

Empowering Women in the Cookstove Value Chain





About Envirofit

Envirofit designs, locally manufactures, and sells, low-cost high quality cookstoves.

Has subsidiaries in East Africa, West Africa, Asia, & Latin America

Served 1 million customers impacting 5 million people across the globe.



- New product = Slow early adoption
- Remote target market = Difficult to reach
- 90% of sales agents are male while 90% of customers are female

Women are the missing link in sales and distribution



- Can females be as effective as male entrepreneurs?
- How to we empower them to take action?
- How do we enhance intrinsic motivation for better performance?



- Partnered with Johns Hopkins & ESVAK in Kenya to pilot test a entrepreneurial training program
 - 4 day training program based on agency
- GACC best practices
 - Selection criteria
 - Starter package
 - Central distribution hub
 - Provided incentives





- Successes
 - Women outsold men 3 to 1
 - Study showed higher rates of cookstove adoption of customers who purchased stoves from a female seller
- Challenges
 - Sales numbers were low
 - Access to finance was an inhibitor
 - Large drop off from initial training

- GACC-Best Practices
 - More selective recruiting criteria
 - Introduce partner financial loan mechanisms
- Challenges
 - Access to finance was *still* an inhibitor
 - Wanted more business based skills



- Longer trial period with more focused selection process
- Established access to financing
- A robust training program that incorporates both agency & business skills





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- Scaling the program in Kenya & Nigeria with the aim to train 600 female sales agents to sell 60,000 stoves over the next 15 months