14	1,001,344,000	
				GRAND TOTAL (KSH)	2,429,016,500	

4.1 Resource Mobilisation Strategy

For the purposes of this strategy, part funding has been provided for under the GCF project: Promotion of climate friendly cooking in Kenya. The total resources estimate for implementing the BCC strategy outweigh those provided for under the GCF project. The estimates in section 4, table 7 could be used as a guide by all partners implementing BCC campaigns as a guide for sourcing for additional funding. The GCF project is implemented in Kenya by MoE, GIZ, PA, E4I, GBM, KTDA, SERC. Each partner will implement these activities in the different geographical areas as presented in Table 8.

Table 8: Geographical areas of focus

Organisation	Counties of focus
MoE	Focus is national with particular attention on above the line awareness raising events
GIZ	30 counties (Kisumu, Homabay, Bomet, Migori, Kericho, Kisii, Nyamira, Busia, Siaya, Vihiga, Nandi, Bungoma, Kakamega, Embu, Meru, Muranga, Kiambu, Tharaka Nithi, Isiolo, Kirinyiga, Marsabit, Makueni, Machakos, Kitui, Kajiado, Narok, Baringo, Uasin Gishu, Elgeyo Marakwet, Trans Nzoia).
Practical Action	Nakuru, Nyandarua and selected areas in Kericho and Baringo Counties.
Energy 4 Impact	Mombasa, Kilifi, Kwale and Taita Taveta.
Dedan Kimathi University of Technology	No specific counties, implementation where technical support shall be required.
Strathmore Energy Research Centre (SERC)	No specific counties, implementation where business development, quality assurance and technical support shall be required.
Kenya Tea Development Agency Foundation (KTDA-F)	Implemented within 60 KTDA managed tea factories across 13 counties (Kiambu, Muranga, Kirinyaga, Embu, Meru, Kericho, Bomet, Kisii, Nyamira, Vihiga, Nandi and Trans Nzoia).
Greenbelt Movement (GBM)	Nyeri, Laikipia.
Clean Cookstove Association of Kenya (CCAK)	No county specific, expected to be national

4.2 Risk analysis and mitigation

Actions and options have been developed to enhance opportunities and reduce threats to the BCC campaign, as summarised in the table below.

Table 9: Risk analysis and mitigation measures

Risk	Risk level	Mitigation measures
The upcoming electioneering period may pose a big risk to the rollout of the campaign. This is because the media will mainly be focused on campaigns, and the messages may be lost if politicians are competing for an audience.	High	MoE and IPs to Plan activities before the end of June and after September 2022. TWG to monitor the situation and where there is a need, suspend the activities.
Delays associated with coordination among implementing partners providing inputs to the assignment.	Medium	MoE and GIZ will facilitate coordination among the implementing partners. This will include organising meetings, regular follow-ups, etc.
Insecurity in some counties during implementation of the BCC.	High	Involve the local administration to advise on security issues
Covid-19 pandemic restrictions may slow or affect the nature and implementation of the activities during the assignment.	Medium	In case of another lockdown, the project will comply with government regulations as well as GIZ standard operating procedures. Adopt alternative ways of working, e.g. working from home. Review whether it is prudent to continue with the campaign.

5. MONITORING AND EVALUATION FRAMEWORK

With regards to financial monitoring, entities adopting the strategy will develop their monitoring frameworks based on organisation-specific requirements. However, at the national level, the MoE will take stock of all the funding channeled towards BCC initiatives in the country.

Partners are encouraged to adopt specific tactics in this strategy that enable implementation of the BCC activities in their regions of implementation. However, to enable monitoring the effectiveness of the strategy, each partner will report implementation progress using the reporting template in Table 11. The framework is vital for overall project management and coordination as it provides a mechanism for measuring:

- (i) The impact of the strategy (including the activities proposed) and,
- (ii) The effectiveness of the strategy (measured against These objectives are not defined in this strategy. Perhaps it would be good to state what they are in chapter 3 before referring to them here. Chapter 3 has just 2 objectives on awareness creation and adoption of improved cookstoves. In addition it is necessary to clarify how these 3 objectives relate to the SMART objectives earlier developed in Chapter 3).
- (iii) Enabling MoE to effectively coordinate all BCC campaigns happening in the sector with the overall aim of documenting and disseminating the lessons learnt.

This framework will be updated at least annually as new assumptions and information influence or affect the applicability of the proposed strategies.

5.1 Impact measurement

The overall strategic objective is to contribute to SDG 3 (Good health and well-being), (SDG13 (climate action) and SDG 7 (affordable and clean energy). As part of monitoring its performance, behaviour change will be monitored using standardized indicators presented in Table 10. These will be measured through annual household surveys at the national, regional, or county levels. The baseline values for the different indicators will be derived from the study findings of a baseline study currently underway.

Table 10: Indicators¹⁸

S/ NO.	Performance Indicator (Outcome Indicator)	Unit of Measure	Baseline Year	Baseline Value	2022/23	2023/24	2024/25	2025/26	2026/27
1.	Kenyan awareness of the benefits of adopting and using improved cooking solutions	% ¹⁹	2022						
2.	Kenyan households shifted to using an improved cooking solution	%	2022						
3.	Kenyan households and the number of people (male and female) with access to an improved cooking solution	%	2022						
4.	Kenyan households where an improved cooking solution is the primary cooking technology	%	2022						
5.	Level of funding channeled towards BCC campaigns	% ²⁰	2022						

18. For indicator 1, 2, 3 and 4 the baseline will be based on the outcome of the study being conducted under the GCF project: Promotion of climate friendly cooking project to establish the level of awareness among Kenyan households on the benefits of adopting and using clean cooking solutions

For indicator 5, the baseline will be based on the outcome of a study being conducted under the GCF project: Promotion of climate friendly cooking in Kenya on consumer and enterprise financing landscape for the cooking sector in Kenya.

19. The baseline value will be determined from a study currently being conducted under the GCF project

20. Current funding will be estimated as at 2022

5.2 Measurement of the Effectiveness of the strategy

The BCC TWG will periodically measure the effectiveness of the BCC strategy in achieving set objectives. In monitoring, if the changes expected towards adoption and usage of the improved cooking solutions in the country are not evident, the TWG will consider three (or more) possible scenarios:

- Could it be because the target audience (both primary and secondary) didn't receive the message (**outreach issue**)?
- Could it be because the messages didn't address the right determinant (**communication objective issue**)?
- Could it be because the behavioral determinant changed, but it didn't impact on the behaviour?

Based on the above scenarios, the TWG will consider three-level objectives in measuring the effectiveness of the strategy;

- Communication objective** - Indicator 1, 3 & 5
- Behaviour change objective** - Indicator 2
- The outreach objective** - Indicator 4

Measuring communication objective will enable the BCC TWG and the different actors to understand if they were effective; while measuring outreach objectives will enable the BCC TWG to (1) monitor the number of people reached and exposed to the messages through the different mediums and (2) to identify any logistical issues.

Periodic measurement of the above objective (on a bi-annual basis) is preferable. Standardized templates by partners adopting the strategy (see table 11) will be used to report the monitoring results at these three different levels. These results will then be aggregated by the MoE and discussed with stakeholders/partners in a process of sense-making at a workshop organized by the MoE (preferably on a bi-annual basis).

Table 11: Measuring effectiveness of reporting template

Medium of communication	Target group	Communication objective	Behaviour objective	The aggregate number of people reached (disaggregated by sex)		Total Number reached
				Female	Male	

Ministry of Energy
Kawi Complex,
Off Red Cross Rd, Nairobi.
P. O. Box 30582 – 00100 Nairobi, Kenya
info@energy.go.ke
Tel: +254 (0) 20 4841000
Fax: +254 (0)20 2228314

Implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



ENERGY4IMPACT
POWERED BY MERCY CORPS

**Practical
ACTION**

In Partnership with

endeavor



Strathmore University
Energy Research Centre

