

# 2<sup>ND</sup> GHANA RENEWABLE ENERGY FAIR

ACCRA INTERNATIONAL CONFERENCE CENTRE

PRESENTATION BY:

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# PRESENTATION OUTLINE

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COOKSTOVE SECTOR

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COOKMATE HAS A ROLE

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## OVERVIEW OF COOKCLEAN GHANA

CookClean Ghana Limited, established in 2010, runs a vibrant operation manufacturing and selling improved cook stoves and briquettes and charcoal made from saw dust and agricultural waste.

Our mission is to improve the social, environmental, and economic conditions for low-income families in Ghana by introducing locally engineered improved charcoal stove called “CookMate”.

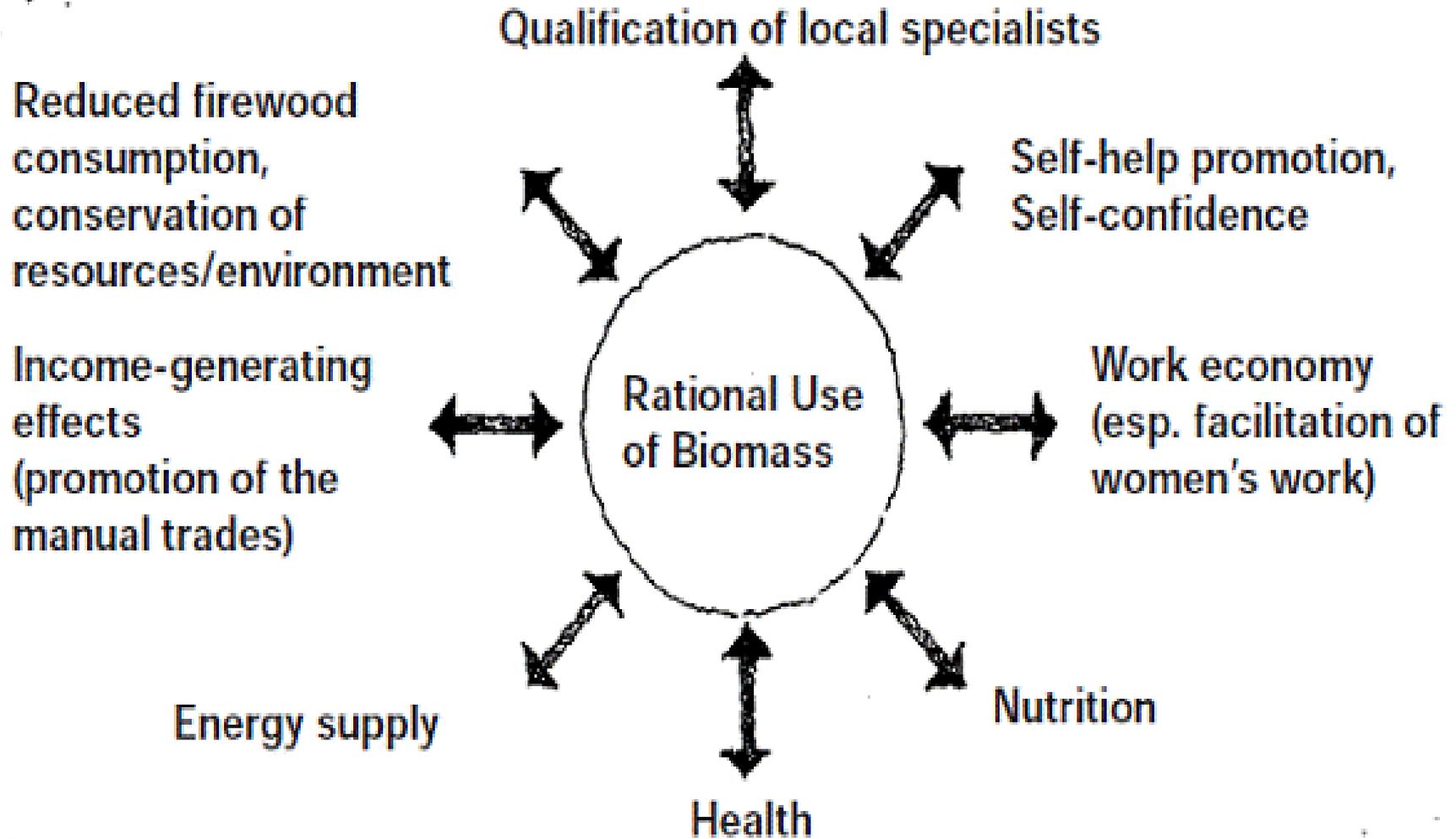
CookClean production capacity is 3000 stoves per month and Briquette and charcoal capacity of 5,000 tonnes per annum.

CookMate cookstove is a locally researched and engineered product. It cooks faster than the traditional stove and the amount of fuel consumed is half that of the traditional stove hence saves 50% fuel savings.

CookClean has staff capacity of 36 and was founded (CEO) by Nicholas Manu

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# Socio-Economic Impact



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# COUNTRY'S PROBLEM STATEMENT

2015 - 27 million

2020 - 30 million

## State of Cookstove Sector

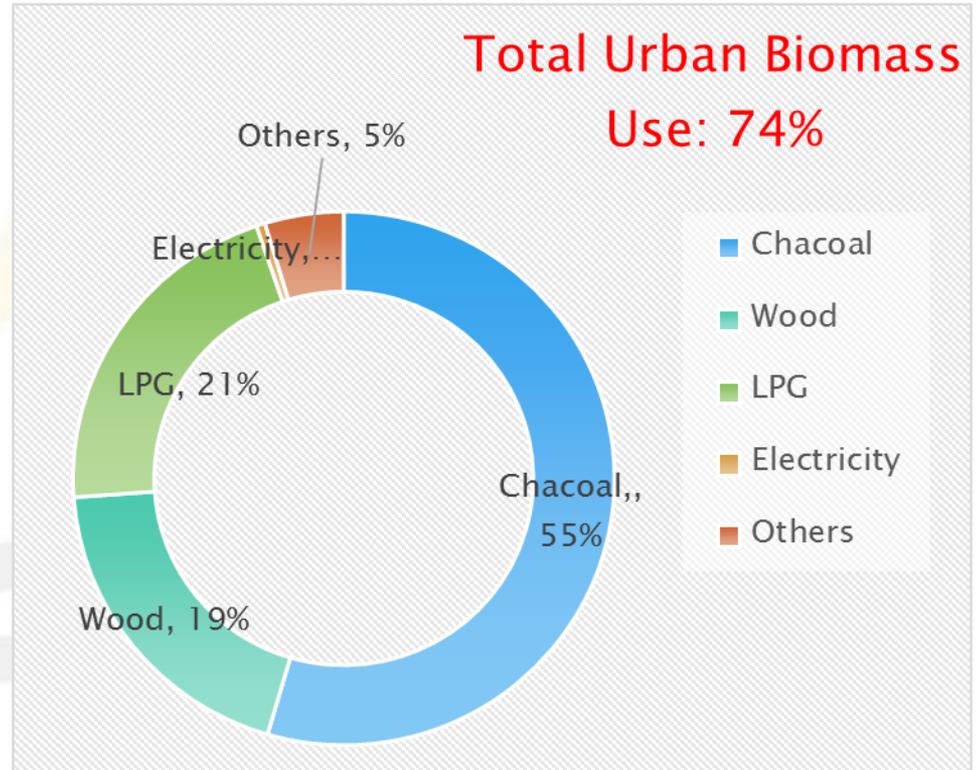
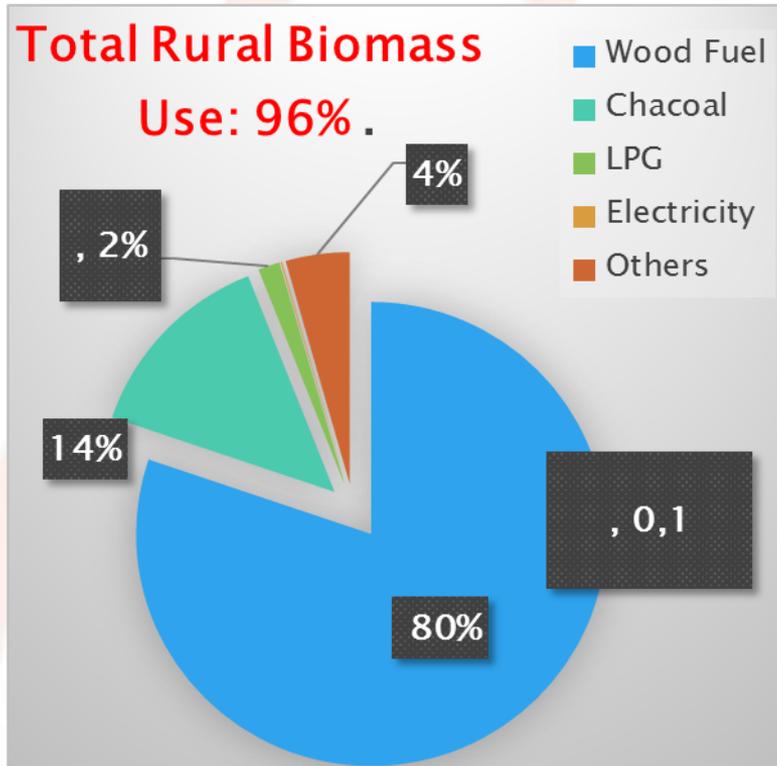
- 70% reduction of forest cover
- 84% households use solid fuel.
- 21% impacted by IAP.
- 13,400 deaths.
- 30% low awareness of health, economic, and environmental impacts.



- (Land Area: 238.5 km<sup>2</sup>)

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# RURAL & URBAN FUEL USE.



The main fuels are wood, in rural regions, and charcoal, predominant in urban regions:

Source: Ghana Standard Living Survey

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# HOUSEHOLD COOKING ENERGY BOTTOM OF THE PYRAMID

## Baseline Scenario



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# Baseline Scenario

*This is how 85% Cook Today in Ghana*

Baseline Scenario



A boy poses for a photograph in front of a wall blackened by ash as a result of food being cooked on charcoal.

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# UNIQUE VALUE PROPOSITION

CookClean's improved stoves benefit households (especially those of the bottom of the pyramid) in multiple ways:

- ✓ The highly efficient stoves reduce harmful smoke during cooking and thereby reducing negative health impacts particularly for women and children
- ✓ Reduced fuel use helps poor families make savings on their energy expenditure.
- ✓ Reduced exposure to smoke reduces illness and clinical bills.
- ✓ Reduced deforestation tackles soil erosion, drought risk and thereby loss of agricultural harvests in rural areas.
- ✓ Production provides direct employment to over a dozen artisans and factory workers and employment to dozens of retail sales agents.

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# UNIQUE VALUE PROPOSITION

## CookClean's Solution



**CookMate (own design)**



**Mobile Institutional Wood Stove**



**CookClean Institutional Stationary Wood**



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# UNIQUE VALUE PROPOSITION

## CookClean's Solution



A girl smiles while posing for a photograph along with her newly purchased stove made by Cook Clean Ltd.



A woman poses for a photograph along with her newly purchased stove made by Cook Clean Ghana Ltd.



Two girls smile while posing for a photograph along with her newly purchased stove made by Cook Clean Ltd.



A man smiles while posing for a photograph along with his newly purchased stove made by Cook Clean Ltd.

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# CookMate stoves Production



Air regulator cutting



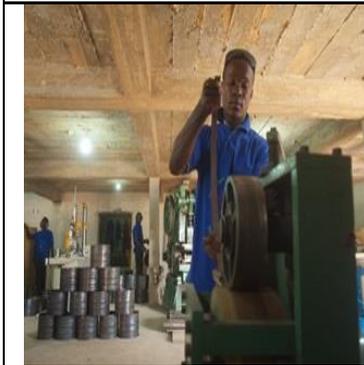
beading for sturdiness



Welding combustion chamber



Smoothing stove top



Cone necking



Stove marking



Market readiness



Happy family enjoying Cookmate

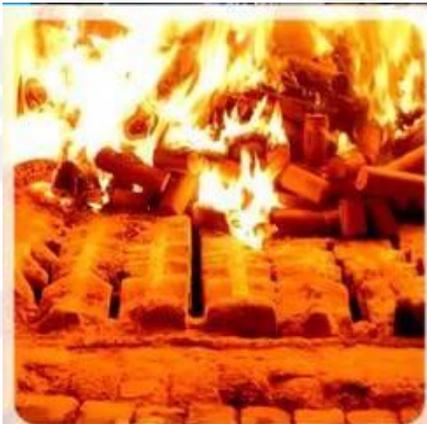
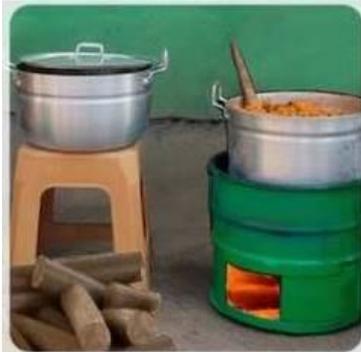
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# *CookClean Institutional Stove Production*



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# CookClean Briquettes & Charcoal Production



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## *MARKETING AND DISTRIBUTION*

Currently the products are distributed using mixed distribution channels:

- ✓ Traditional approach through distributors/retailers
- ✓ Sales with mobile delivery vans at market places and in-house exhibitions
- ✓ Sales through product presentation during functions, events and gathering
- ✓ House to house sales through employed sales personnel

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## *SOME OPERATIONAL CHALLENGES*

- ✓ High Cost and unreliable supply of electricity
- ✓ Taxation inequality with informal sector
- ✓ High cost of production machinery and associated importation cost
- ✓ Lack of Governmental incentives and Financial support and investment from domestic capital market
- ✓ Competitive pricing challenge with informal market

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## *WAY FORWARD*

- ✓ Appeal for tax incentives or equal treatment with informal sector from and by the government
- ✓ Support for investment in research/development in the cookstoves sector
- ✓ Continuous search and identification for support and capital injection with flexible payment terms/ rate to upscale production
- ✓ Exploration of alternative cheaper energy alternatives for production
- ✓ Continuous creation of public awareness

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# CookClean Limited

*Changing the way we cook*



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