THE OLD WAY ISN’T ALWAYS THE GOOD WAY

APPLYING BEHAVIORAL INSIGHTS FOR THE ADOPTION OF CLEANER COOKSTOVE TECHNOLOGIES IN RWANDA, MADAGASCAR, AND GHANA

LEARNING & BECOMING INTERESTED
- Lack of salience of benefits

SAVING UP
- Financial constraints

USING NEW STOVE AS MAIN COOKING SOURCE
- Limited bandwidth
- Social norms

TEACHING OTHERS IN THE HOUSEHOLD
- Negative mental models

GETTING DESIRED FOOD QUALITY
- Cultural norms

PRE-UPTAKE SOLUTIONS:
- Use messages framing benefits: less health hazards, allows cooking indoors during rainy season, more family time, and safety.
- Use role models to convey benefits.
- Socialize new stoves through demonstrations or “cookoffs”.

UPTAKE SOLUTIONS:
- Organize taste competitions “cookoffs” to shift beliefs.
- Use ambassadors who are trusted peers and can offer guidance & encouragement through initial period.
- Promote habit change through familiar cues.

SUSTAINED SOLUTIONS:
- Train domestic workers through role modeling.
- Empower domestic workers through “peer” demonstrations.

A NEW COOKING ERA
The replacement of current methods of cooking with cleaner, safer, and time-saving new cookstove technology can help protect the environment and health of the next generation.