

# BRIEFING NOTE SERIES: TOWARDS A THRIVING ECOOK MARKET IN TANZANIA

## 1/7: Introduction to the Series



The 'Promoting a Thriving Market of Modern Energy Cooking Services in Tanzania' project was implemented from 2020-2022 by Tanzania Traditional Energy for Development Organisation (TaTEDO). This series of briefing notes comprises the most important and transferable learnings generated by the project and other associated activities.

## MODERN ENERGY COOKING SERVICES (MECS) PROGRAMME

The Thriving Market project was funded through the Modern Energy Cooking Services (MECS) Programme, a 5-year UKAid funded programme that focuses on accelerating the transition to modern energy cooking services. MECS aims to accelerate a transition from biomass to genuinely 'clean' cooking. A key driver is the trajectory of costs that show cooking with (clean, renewable) electricity has the potential to reach a price point of affordability with associated reliability and sustainability within a few years, which will open completely new possibilities and markets. The five-year programme combines creating a stronger evidence base for transitions to modern energy cooking services in DFID priority countries with socio-economic technological innovations that will drive the transition forward.

## TATEDO AND SESCOM

TaTEDO is an NGO in Dar es Salaam that focuses on sustainable energy services and has been active in the clean cooking sector since 1990. SESCOM is a social enterprise linked to TaTEDO, and has the intention to promote efficient production and use of electricity from renewable energy sources. SESCOM's business interventions range from standalone solar PV systems, clean and electric cooking, mini grids and grid connected electricity production, transmission and distribution.

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## OVERVIEW OF PROJECT AIM AND APPROACH

The aim of the Thriving Market project was to support the development of the market system for highly efficient eCooking appliances, with a main focus on electric pressure cookers (EPCs). The project was implemented in the urban areas of Dar es Salaam and Dodoma cities and in the rural Kilimanjaro Region. While the approach was similar for all the project areas, the interventions were adapted to local socio-economic and cultural realities. The project involved implementing various support services to strengthen the market system: awareness raising; implementing after-sales support services; fostering the enabling environment of policy and regulation; understanding consumer cooking practices and preferences; increasing the availability of EPCs on the market; developing networks of distributors to reach end users.

## PROJECT SCOPE – ELECTRIC PRESSURE COOKERS

The work undertaken by TaTEDO in the Thriving Markets project built upon previous work funded by DFID via Innovate UK and Gamos Ltd (Batchelor et al. 2019). From this work and other MECS research, the EPC was found to be particularly well-suited to Tanzanian cuisine and cooking practices, was affordable to use, and received positive user feedback for convenience and useability. Therefore, much of the Thriving Markets project work focused on the specific market system of the EPC. However, many other energy efficient electric cooking appliances have nascent markets, and similar approaches and learnings are transferable to these.

## THRIVING MARKET BRIEFING NOTE SERIES

This series of briefing notes comprises the most important and transferable learnings generated by the project and other associated activities. The series comprises the following notes which can be accessed as a whole series or individually:

1. Introduction to the Series
2. Who's Who in the Market Chain for eCooking in Tanzania
3. Supporting the Cooking Market Chain: Support Centres, Distribution Agents, After-Sales Services
4. How-to Guide: Awareness Raising and eCooking Promotion in Tanzania
5. Quality Products: EPCs in Tanzania
6. Opportunities for TANESCO: How Utilities Benefit from eCooking
7. EPC Design and Use-Case Insights After Long-Term Use in Tanzania

These briefing notes were authored by:

Jensen C. Shuma, Estomih Sawe, Shukuru B. Meena, Katarina Aloyce (all TaTEDO), and Anna Clements (MECS, Gamos).

Author contact: [anna@gamos.org](mailto:anna@gamos.org)

## ASSOCIATED PUBLICATIONS

Further insight about the concept of eCooking delivery models and the eCooking market system can be found in (Shuma et al. 2022).

The Tanzania eCooking Market Assessment provides an overview of the eCooking context for Tanzania (Clements and Fodio Todd 2022).

Other reports associated with the Thriving Markets project are:

- Cooking Diaries Report: Kilimanjaro
- Cooking Diaries Report: Dodoma
- Gender Analysis Report
- Focus Group Discussion Report

Further publications can be found on the MECS website.

## REFERENCES

- Batchelor, S, J Leary, S Sago, A Minja, K Chepkurui, E Sawe, J Shuma, and N Scott. 2019. "Opportunities & Challenges for eCook Tanzania - October 2019 Working Paper." <https://www.mecs.org.uk/wp-content/uploads/2020/12/eCook-TZ-Country-Working-Paper-24-10-18-COMPRESSED.pdf>.
- Clements, Anna, and Jacob Fodio Todd. 2022. "Tanzania eCooking Market Assessment." Modern Energy Cooking Services Programme. <https://mecs.org.uk/wp-content/uploads/2022/08/Tanzania-eCooking-Market-Assessment-2022-Final.pdf>.
- Shuma, Jensen C., Estomih Sawe, Anna Clements, Shukuru B. Meena, Katarina Aloyce, and Anande E. Ngaya. 2022. "eCooking Delivery Models: Approach to Designing Delivery Models for Electric Pressure Cookers with Case Study for Tanzania." *Energies* 15 (3). <https://doi.org/10.3390/en15030771>.

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