

#Cookstoves2015 @Cookstoves

# Consumer Awareness of Cookstoves Technology and Fuel Performance



Clean Cooking Forum 2015  
Accra, Ghana | November 10–13



[www.cleancooking2015.org](http://www.cleancooking2015.org)



# Session Speakers

## Moderator

- John Mitchell – US Environmental Protection Agency

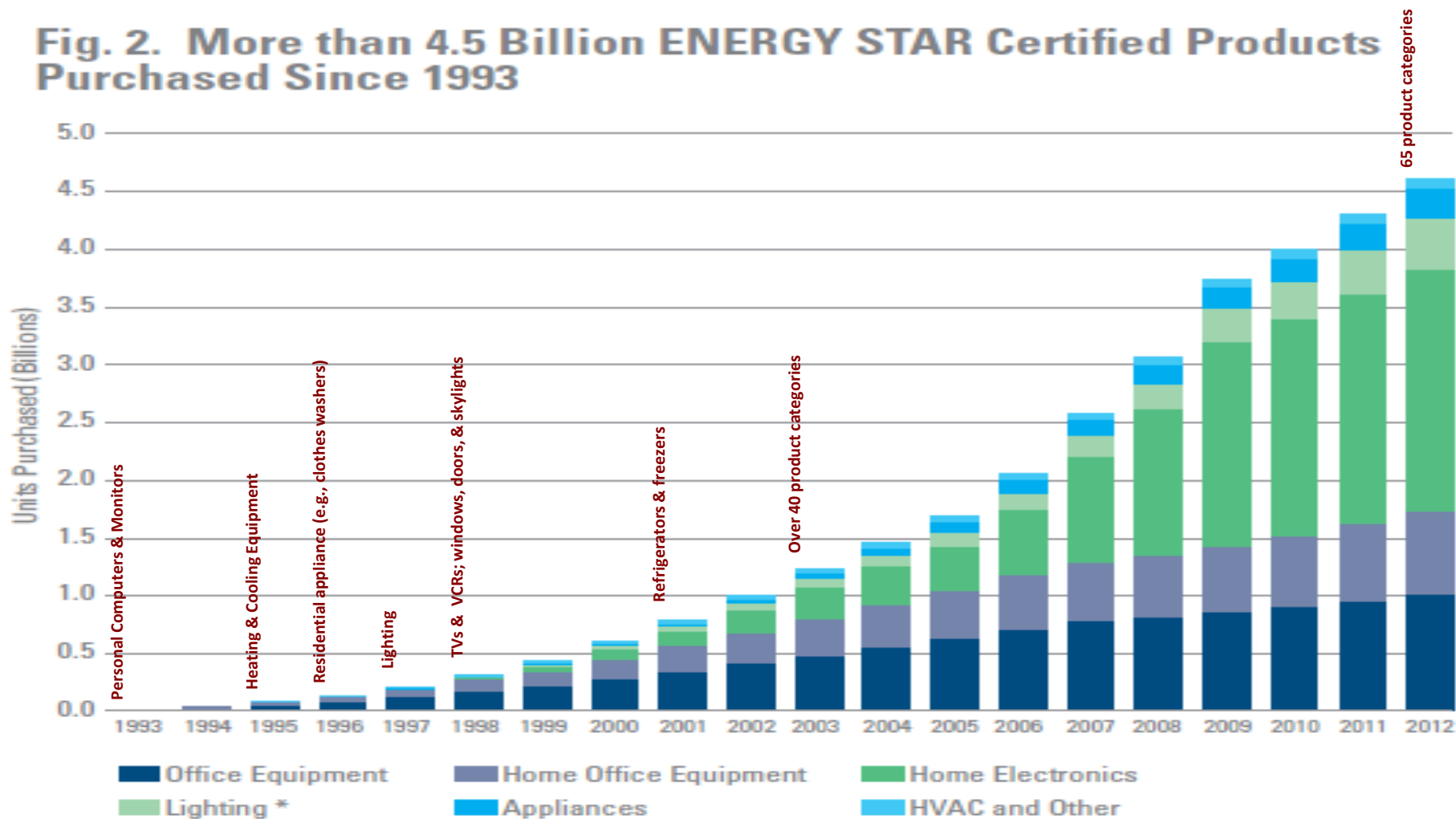
## Panelists

- Kofi Agyarko – ECOWAS Centre for Renewable Energy and Energy Efficiency (ECREE) / Ghana
- Edema Luke Wilson – Oxfam / South Sudan
- Agnes Naluwagga – Centre for Research in Energy and Energy Conservation (CREEC) / Uganda



ENERGY STAR: a voluntary program that has built a market for more and more products by strategically pushing evolving standards to achieve real impact.

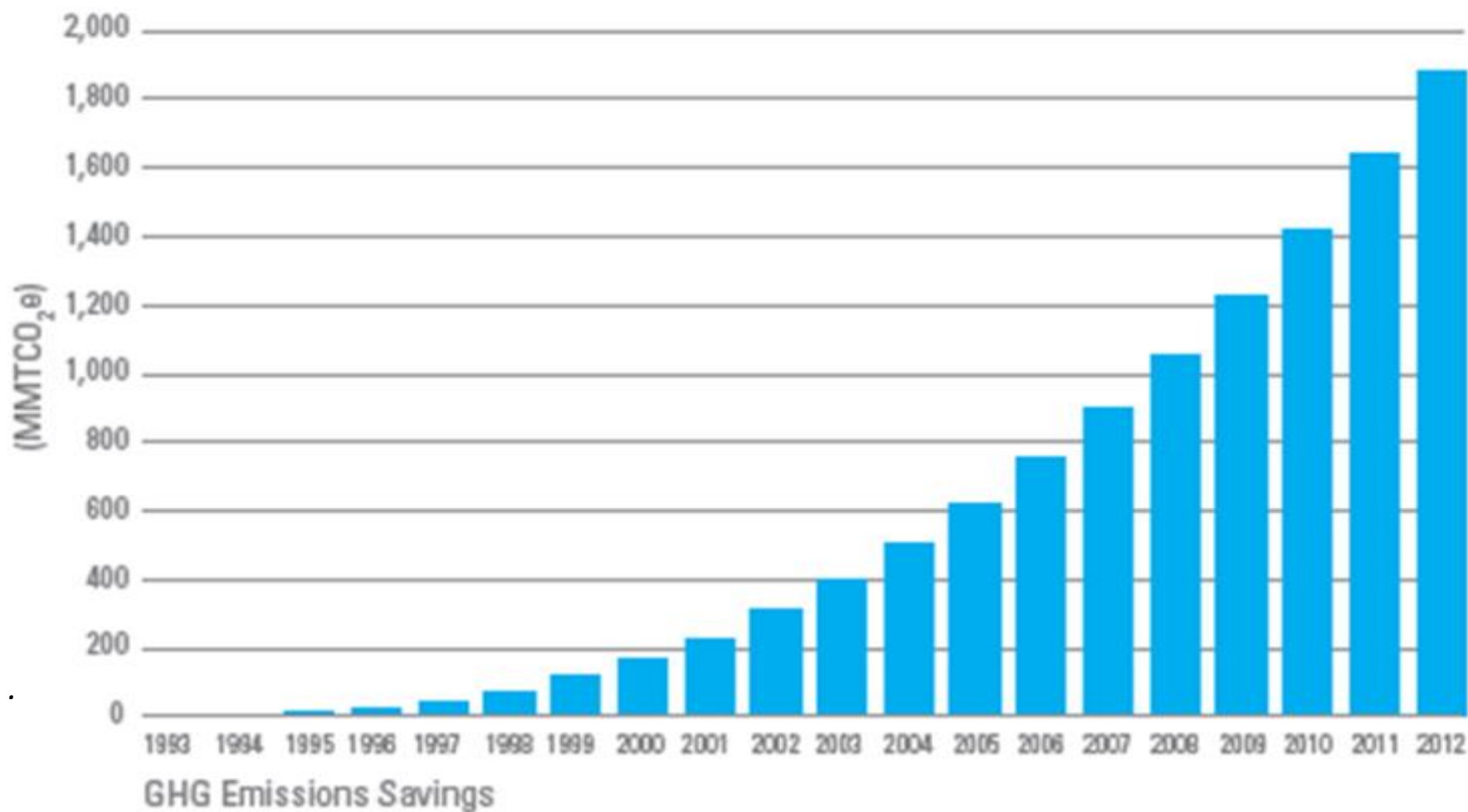
**Fig. 2. More than 4.5 Billion ENERGY STAR Certified Products Purchased Since 1993**



\*Lighting category does not include purchases of light bulbs.



ENERGY STAR benefits have doubled in the last 5 years – and they have more than quintupled over the last decade. *\*This chart also includes benefits from ENERGY STAR’s commercial, industrial and residential programs.*





# Consumer Awareness Continuum

## Present

- Manufacturer's Claims / Marketing
- Personal Experience / Word of Mouth

## Standards

- Pass / Fail
- Tiers of Performance [Good/Better/Best]

## Labels

- Communicating Tiers of Performance