



WePOWER Conference Kathmandu, Nepal
Clean Cooking Alliance

The Alliance has a specific gender strategy.

The sector needs to increase the role of women and address gender issues to scale adoption

Women, as the users, will ultimately determine use and adoption of cookstoves and fuels

- Technologies, distribution approaches, marketing techniques, etc. must all be gender-informed

Women entrepreneurs are an untapped resource to scale adoption

- Fastest growing cohort of entrepreneurs and business owners in many developing countries
- Reinvest back into their communities
- High payback rates on business loans
- Better able to reach female consumer segments which can increase overall sales
- Utilize peer-to-peer communication to enhance adoption among female users



List Of Activities for WePOWER

Pillar 1: STEM Education

Activities	In 2019	In 2020
CCA will reach out to female students in the Independent University Bangladesh to advocacy and awareness raising around clean cooking to create opportunities for the University students, particularly women in the sector.	CCA will reach out to 40 female students in the Independent University Bangladesh.	50 female students in the Independent University Bangladesh.
CCA will connect female students in the Independent University Bangladesh with various Clean Cooking organizations in Bangladesh.	CCA will connect 10 female students in the Independent University Bangladesh to various CCA organizations in Bangladesh.	CCA will connect 10 female students in the Independent University Bangladesh to various CCA organizations in Bangladesh.

Pillar 2: Recruitment

Activity	In 2019	In 2020
CCA will provide Internship Opportunities for female students in Bangladesh.	CCA will provide Internship opportunities for 10 female students in Bangladesh.	CCA will provide Internship opportunities for 10 female students in Bangladesh.
CCA has trained VERC, as an Alliance partner, in a training of trainers in Bangladesh for the Empowered Entrepreneurs Handbook.	VERC will train 130 female entrepreneurs till 2019 in Bangladesh.	

List of Activities for WePOWER

In the **Women Empowerment Fund (WEF) Project**, the CCA is focused on creating an ecosystem, based on sustainable women entrepreneurship model, to increase the adoption of Tier 4 biomass stoves and pellet in India.

The Alliance's Clean Cooking (CCA) **Behavior Change Communication Project (BCC campaign)** aims to increase knowledge of benefits of clean cooking and **awareness of clean cooking solutions**.

CCA is currently undergoing a **"Maximizing Health Benefits of Clean Cooking in Urban Nepal"** project that aims to address household air pollution through a series of measures to promote cleaner household cooking.

The Alliance's BCC partner, Junkiri Interactive Pvt. Ltd has organized gender activities to enhance the focus on women in their attempts to address household air pollution in Nepal. These activities will aim to generate female entrepreneurs finally.

Dharma Life Entrepreneurs (DLE's) will be appointing two women staff for operating the plant in India.

CCA will generate awareness on use of Tier 4 biomass stoves and pellets for 30 women through WEF project in India.

CCA will sell and distribute 500 Improved Biomass Cookstoves (Mimimoto).

The 60 women community workers from SEWA and Dharma Life (implementation partners of CCA) will anchor to implement the BCC campaign activities in India. They will also be involved in community and interpersonal communication engagement.

Junkiri Interactive Pvt. Ltd, as a CCA partner, will organize 5 gender activities focused on deepening women's engagement to promote cleaner household cooking in Nepal