



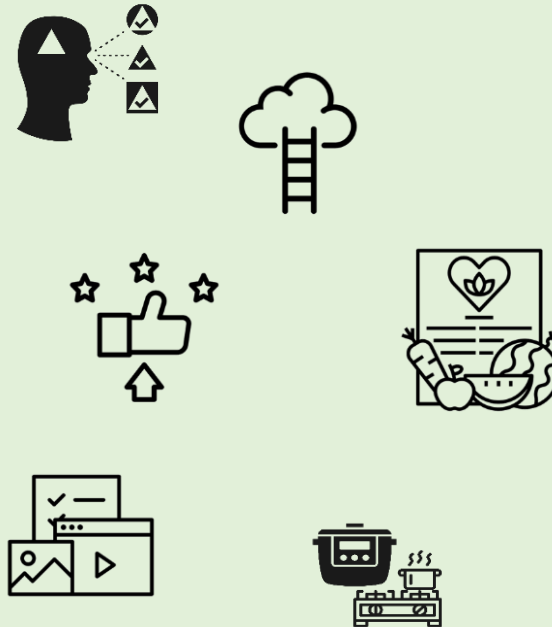
MECS

# MECS Country Jigsaw to Scale Up

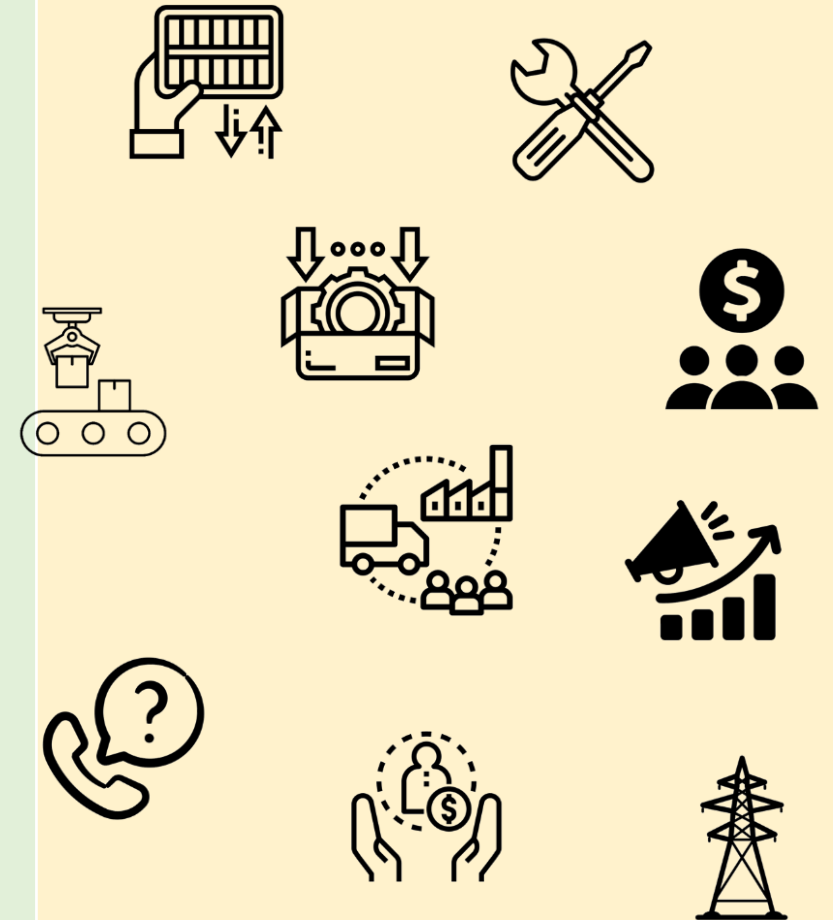
## Policy Enabling Environment



## Consumer Awareness



## Supply Chain





# The Jigsaw Concept






- The MECS country level theory of change is a jigsaw of pieces, where all the pieces need to be in place to enable scaled uptake.
- Predominantly eCooking focussed but acknowledges role of other tier-5 fuels in transition.
- Jigsaws and their ‘solutions’ are location specific.
- Helps prevent project issues/failures occurring due to another piece of the jigsaw not yet being in place.

















# Policy Enabling Environment




	<b>Access to modern energy</b>	Is eCook framed as increasing modern energy access or as solution to cooking sector problems?
	<b>Existing policy</b>	Is the policy environment supportive/constraining? (which parts do what? Any influence from international policy/processes?)
	<b>Import tariffs</b>	If components are imported, are they subject to tariffs? What are those impacts?
	<b>Job creation</b>	If systems or components are assembled locally or if a help centre and service agents are in place, is this a sell point in job creation?
	<b>Specific/general finance</b>	Should credit for the system be specific to the institution, or to the consumer, or general to the consumer?

	<b>Public good... gender, health, child welfare, climate</b>	Where will the marketing focus be? (e.g. cost savings, health, public good)
	<b>Safety and standards</b>	Of appliances, fuels, guarantees - what are they, and do they need to change?
	<b>Regulatory environment</b>	Tariff structures, tax, VAT, business environment - what are these structures and do they need to change?
	<b>Waste disposal</b>	Will waste disposal be a problem. Recycling of components, recycling of chemicals? Lifetime of appliances (realistic length of use)?
	<b>Carbon and sustainability</b>	To what extent can modern electric cooking services help to reach national carbon targets?



# Supply Chains

	<b>Investment finance</b>	Initial or growing investment capital - where does it come from?
	<b>Component production</b>	Are components imported or made locally? Are quality assurances covered? If imported, is the supply secure?
	<b>System assembly</b>	If most components are imported, is there a local assembly of the whole system? Can efficiency gains be made that reduce the cost of the whole system?
	<b>Reliable supply chains</b>	How can reliability and sustainability be built into supply chain? (for fuels, appliances, services etc).
	<b>Consumer finance</b>	What is being offered and how? Part of utilities, pay as you go, lease, funded by general micro credit? Are there plans for finance or stimulating the market?

	<b>Marketing and digital support?</b>	Is this specific to the institution (utility, off grid, SHS scheme, general merchants) or is it a nationwide campaign? Messaging? How does the information get spread?
	<b>Help centre/customer services/complaints</b>	How will eCook use be supported?
	<b>Linkages to local economy</b>	How will local businesses promote & sell the product/service?. Opportunities to pivot existing supply/fuel networks to eCook (e.g. charcoal sellers)?
	<b>Infrastructure and grids</b>	How do plans for increased access to the grid and off-grid energy apply to eCook? How does eCook compare to alternative fuels? Impact of fuel stacking (and reduction in stacking).
	<b>Maintenance &amp; spares</b>	Are there people/local institutions that can maintain the equipment? Can spares be obtained? (beyond whole import of systems or having to purchase whole replacements)



# Consumer Awareness

	<b>Existing beliefs</b>	What existing beliefs, factual or otherwise, hold back the transition for a significant group of people.		<b>eChefs recipes</b>	Cooking is a cultural thing! - How do we engage to make sure people see the best cultural outcomes & good tasting food? (customer demos?).
	<b>Fuel stacking</b>	Is fuel stacking an opportunity or an issue - eg gradual transition, vs continued poor health from partial HAP.		<b>Consumer confidence</b>	Are consumers responding positively? Have business models been sufficiently demonstrated? How to build confidence in consumers and suppliers?
	<b>Mixed media promotion</b>	How can we mix media promote the proposition both within the 'product' sales but also at a meta level?		<b>Aspiration</b>	How can we make eCook become an aspirational proposition like mobile phones? What motivation is strongest?

