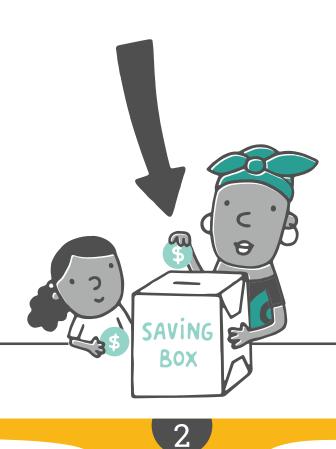
## THE OLD WAY ISN'T ALWAYS THE GOOD WAY

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













 Lack of salience of benefits

Financial constraints

Limited banwidth

Social norms

Negative mental models

Cultural norms

## 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".

### 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.

### 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.

## TEACHING OTHERS IN THE HOUSEHOLD

#### **UPTAKE SOLUTIONS:**

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

# 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).

## 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.







