

THE OLD WAY ISN'T ALWAYS THE GOOD WAY

APPLYING BEHAVIORAL INSIGHTS FOR THE ADOPTION OF CLEANER COOKSTOVE TECHNOLOGIES
IN RWANDA, MADAGASCAR, AND GHANA



1

- Lack of salience of benefits

LEARNING & BECOMING INTERESTED

PRE-UPTAKE SOLUTIONS:

- Use messages framing benefits: less health hazards, allows cooking indoors during rainy season, more family time, and safety.
- Use role models to convey benefits.
- Socialize new stoves through demonstrations or "cookoffs".

2

- Financial constraints

SAVING UP

PRE-UPTAKE SOLUTIONS:

- Frame message to increase salience of fuel savings.
- Encourage a "cookstove savings box".
- Promote goal monitoring through a savings calendar.

3

- Limited bandwidth
- Social norms

USING NEW STOVE AS MAIN COOKING SOURCE

UPTAKE SOLUTIONS:

- Organize taste competitions "cookoffs" to shift beliefs.
- Use ambassadors who are trusted peers and can offer guidance & encouragement through initial period.
- Promote habit change through familiar cues.

4

- Negative mental models

TEACHING OTHERS IN THE HOUSEHOLD

UPTAKE SOLUTIONS:

- Train domestic workers through role modeling.
- Empower domestic workers through "peer" demonstrations.

5

- Cultural norms

GETTING DESIRED FOOD QUALITY

SUSTAINED SOLUTIONS:

- Promote time, money, and taste benefits of stoves through community recipe-sharing.
- Organize taste competitions "cookoffs" to shift beliefs.
- Organize workshops for small businesses to promote alternative food prep options (e.g. bean soaking).

6

A NEW COOKING ERA

The replacement of current methods of cooking with cleaner, safer, and time-saving new cookstove technology can help protect the environment and health of the next generation.