

Consumer Awareness for eCooking Appliances

A PROJECT UNDER ECAP (eCooking Capacity Building & Market Development Programme)



Picture by Okova Kagia

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eCooking Capacity Building & Market Development Programme (eCAP)

The eCooking Capacity Building & Market Development programme (eCAP) was implemented in 2023 as a partnership between Kenya Power and two UK-Aid-funded programmes, MECS and UK PACT. eCAP was managed collaboratively by Kenya Power and MECS via the STEER (Sustainable Transitions in Energy, Environment and Resilience) Centre at Loughborough University, UK and Gamos East Africa, Kenya.

Kenya Power owns and operates most of the electricity transmission and distribution system in the country and sells electricity to over 9 million customers. Kenya Power's *Pika na Power* (Cook with Electricity) campaign aims to stimulate demand for electricity and increase the social and environmental impacts of electricity access.

Modern Energy Cooking Services (MECS) and United Kingdom Partnering for Accelerated Climate Transitions (UK PACT) are UKAid-funded programmes with the shared vision of supporting Kenya to transition from unsustainably harvested biomass to renewably-generated electricity.

eCAP aims to accelerate the uptake of eCooking in Kenya by building the capacity of key market actors and driving forward the development of a sustainable eCooking sector by:

- Developing institutional capacity within Kenya Power
- Designing and implementing a pipeline of scalable activities in parallel with the Kenya National eCooking Strategy (KNeCS)
- Identifying pathways for scaling up the *Pika na Power* campaign
- Bringing together Kenya's clean cooking and electricity access sectors to empower a network of eCooking Champions
- Generating evidence on the role of eCooking as a tool for stimulating demand and increasing the social impact of electricity access to inform decision-making by Kenya Power's Board of Directors

For more information on eCAP, visit www.MECS.org.uk.

EXECUTIVE SUMMARY

Kenya Power has significantly expanded its customer base over the past decade, growing from 25% to an impressive 75%. However, a notable challenge has emerged as a substantial portion of these connected customers consume less power than initially anticipated. More than 75% of them utilize fewer than 30 units per month, rendering them financially unprofitable for the Company when factoring in maintenance costs. To address this issue, a crucial imperative arises—the urgent need to boost sales. One of the solutions lies in promoting clean cooking, a viable and economical alternative. Recent innovations have transformed e-cooking into a clean, healthy, and cost-effective method of food preparation.

Despite its potential, awareness of this alternative remains remarkably low in Kenya, with less than 1% of the population using electricity as their primary fuel source. The Company has taken strides to create awareness, conducting live cooking demonstrations at the Pika na Power Centre. However, the impact is limited to those in Nairobi, leaving a significant gap in reaching a broader audience. Recognizing this, there is now a concerted effort to extend awareness efforts not only to the general public but also to Kenya Power staff.

This report is part of the e-Cap initiative, specifically one of twelve projects aiming to build capacity and develop the market for e-cooking in Kenya, for example by enlightening Kenyans about the benefits of e-cooking through live demonstrations. Collaboration with other projects within the ECAP framework is deemed necessary for maximum impact. The partnership with Powerpay, particularly through the Stima Loan for financing appliances, presents a mutually beneficial opportunity. Powerpay's involvement allows for potential sales through pay-as-you-go models if customers express interest in purchasing EPCs. By supporting Powerpay and other external organisations with co-marketing activities, Kenya Power can benefit from increased electricity demand with minimal financial risk.

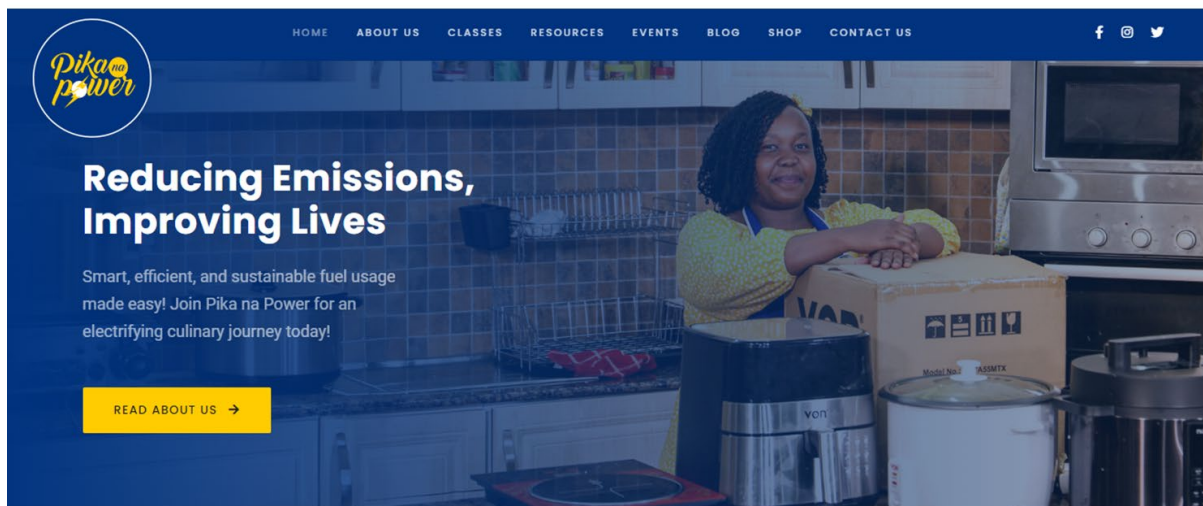
The project also focussed on engaging Kenya Power staff, both the senior management in Nairobi and those spread across the country. Recognizing their potential as influential advocates for clean cooking, appointments were made with regional managers in all ten Kenya Power regions. During the course of this project, strategic demonstrations were held with Kenya Power's management team, which were very successful in changing their mindset towards eCooking, with many now becoming vocal advocates for the electrification of ecooking, both in their own homes, Friends and amongst the utility's customer base. Due to this management change, eCooking is now a strategic priority for the company Kenya



power has now-stated its aim of increasing the adoption of eCooking to over 5% of its 9 million customers over the next 3 years.

Regional cooking demonstrations were conducted, targeting not only staff but also tea and coffee farmers—the last-mile customers using minimal units per month. Collaboration with Powerpay extended the reach to tea and coffee farmers, a crucial customer segment that Kenya Power is keen on educating to increase their electricity usage. Additionally, partnerships with other companies in the ecooking space facilitated awareness campaigns in various regions.

A pivotal development was the upgrade of the Pika na Power website to meet market standards. This platform provides easy access to information on clean cooking, featuring recipes and introducing new appliances as they enter the market. The website serves as a dynamic hub, connecting people with valuable resources and fostering collaboration with partners in the clean cooking space.



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PIKA NA POWER

Energy Efficiency Appliances



Electric Pressure Cooker



Induction Cooker



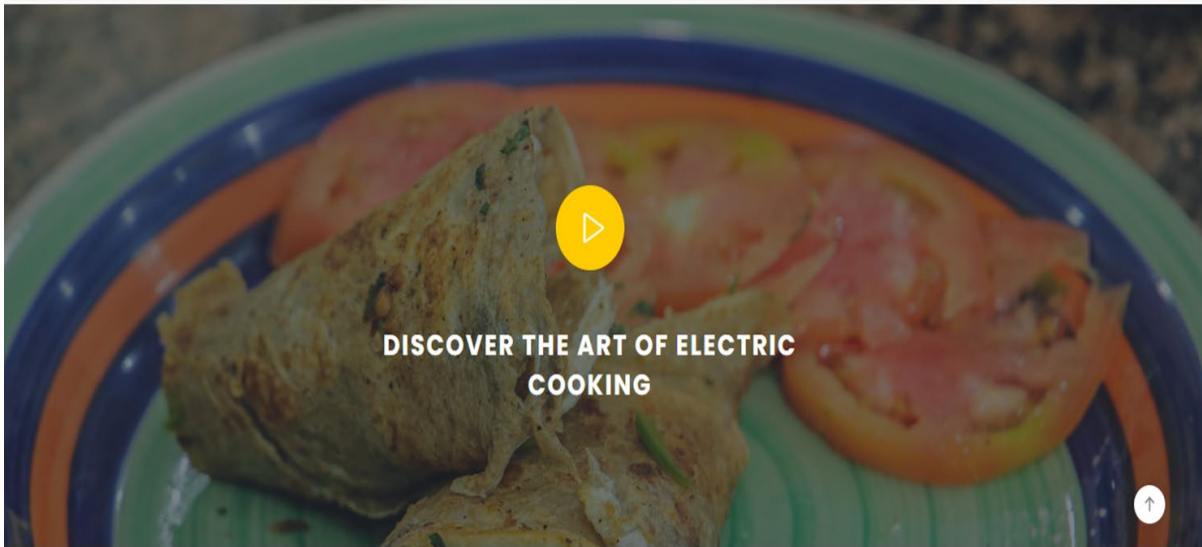
Rice Cooker



Oven Air Fryer



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Screen shots of the Pika na Power Website.




Kenya Power
PRESS RELEASE

KENYA POWER UNVEILS PLAN TO ACCELERATE ELECTRIC COOKING

Nairobi, Thursday, 7th September 2023... Kenya Power is actively promoting the adoption of electric cooking (e-cooking) among its 9.2 million customers with a target to increase uptake from approximately 90,000 current users to over 500,000 users in three years.

This was disclosed by the Company's Managing Director & CEO, Dr. (Eng.) Joseph Siror, during the launch of the Global eCooking Coalition (GeCCo) during the Africa Climate Week in Nairobi.

As a direct result of awareness activities carried out during this project, Kenya Power's new CEO and MD, Joseph Siror, changed his perception of eCooking. He became a vocal advocate for eCooking, speaking out about its cost effectiveness on national TV and issuing a press release stating the company's intention to scale eCooking to half a million of its customers over the next 3 years. The work of the eCAP project team within Kenya Power in changing his mindset was publically recognised by the CEO & MD during the Africa Climate Summit. Picture (top) by Okova Kagi.

1.Introduction

1.1Background

Kenya Power has approximately 8.7 million domestic customers, yet only 3% own an electric cooking appliance and less than 1% use electricity as their primary cooking fuel, (MoE National cooking sector study 2019). This means that there is an enormous untapped potential for electric cooking, which is increasingly drawing the interest of both the government, the private sector and the international community.

Although Kenya is at the front line of advancing clean cooking solution use, polluting fuels are still way too common. Five decades of interventions to introduce or promote modern and cleaner forms of cooking in Kenya have resulted in marginal success. (EED 2022) The Ministry of Energy National Household Cooking Sector Study finds that while the proportion of households cooking with firewood has reduced from 76% to 58% over the last twenty years, the absolute numbers have increased from 4.7 million households to 7.3 million[MoE. (2019). Kenya Cooking Sector Study: Assessment of the supply and demand of cooking solutions at the Household level. Ministry of Energy, Government of Kenya.]. Overall, seven in every ten households in Kenya still use a type of wood stove, with rural areas recording an ultra-high prevalence of 92%. Electric cooking has been very minimal with adoption of electric cooking as the primary cooking fuels being recorded at less than 1%. this is not where we as a country desire to be.

Recent innovations in electric cooking are bringing the clean cooking and electricity access sectors together on a global scale around SDG7's common goal of universal access to energy. As per the Government's commitment, all Kenyans will have access to clean cooking energy by 2028. Grid electricity is one of these clean energies being about 90% from clean sources and entirely free of harmful emissions in the kitchen itself. Electricity remains a niche cooking fuel, with wealthier households often owning task-specific electric cooking appliances such as kettles, microwaves, blenders or baking ovens but relying on LPG for the bulk of their cooking. Historically, electricity has not been promoted as a cooking fuel as it has been perceived as the "expensive alternative". However, this is no longer the case as recent studies have shown.

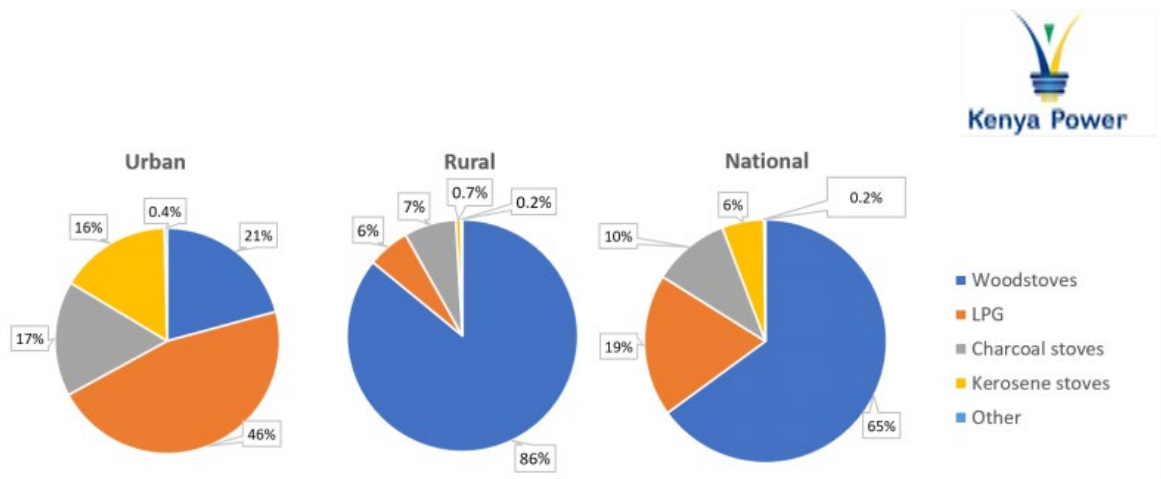


Figure 1: Summary of primary cooking solutions (EED Nov. 2023)

Ecooking does not appear anywhere on the summary above. Our objective is to change this in the next few years.

2. BACKGROUND

The Last Mile Connectivity Project (LMCP) facilitated a rapid expansion of the power grid by extending the grid into rural areas and grid densification in urban informal settlements rapidly increased the Kenya power customer base to the current 7.9 million domestic customers. However, many of these new customers have very low demand, bringing in limited extra revenue for the utility and offering limited value per consumer. This means that these customers need to increase their demand in order to become profit making customers for Kenya Power. eCooking can simultaneously stimulate demand for electricity and increase the social impact of electricity access. These would happen only through awareness creation of the new modern appliances in the market that can make eCooking cheaper than other popular options, such as LPG, kerosene and charcoal. Demonstrations of how these appliances work then becomes a necessity.

Kenya Power’s cooking with electricity awareness program first started in Kenya Power in 1967 as part of a broader campaign on electric appliances know as *Mke Nyumbani*, which was a partnership between KBC and Kenya Power. The program was executed through the demonstration centres, which were originally established in Nairobi and Mombasa. The agenda then was to introduce the African customers to electric appliances where facilitators demonstrated how to use and care for electric appliances in homes.

Mke Nyumbani was recorded at Mombasa demonstration centre and was aired throughout Kenya for free and it helped many Kenyans adopt electric appliances in their homes. The demonstration centres were closed in the year 2000 when it was decided they had achieved their purpose.

In 2017, the need for a specific cooking with electricity campaign was identified and the demonstration centre in Nairobi was refurbished, re-opened and rebranded *Pika na Power*. The new agenda then being awareness creation of the energy efficient appliances that are cheaper to use, safe, fast and reliable. Successful uptake of such appliances would lead to higher unit sales for Kenya Power and to a better-quality life for the customer.

3. ECAP PROGRAM

The consumer awareness for eCooking appliances project had two objectives:

- I. Raise awareness of new consumer financing options for eCooking devices amongst Kenya Power's existing customers by carrying out co-marketing with third-party financiers and distributors as part of a pilot for a hybrid model of utility-enabled financing coordinated by Kenya Power.
- II. Create awareness in different counties in Kenya and within the Kenya power staff whose awareness on ecooking is still very low.

3.1 Contract signing.

The contract was signed in January 2023 after several delays. The campaign was to complement other projects in the ECAP projects in order to help get the best results on the ground. From the Ecap Launch meeting it was clear that several other projects would link to others to get best results returns. The link projects for Consumer awareness were

- a) Consumer financing-Stima Loan
- b) Kitchen energy audits
- c) Urban informal settlements.

The main partnership in this project has been a "Twin" project -Consumer Financing-Stima loan by PowerPay. The other partnerships have been on a minimal level. The work started in Nakuru and Gilgil Area where live demonstrations were carried to show attendees from



several groups how to use the Electric Pressure Cooker (EPC) and the induction cooker. These two appliances were selected as the basic appliances that can cook the bulk of Kenyan meals. The EPC was especially of interest because it was the appliance that PowerPay was selling through PAYGO. It was agreed that we start with existing “Chamas” women groups, farmer cooperatives, business groups and any other organised groupings known to us. PowerPay organised the bulk of the group meeting. Partnership was key in awareness creation for maximum benefit.

4. MEETING/DEMONSTRATIONS

4.1 KENYA POWER STAFF

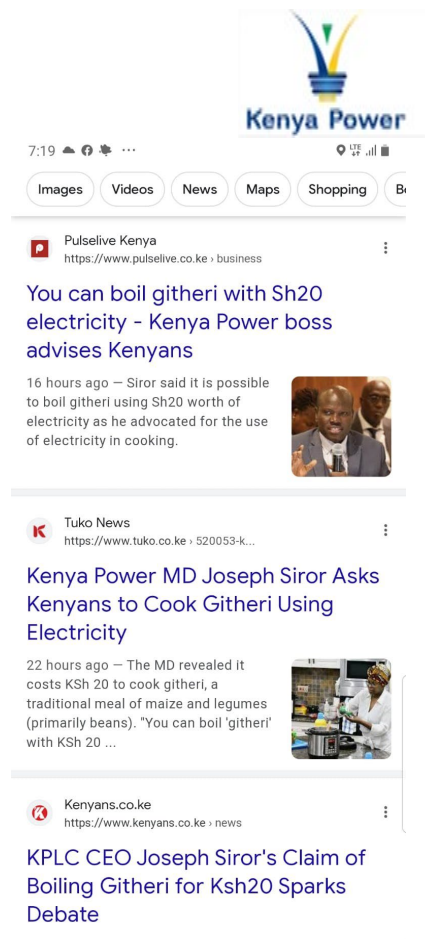
Kenya Power has 10 regions. In this project 8 regions have been covered so far where the staff were educated on ecooking.

The Executive management staff were converted to ecooking towards the end of the project. A demonstration session was organised to take place as the management staff were having lunch. The idea was to get the managers when they were relaxed and ready to listen. They witnessed the food being cooked from the beginning and ended up tasting it. They all agreed it tasted better than they expected. Almost all the present managers ordered for EPCs Induction cookers and Air-fryers. The session was very successful and has led to a total conversion of the CEO and MD of Kenya power to ecooking making him one of the biggest ambassadors of clean cooking.



The MD and CEO Kenya Power observes how to make beans on an EPC during his lunch break

As a result of these demonstrations, the MD & CEO of Kenya Power, Joseph Siror, featured in a TV interview during the Africa Climate Summit, making bold (but factually correct) claims about eCooking, which proceeded to spark public debate.



Several years ago, this would have resulted in extensive heckling, however, public awareness of energy-efficient eCooking has increased considerably, with members of the public intervening and setting the sceptics straight.



However, some negative and factually incorrect statements were still left hanging, so the eCAP team reached out on the eCooking Community of Practice and sent our army of eCooking-vangelists into battle against the false narratives.

14:41 63%

Post

Nation Africa @NationAfrica · 1d
 You can boil 'Githeri' with Ksh 20 worth of electricity. The perception that using electricity to cook is costly is wrong. Cooking with electricity is very cheap and we are willing to demonstrate this to our consumers~ Joseph Siror, CEO - Kenya Power

#ACS23
 #NationClimate... Show more



431 335 864 237K

DTundo Atundo @Twashelilly · 16h
 Replying to @NationAfrica
 We need a practical example. Hii story ya theory hapana tambua...

1 16

Gamos East Africa @GamosEastAfrica
 Replying to @Twashelilly and @NationAfrica
 Please visit @PikaNaPower demonstration centre at the electricity house every tuesdays and Thursdays midday for real-time experience.

Post your reply



14:42 63%

Post

experience.

1

westive @WangaFangae · 1d
 Replying to @NationAfrica
 That can't even light an iron box.

1 76

Gamos East Africa @GamosEast... · 59m
 Yes. It can't. However, the cooking he is referring to is done using an energy efficient appliance (i.e an electric pressure cooker) which only consumes electricity when the pressure is building up to a boiling point. After that the built-in pressure is what cooks your food.

1 8

dan achero @AcheroDan · 1d
 Replying to @NationAfrica
 Reduce the cost of electricity and we will embrace cooking with it

1 37

Gamos East Africa @GamosEast... · 57m
 True..it would be way cheaper if the cost of electricity was favourable. But even as is. Its cooking with electricity using energy efficient appliances is still way cheaper than any other fuel

1 7

The Kenya Power & Lighting Com... 4h

Post your reply

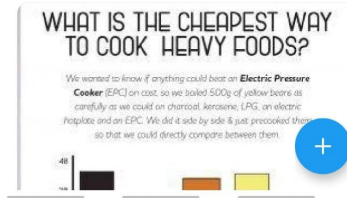


5:50 The Kenya Power & Li...
 35.3K posts

Posts Replies Media Likes

The Kenya Power & Lighting Company Plc. reposted
That Electrical Engineer @W_A... · 1d
 Replying to @gabrieloguda and @NationAfri
 It's true. You however need to invest in a pressure cooker - now that part's expensive (probably 6k by now). But it pays itself back.

The Kenya Power & Lighting Company Plc. reposted
Beryl Onjala @BerylOnjala · 4h
 This is true and supported by research that has been done on this. Take a look at the figures from this research study comparing the cost of cooking beans across different fuels. The trick is to use energy-efficient appliances like an electric pressure cooker (EPC in the figure).



During the Africa Climate Summit, the MD issued a press release stating that KPLC planned to enable eCooking for half a million of its customers:



PRESS RELEASE

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This was disclosed by the Company's Managing Director & CEO, Dr. (Eng.) Joseph Siror, during the launch of the Global eCooking Coalition (GeCCo) during the Africa Climate Week in Nairobi.

"Electricity has traditionally been viewed as the expensive cooking alternative by many Kenyans. Middle-class households often own task-specific electric cooking appliances such as kettles or microwaves but rely on liquefied petroleum gas for the bulk of their cooking. However, this is no longer the case as recent studies have shown. There is, therefore, an enormous untapped potential for e-cooking in the country," said Dr. (Eng.) Siror.

Recent data indicate that only 1% of electricity customers use the service to cook, with the majority of Kenyans primarily relying on wood fuel and gas.

GeCCo is an initiative aimed at accelerating the transition from traditional cooking methods to e-cooking, both domestically and commercially. The coalition consists of the Global Energy Alliance for People and Planet (GEAPP), Modern Energy Cooking Services (MECS), Sustainable Energy for All (SEforALL), and Energising Development (EnDev) among others.


"Kenya Power will work with partners to drive the uptake of e-cooking across the country. The utility has partnered with several other organisations including the Modern Energy Cooking Services (MECS), the African Centre for Technology Studies (ACTS), and the Clean Cooking Association of Kenya (CCAK) to champion e-cooking in Makeni, Kitui, Nakuru, Kakamega, and Kisumu counties," added Dr. (Eng.) Siror.

Through its *Pika na Power* public awareness campaign, Kenya Power aims to raise awareness of e-cooking for increased uptake by its customers. The Company has set up demonstration centres in Nairobi, Kisumu, Nakuru, and Mombasa to advance the e-cooking agenda nationally.

ENDS...

This was picked up by all the major news outlets and brought eCooking to the forefront of the national discourse:




 Citizen Digital
<https://www.citizen.digital> › business › kenya-power-s... ⋮

Kenya Power seeks to increase e-cooking users to 500000

7 Sept 2023 — **Kenya Power** CEO Dr. (Eng.) Joseph Siror now says the power distributor is publicly endorsing the adoption of electric cooking (**e-cooking**) ...



 Capital News
<https://www.capitalfm.co.ke> › business › 2023/09 › ke... ⋮

Kenya Power eyes over 500000 electric cooking customers


8 days ago — This was disclosed by the company's managing director (MD) and CEO, Joseph Siror, at the launch of the Global **eCooking** Coalition (GeCCo) during ...

 Nairobi Wire
<https://nairobiwire.com> › 2023/09 › kenya-power-targ... ⋮

Kenya Power Targets 500000 Electric Cooking Customers

8 days ago — Joseph Siror, the Managing Director & CEO of **Kenya Power**, made this announcement during the launch of the Global **eCooking** Coalition (GeCCo) at ...




 Tuko News
<https://www.tuko.co.ke> › ... › Energy ⋮

Pika Na Power: KPLC Scales up Its E-Cooking Campaign ...

7 Sept 2023 — **Kenya Power** and Lighting Company (**KPLC**) announced plans to increase its electric cooking campaign aimed at reaching out **500000** Kenyans in ...



 standardmedia.co.ke
<https://www.standardmedia.co.ke> › national › article ⋮

Kenya Power to adopt electric cooking as a way to promote ...

7 Sept 2023 — ... **500,000** users in three years. GeCCo is an initiative aimed at accelerating ... **Kenya Power** aims to raise awareness of **e-cooking** for increased ...

Importantly, the CEO & MD recognised the hard work work of the eCAP team within Kenya Power during the Africa Climate Week, publicly thanking them for their efforts informing him of what is now possible with modern energy-efficient eCooking appliances.



Joseph Siror, CEO & MD Kenya Power speaking at the GeCCo Launch at the Africa Climate Summit: "I was new to eCooking a few months ago, but I have a wonderful team who really convinced me." Photo credit: Jon Leary.

Meeting with Kenya Power Regional Manager and Staff – Nakuru Regional Office

A meeting with Eng Daniel Aliri (County Manager Nakuru County)who hosted the Pika na power and Powerpay staff on behalf of Mr David Ngua Syengo was held at Electricity house Nakuru. This was a preparation meeting to organise on how to educate the other staff in the county.

The Regional Manager invited other staff to join the the meeting. These included Mr. Collins Mukewa (Business Development) and Madam Jane Gachoka – Customer Experience. The result was a very successful meeting with the other county staff the next day at 7.45 am before they started on their regular duties



From left; Wairimu Njehia, Jane Gachoka, Geoffrey Mburu, Daniel Aliri and Collins Mukewa

We gave them a brief about the project and the need to get the regional office to support the Implementation of the project. The team committed to support the project by engaging with local actors and mobilizing the clients within the region targeting specific estates and Settlements in Nakuru as a strategy to enhance awareness creation and uptake of electric Pressure cookers.

The meetings for staff started with a brief to the Regional Management,

- I. The Regional Manager.
- II. The County Business manager.
- III. The Regional Human resource officers.
- IV. The Marketing officer.

The meeting with the above staff is very important because after they get to understand why there is need for ecooking and awareness is high amongst them then they have the other staff invited on a morning. The reception in all the regions visited was very positive. The regular Kenya power staff, from Management to the most junior staff believes that cooking electricity is a dream as it is too expensive. Breaking this myth has been a wonderful experience as most of the staff start embracing ecooking through buying the Tefal EPC from PowerPay. We have invited BURN manufactures to use the Kenya banking halls to display their induction cookers and they have sold to the staff during this period.



Wairimu Njehia and Geoffrey Kimiti conducting a live demonstration class to Kenya Power staff at Pika na Power Center Nakuru –Central Rift Region



Kisumu Town –Western Region KPLC Staff Awareness session, Electricity House Kisumu with Wairimu Njehia



Kenya Power Staff Eldoret North Rift Region Eldoret during a live demonstration with Dorothy of Nyalore Impact



Kenya Power Staff Eldoret -North Rift Region during a live demonstration with Dorothy of Nyalore Impact

4.2 MANAGEMENT TEAM

The top Management of Kenya power were taken through an awareness session in the Headquarters. The session started off with 99% of the managers very sure it was not possible to cook with electricity in their homes and this would not be a viable way to grow sales. After about one hour 100% of the Managers were converted to ecooking. These was a team that did not believe it is possible to cook with electricity due to the high cost. After the awareness session with a live demonstration by Wairimu Njehia there was immediate transformation. Almost everyone ordered for an induction cooker, an air fryers, EPC, energy saving Iron and even egg boilers. The session was a very successful one. They have become the best ecooking champions in Kenya power.

The conversion of these top management has opened doors to other discussions on how ecooking can expand in Kenya. The management is now aware of what ecooking is and of how it can affect the profits in the company. This is a big win for ecooking for the country.



KPLC managemet during an ecooking awareness session Stima plaza (Eng Peter Njenga -bending- is now CEO and MD Kengen)



General Managers get closer to see how the EPC works and to see the Units used to cook Githeri



The CEO and MD Kenya Power, stirs Ugali at the International Agriculture show in Nairobi Picture by Okova Kagia



Board Chairman of Kenya Power Madam Joy Brenda Masinde enjoys the moment of cooking in an EPC during the International Agriculture show in Nairobi- Picture by Okova Kagia

5. FARMERS

Tea/Coffee farmers have very organised cooperatives. These means that they have very organised ways of meeting for awareness creation for trainings and any other benefits that come their way. However, most of these farmers use firewood charcoal and for the more advanced ones biogas and Liquid petroleum gas. This are people who can easily start using ecooking if they were made aware of the benefits of electric cooking as they are mostly already connected to the grid. Further, they are a people who have a relatively steady income from the tea or coffee they grow for export.

PowerPay made the initial contact to the farmers and organised all the meetings that we attended in partnership for awareness creation. These meetings were very well attended and very successful. Where PowerPay did not make immediate sales as the farmers asked for more visits through their chair persons for the periods where they would have enough money to commit themselves to buy an EPC. This is based on the seasonality of their earnings which are paid every few months. As such, future engagement with farmers will be done in the lead to their payments which come in lumpsums. The awareness sessions were carried out in various regions namely,

- a) Nakuru
- b) Kericho
- c) Kisii
- d) Nyeri
- e) Embu
- f) Meru
- g) Chuka
- h) Kiambu
- i) Kisumu



Geoffrey –PowerPay giving farmers samples to taste from the meal made during the live demonstration session



Farmers getting closer to see how the EPC works. Chuka Tharaka Nithi



Wairimu Njehia in Kilifi County- a Live demonstration session with Customers

6. LAST MILE ON BOARDING CUSTOMERS.

Last mile phase iii is under preparation. Customer engagements and education has been taking place across the counties. Ecooking became a subject of discussion for the first time under this phase. Kenya power engineers and Marketers together with the sales team joined hands in ensuring that awareness on ecooking was done to the groups that gathered to hear about the new connection process and expectations.

However no live demonstrations were conducted as there is no grid in these areas yet. These areas will be revisited when the customers are connected for live demonstrations on ecooking appliances.

7. CHAMAS

Chamas are organised groups of people that come together with a common objective and goals that can be facilitated by pooling and investing their collective savings. They are often very successful in whatever they decide to do. They support each other in all ways. Some are small while some can be very big. It all depends on the objective and the management they have put in place. Information flow in Chamas is often very fast and one can gather people very quickly through Chamas.(organised Informal groups with a set number of members and rules) Kenya power partnered with Nyalore impact and PowerPay to identify several Chamas. These chamas in different parts of the country gathered together in their areas and ecooking awareness sessions were carried out that were very successful. Where possible local chefs and food bloggers joined the team to make the message ‘sweeter’. The chamas covered have been in Eldoret, Kisumu, Gilgil, Nairobi Nakuru Malindi, Kilifi and Mombasa.



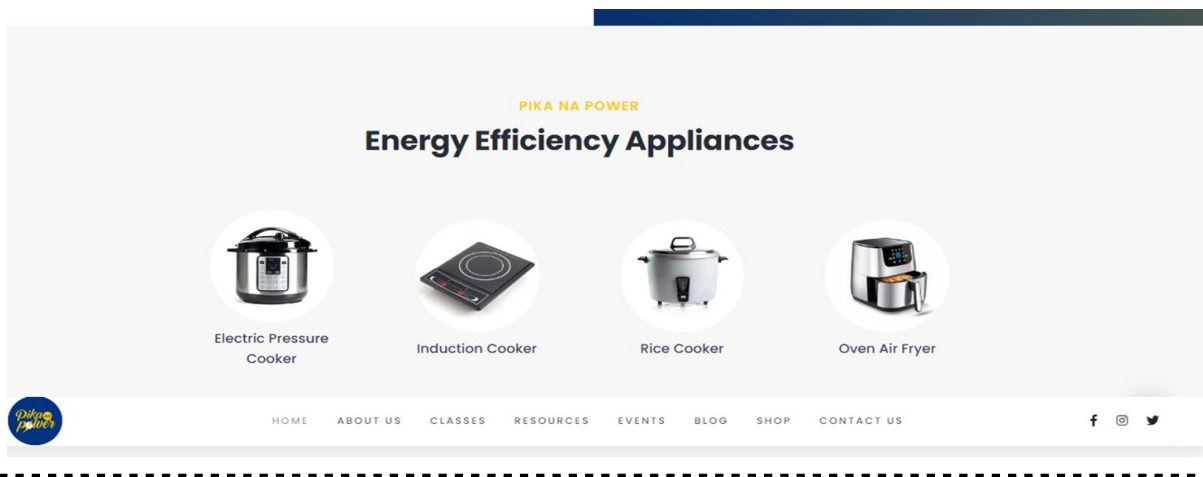
Electricity house Mombasa, Alice Taabu’s Chama. (Demonstration was done by Maimuna, a Food blogger at the coast)

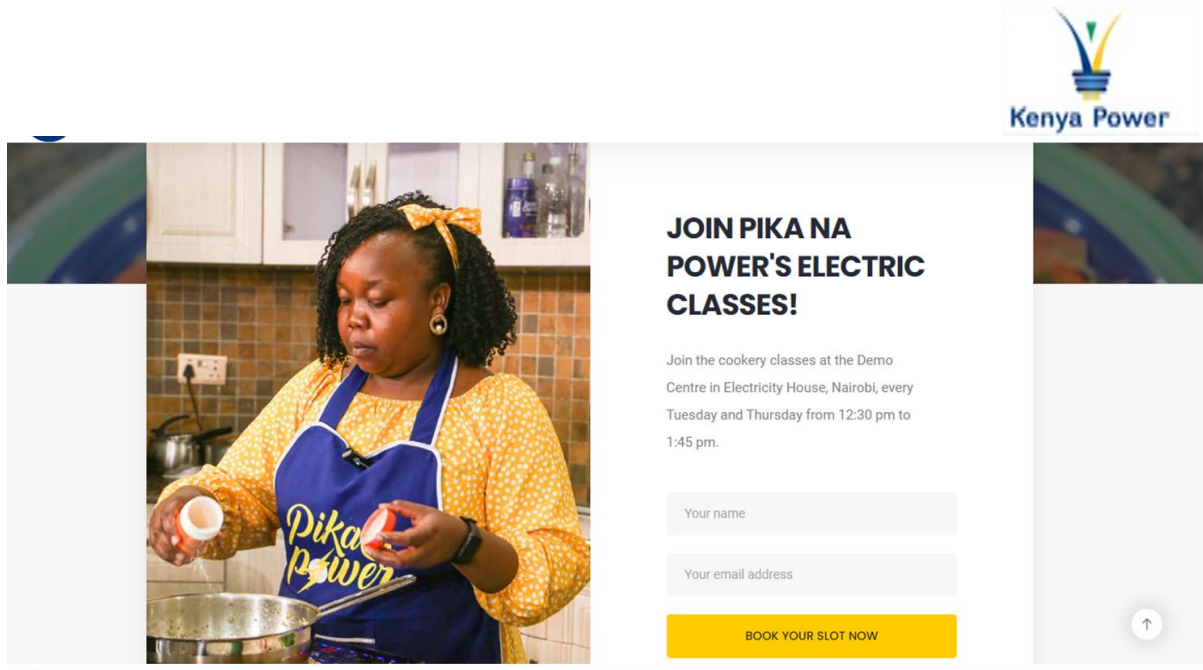


Alice Taabu addressing Members of her women group -Chama at Mombasa Pika na power center

It was a great privilege to get Alice Taabu to bring her Chama for a session. She worked on awareness creation of electric appliances in Kenya and recorded many programs on the national TV station some years ago under the Mke Nyumbani awareness programme mentioned previously.

PIKA NA POWER WEBSITE





A screen shot of the Pika na Power Website.

“

"Pika na Power isn't just about cooking; it's a holistic lifestyle that resonates with my eco-conscious values. Through their electric cooking campaign, I've embraced sustainable practices that benefit both me and the planet. Their live cooking classes have been a revelation – I've not only acquired culinary skills but also an understanding of responsible consumption. Being part of Pika na Power has enriched my life in ways beyond the kitchen, and I'm proud to endorse their mission wholeheartedly."



Eng. Isaac Kiva, OGW Secretary renewable Energy. Ministry of Energy and Petroleum, State department of Energy.

The Pika na Power website was developed by Sheila Chepkoech while she was an intern at Strathmore University. It was not in great but not in the standard that was required by Kenya Power. During the awareness creation this website has been upgraded to a level where it can be integrated into the main Kenya power website or stand alone. It is a site that will offer information on Ecooking to all the people who Log in. It allows all the people in the eCooking space to have their content posted on the 'Partners' wall. This is a space that should have information on anything that involves eCooking.

8. Gender

In line with MoE's *Gender Policy in Energy*, the gender, equality, and social inclusion (GESI) dimension was main-streamed into every aspect of the project. Both men and women were encouraged to attend all the sessions that were undertaken. As is the case with matters cooking in Africa Women were usually more than the men in almost all forums but the men were well represented.

It was noted that the men who attended almost always left with a pressure cooker or asked about how to buying one later. it was obvious that the majority of the men who attended were more interested on savings made both money wise and time. Once they understood the savings, the buy in was immediate.

9. Safeguarding

During this ecooking awareness project no safeguarding issues were identified by the Kenya power team. Most of the sessions involved targeted people and were conducted in halls or outdoors. The people who came did so voluntarily and the gatherings were free and all engaging.

10. Lessons Learnt

- i. The falsehood that cooking with electricity is too expensive is real. it is deeply entrenched in Kenyan consumers. Unfortunately the staff in Kenya power have been of the same opinion .
- ii. Most people do not realise that their health is in any way affected by cooking with the dirty fuels.
- iii. The bulk of the Customers reached are ignorant of the existence of energy efficient appliances and those that know get shocked by just how efficient they are.
- iv. The willingness to learn is very serious on the ground once people realise that they make savings while using energy saving appliances.
- v. The initial cost of the appliance takes a back seat once the realization of the savings on time and money is done, especially by the bread winners in a family.

- vi. No matter how people look they should not be under estimated their ability to purchase once they understand the implications of owning an energy efficient appliance is very high. Awareness should be for all people from all walks of life.
- vii. Kenya power can grow the unit sales through the domestic customer. over 71 % of customers using below 30 units can easily transition to close to 100 units when serious uptake of ecooking takes root. This probably holds the biggest frontier for sales growth if uptake is ramped up to the millions of ecooking devices.

11. POTENTIAL RISK AND MITIGATION

Several potential risks were identified during the consumer awareness project. These were not major risks. However, If they were ignored they have capacity to build up into major risks in Smooth adoption of ecooking. All stakeholders must be carried along as ecooking grows in Kenya. These will include the Kenya power staff of all levels. There is great need for grid enhancement in areas that are weak. For example, there is a risk rejection of ecooking by communities that experience high numbers or long periods of outages. Kenya power must enhance the grid in such residential areas

Below is a table that describes the impact and likelihood of the of a identified risk happening. The rating is marked low at 1 and high at 5. the impact rating is multiplied by the likelihood rating to give the risk rating (R.R) when the R.R is high then the risk is considered to be high and mitigation measures must be taken as early as possible to avoid it happening.

Name	RISK DESCRIPTION	IMPACT	LIKELIHOOD	R.R	RISK MITIGATION
1. Stakeholder risk	Lack of buy-in by prospective 'E-cooking' candidates owing to perceived power Quality of Grid Service	5	4	20	<ol style="list-style-type: none"> 1. Enhance the power grid maintenance program with particular focus on 'candidate' areas 2. Seek to enhance the robustness of the M&E frameworks for the respective projects; complete with organizational learning initiatives
	Mismatch between the external stakeholders and KPLC objectives/strategies; and KPLC internal stakeholders with regards to E-Cooking agenda				
2. Process risk	Inadequacies of controls intended to ensure financial prudence of the	4	5	20	<ol style="list-style-type: none"> 3. Develop, test and adopt the policy intended to guide the

Name	RISK DESCRIPTION	IMPACT	LIKELIHOOD	R.R	RISK MITIGATION
	anticipated e-cooking revolving fund e.g. determination of eligible customers				determination of customer eligibility; complete with respective controls 4. Enhance the role of technology to track and ensure integrity in customer identification, qualification and financing
3. Reputational Risk	* Improved brand position of KPLC as a climate change (e-cooking) strategic player owing to its contribution in the E-cooking space	3	3	9	5. Market KPLC's achievement with regards to E-cooking 6. Incorporate such E-cooking strategies in the KPLC sustainability report
4. Demand risk	* Stimulation of electricity demand owing to increased awareness thus substitution of other energy sources with electricity	3	2	6	7. Enhance marketing strategies to allow for like-on-like comparison on matters fuel sources

12. CONCLUSION

Alongside the growing recognition of the incredible potential of eCooking and its increasing integration into national energy sector planning strategies, the supply chain for energy-efficient eCooking appliances, whilst still in its early stages, has expanded rapidly over the past 2 years. Several Results-Based Financing (RBF) programs have actively incentivized the sale of eCooking appliances in Kenya.

Great strides have been made in nurturing clean cooking in Kenya, driven by the government's commitment to being a leader in the global emergence of eCooking as a dramatically transformative innovation in mitigating climate change. Kenya Power should take advantage of this great opportunity and fast track partnerships with committed partners like MECS and Loughborough university alongside others within Kenya and internationally and position itself as a leader in this space.

It is imperative that consumer awareness is carried out intensely and as widely as possible to ensure maximum uptake of ecooking as a way of life.

