


**PRODUCTION AND MARKETING
OF IMPROVED COOK STOVES IN
WEST AFRICA
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**WEST AFRICAN CLEAN
COOKING ALLIANCE**

**1ST REGIONAL
STAKEHOLDER
WORKSHOP**

**23-23 April 2013
Quagadougou**




**TOYOLA
ENERGY**

Don't burn your money, buy Toyola



ECOWAS COOKSTOVE INDUSTRY- OUTLOOK SUMMARY.

- With over 80% of the population relying on solid fuels, there is a large potential market for cookstoves and fuels.
- Several governments in the region are now recognizing the the general benefits of improved cookstoves
 - Severity of deforestation in many countries in the sub region means more attention will have to be paid to fuels and cookstoves issues.
 - Compelling economic benefits in fuel and time savings for improved cookstoves creates right condition for adoption by end users.
 - There is existing use of clean technologies such as LPG. Efforts at producing and marketing improved cookstoves can be found in several countries in the sub region. Advanced biomass cookstoves are also being imported and introduced. Carbon finance has helped in reducing prices to users.
 - However, problems still abound. Lack of capital, low awareness and affordability among the target population, high tariffs, limited distribution networks and absence of end user finance.
 - Local production capacity is severely limited and depends on local artisans.

WHO ARE WE?



- Toyola Energy is a Social Entrepreneurial business with a mission of providing Clean Cookstoves to low income households in a financially sustainable and scalable way.
- Founded in Ghana in 2006, Toyola Energy has expanded to three other countries in the West African sub-region and now sells over 100,000 cookstoves per annum.

OUR WORK IN WEST AFRICA

- We established production and training centers in four West African Countries, Ghana, Togo, Benin and Nigeria
- We trained and contracted over 200 local artisans to produce energy efficient and cleaner cookstoves from 100% local materials.
- We offer credit facilities to market women, retailers and agents numbering over 300 to enable them stock and sell Toyola Cookstoves.



TOYOLA BUSINESS MODEL

HOME GROWN SOLUTION THAT WORKS.

- Accessibility- Mobile sales by vehicles, boats, etc
- Financing End User-- Give the customer a stove and a “Toyola Money Box”
- Customers put the money saved from using less fuel in the “Toyola Money Box” to pay for the stove over 8 weeks.
- Toyola has sold over 300,000 stoves since 2007 delivering positive health, environmental, financial and social benefits in West Africa.



FUTURE PLANS

- **Export its tested production and marketing model to more countries through partnerships and franchising**
- **Seek additional social capital to expand – grants, equity and/or debt.**
- **Support other initiatives via training, advice and mentoring.**
- **Sell additional 3 million stoves by 2020 impacting over 15 million lives in West Africa.**



Press coverage:



KEY MESSAGES AND LESSONS

- Clean cooking technologies can be profitably and sustainably disseminated by small local businesses.
- Making available Investment Capital to local Entrepreneurs will significantly improve energy access
- Don't underestimate the effectiveness of simple but appropriate technologies and local approaches.



KEY TAKE AWAYS



TOYOLA FACTORY 2006



ASHDEN INTERNATIONAL GOLD AWARD
2011

- **The poor can be part of the solution to their problems, Toyola stoves are made by the poor, Sold by the poor and used by the poor. Inclusive Business Models using local approaches should be encouraged and supported.**
- **Investment Capital are needed by Entrepreneurs to make meaningful contribution . Impact investors, Banks, WACCA, Global Alliance and Partners must drive investment to the sector.**
- **Aspiring Entrepreneurs must believe in their Vision. Start where you are with what you have right now. Luck is when opportunity meets preparation.**

THANK YOU