

MECS IN CAMBODIA: FUTURE SOLUTIONS & STRATEGIES PROMOTING CLEAN COOKING IN CAMBODIA

22 June 2021

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HUMAN-CENTERED DESIGN & INNOVATION

- Researching Needs
- Designing Products and Services
- Applying Strategies, Behavior Change Models, Policy Recommendations to Maximize Impact



JUMPING TO THE NEXT CURVE

- MECS TRIID
- MECS ECO

HMW position Clean Cooking Products as the next aspirational alternative?



1. Foundational research

- In-depth HCD research to understand context, knowledge gaps, triggers, enablers, barriers
- Prototype and test early solutions

HMW introduce and scale electric cooking solutions meeting household needs, accelerate clean cooking in Cambodia?



2. Market-based pilots for electric

- Sales of PAYGO-enabled induction cookstoves
- Other e- cooking devices: pressure cookers, grills, slow-cookers
- Informing energy-use perceptions through smart energy meters
- Behavior change strategies to increase adoption of electric cooking devices

MECS-ECO: Iterative Market-Based Pilots

2020-2021

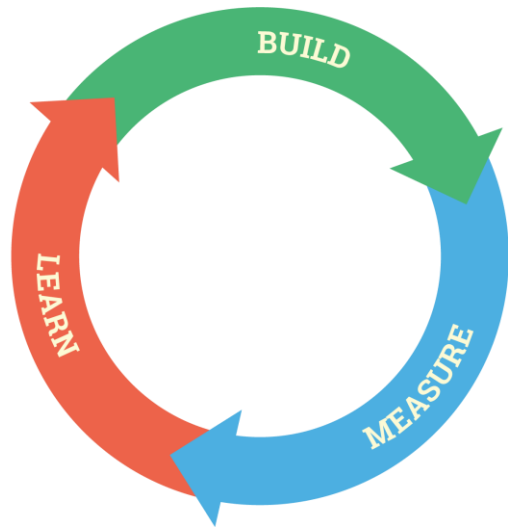
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Marketing Approaches

6 Month Iterative Market Test Cycles



1

Direct Sales Approach



Problem Led Sales Approach

- Sales conversations
- Site sellers, videos, catalogs
- Demos and Free Trials

2

Community Cooking Events



Community Cooking Events

- Live Cooking Events
- Embedded Marketing Activities

Identifying Cooking Problems



Simplifying Customer/Sales Experience



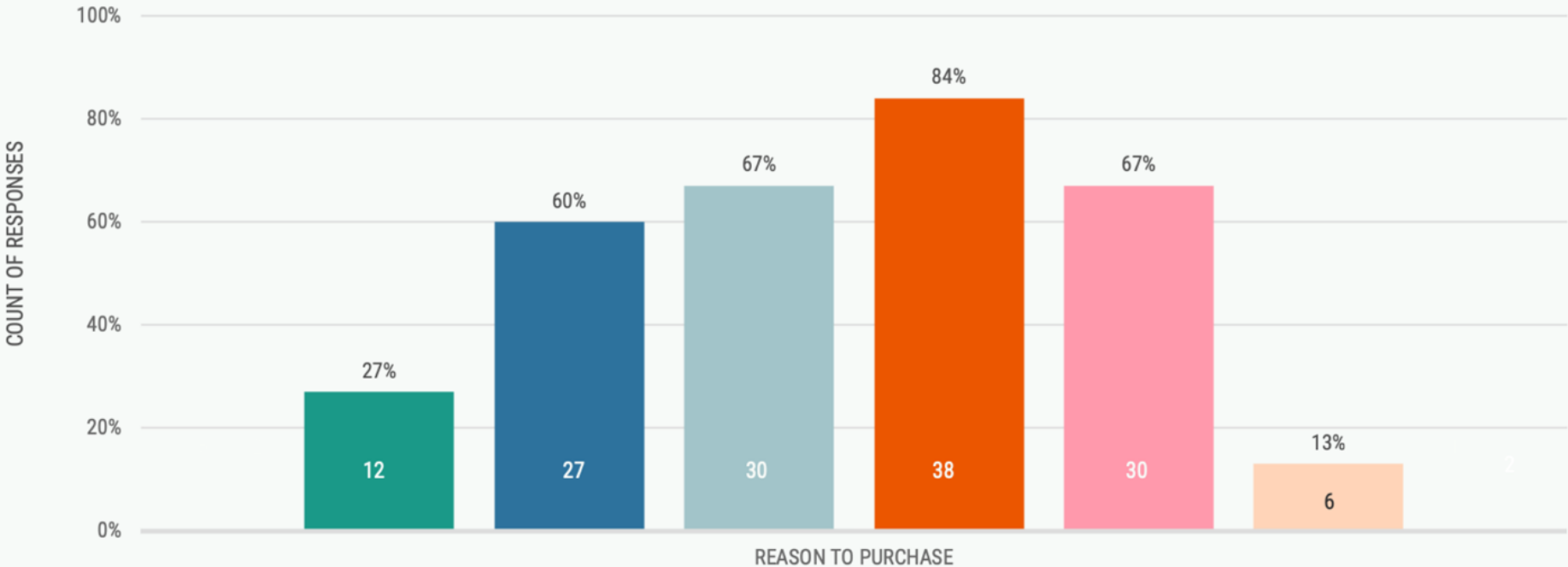
Community Cooking Events



Sales Messages

REASONS TO PURCHASE

HEALTH BENEFIT REASONABLE PRICE SAVE TIME SAFETY EASY TO USE OTHER REASONS



Thanks!

