e-COOKING DIGITAL ENGAGEMENT

Figure 1: Agnes Kalyonge of Kisambara Ventures Limited during CCTs at Pika na Power demonstration center.

This material has been funded by UK PACT however, the views expressed do not necessarily reflect the UK government's official policies.

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List of abbreviations

CCT: Controlled Cooking Test

EPC: Electric Pressure Cooker

LPG: Liquefied Petroleum Gas

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Executive Summary

The main aim of this project was to dispel the misperceptions that surround electric cooking and to position it as an aspirational solution to everyday Kenyan cooks. This was to be achieved through the use of multiplatform engagement with food bloggers & everyday cooks. At the end of it all, the message was to very clearly show that people who own e-appliances can cook the same delicious food they've always known, but save both time and money in the kitchen.

In this project, Kisambara Ventures Limited collaborated with food bloggers, Leo tunapika and Cooking with Nimoh, across multiple platforms in order to position e-cooking as a solution to be desired by everyday Kenyan cooks in their kitchens. Their post for the competition got 286 likes for Leo tunapika and 271 for cooking with Nimoh. Refer to figure 18 and 20 below for statistics on how their engagement was.

Kisambara scoured the internet and collated information to do with electric cooking from websites, blogs, Instagram, Facebook and shared it with the Strathmore University (SU) team together with Pika na Power team for updating the Pika na Power website. We also worked with them to shape the design and functionality of the site.

Inasmuch as many Kenyans are on-boarding onto the e-cooking trend, gaps still exist. The existing content doesn't really answer some of the pertinent questions that most Kenyans have, for example, how much it costs to cook food on different e-appliances. Kisambara addressed this by producing videos that showcased how controlled cooking tests (CCTs) are conducted and data arrived at. We also showcased this in different settings in order to make the information more relatable to the viewers.

5 Impact stories were created, in the form of videos, by Kisambara and they featured five everyday Kenyan cooks who shared their testimonies on how the use of energy efficient cooking appliances had impacted their lives. The appliances which featured in the impact stories were air fryers, induction cookers, rice cookers and electric pressure cookers.

We held a cooking competition, dubbed #pikanapowerpikaushinde, which featured the energy efficient appliances of induction cooker, air fryer, electric pressure cooker (EPC) and rice cooker at the Pika na Power demonstration center. It featured 6 competitors who turned up to showcase their culinary prowess. Through this competition and the build-up towards it, interest was created which helped further the message that food can still be tasty when cooked in the energy efficient appliances.

Figure 2: Delicious food from the cooking competition - courtesy Nimoh's Kitchen

To realize the success of the project we produced and also collated all our video content together and shared it with Pika na Power for uploading to their website so that it could become easily accessible to anyone who needs it.

Drawing together the findings from the various components of this project, the following were the primary recommendations to facilitate the next steps to ensure continuity and growth after this project:

1. Create more impact stories that continuously share testimonies of everyday Kenyan cooks who're adopting ecooking in order to encourage faster adoption.
2. Keep stakeholder collaborations alive in order to dispel any lingering misperceptions. This is bound to accelerate the dispelling of misperceptions that still exist. For example, a collaboration between KPLC and Jikoni magic to show how much electricity is consumed when cooking with e-appliances.
3. Produce very targeted videos that aggressively market and sensitize the Kenyan population on clean cooking to facilitate faster adoption.

Table of Contents

1. Introduction

Kisambara Ventures Limited is pleased to submit this report highlighting the work that was done in the e-cooking digital engagement project which was funded by the Modern Energy Cooking Services (MECS) programme. The project had two main components as stated below;

1. Jikoni Magic used multi-platform engagement with food bloggers and everyday Kenyan cooks to position eCooking with energy-efficient appliances as an aspirational solution for modern Kenyan cooks, shared it with Pika na Power for it to be uploaded to their social media platforms.
2. Tackled common misperceptions that surround e-Cooking by informing consumers how they can cook the same delicious food but save both time and money in the kitchen.

There are many articles written on a daily basis on blogs and websites that have to do with electric cooking. When e-cooking champions or people who want to share it dig through the internet with the intention of sharing it they find this task difficult. Kisambara scoured the internet and put together a combination of links to articles, social media discourse and recipes so that it would make it easier for whoever is looking for info to find it all in one place, the Pika na power website. This will make the site an authority on any information which is being looked for as it will easily be found there[2]

There has also been engagement around issues of electric cooking, therefore, many people are taking to social media to showcase their latest acquisitions and how they are using them. These include food and lifestyle bloggers. Manufacturers have taken to sponsoring bloggers who are high profile, with a lot of followers to promote and market their products. Their followers' response is usually openness to learn more given that they trust those influencers and this ends up serving as a form of positioning the products as aspirational.

To counter the above issues, Kisambara ventures produced and collated the following content together and shared it with Strathmore university together with the Pika na Power communications team to upload to the Pika na Power website.

- 4 videos through controlled cooking tests (CCTs) and 1 video of a cook off competition, Shot and documented via videos 5 every day Kenyan cooks who have converted to e-cooking to find out what their journeys have been like.
- We scoured the internet to find more pre-existing content from other content creators (apart from Jikoni magic) which included blogs, online publications, etc. We did this by compiling and collating content that we found online and deemed useful then forwarded it to Kenya Power in order for them to embed on their website. Below is the link which we provided Pika na Power.

We played a supporting role in running of the e-cooking competitions by contributing the photos and captions that were used by the Pika na Power communications department. We also contributed proactively to any social media discourse that came up on the on e-cooking posts by lending our expertise on the same.

In this project, Kisambara Ventures Limited used multiplatform engagement by collaborating with food bloggers in order to position e-cooking as a solution to be desired by everyday Kenyan cooks in their kitchens.

The existing online content doesn't really answer some of the pertinent questions that most Kenyans have, for example, how much it costs to cook food on different e-appliances. We collaborated with the eCAP Appliance Comparison project, composed of Strathmore University (SU) team and Pika na Power for controlled cooking tests (CCTs). This was an exercise that was structured to come up with data that could be shared with e-cooking champions for it to be used during their demonstrations and also for anyone else who is in the clean cooking sector.

The misperceptions that exist online, as well as in the real world that have to do with electric cooking are usually the cost of cooking with electricity being high, the food not tasting as good as the one cooked with other fuels and safety. We made a series of videos to dispel these misperceptions.

Kisambara came up with a Kenyan eCookBook that is a crowd-sourced digital resource from running a series of competitions in this project in order to create engaging content showing how to cook popular Kenyan dishes with modern energy efficient appliances. The recipes submitted as applications for the cooking competition were consolidated as highlights on to form the e recipe book. https://www.instagram.com/stories/highlights/18018551185736581/

Figure 3: Screenshot of Instagram highlight of the crowd sourced Kenyan eCookBook

We developed a photographic hardback coffee table book with images from the impact stories that are going to be displayed in strategic locations such as the Managing Director's waiting room.

Figure 4: Sample page of the coffee table book featuring Alice Mungai a university student

1.1. Project aims and objectives:

1. To engage audiences on different platforms to position ecooking as aspirational solution for modern Kenyan cooks
2. To tackle common misperceptions that surround ecooking, for instance food not being delicious, or expensive to cook.

2. Methodology

The initial project proposal consisted of two main components which aimed to do the following;

1. Jikoni Magic used multi-platform engagement with food bloggers & everyday cooks to position eCooking with energy-efficient appliances as an aspirational solution for modern Kenyan cooks on its social media platforms and have the same embedded on Pika na Power social media platforms by producing and collating the content together and sharing it with Pika na Power websites for embedding, so that it becomes easily accessible to anyone who needs it. We collaborated with the Strathmore University (SU) team and Pika na Power to ensure that the above collated content was updated on the Pika na Power website and also worked closely with them to shape the design and functionality of the site.
2. To tackle common misperceptions that surround eCooking by informing consumers how they can cook the same delicious food but save both time and money in the kitchen. In this project, Kisambara Ventures Limited collaborated with food bloggers across multiple platforms in order to position e-cooking as a solution to be desired by everyday Kenyan cooks in their kitchens. Inasmuch as many Kenyans are on-boarding onto the e-cooking trend, gaps still exist. The existing content doesn't really answer some of the pertinent questions that most Kenyans have, for example, how much it costs to cook food on different e-appliances.

2.1 Research Component 1:

Activities conducted and results:

2.1.1. Video Production:

The reason why we chose videography was to present information in an engaging format that would both entertain the viewer and inform them, infotainment. We also wanted something that could be used over and over again in future for reference. This is well achieved in the videos that we shot.

The videos were in two parts as described in part a and b below.

2.1.1.1. Controlled Cooking Tests (CCTs)

CCTs are field tests that measure stove performance in comparison to traditional cooking methods when a cook prepares a predetermined local meal. The CCT is designed to assess stove performance in a controlled setting using local fuels, pots, and practice.

We conducted controlled cooking tests in collaboration with Strathmore University and Pika na Power in order to find out how much energy was consumed when cooking using electricity when compared to different conventional fuels, for instance LPG, charcoal, etc.

Kisambara ventures presented the data that was gathered from the CCTs in the eCAP Appliance Comparison project in an engaging format that would enable eCooking Champions to understand the different energy-efficiency mechanisms in play and their effect on electricity consumption (and therefore cost). To this end we made four videos which ranged as follows;

- A rural setting in Kenol, Muranga county where we gathered data on electric cooking vs charcoal. For electric cooking we used an air fryer, induction cooker and EPC whilst the charcoal was used on a barbecue grill and a jiko. We also had the wife and husband cook separately in order for us to get their experiences. At the end of the video, we had them tell us their opinions and whether or not they would incorporate clean cooking into their cooking lifestyle. The comparison between the consumption of electricity for cooking cabbage and ugali on the induction cooker, and beef in the air fryer vs grilling the beef over charcoal, and ugali and cabbage over a charcoal jiko was quite noticeable. Charcoal used was 2.5 tins costing 200/- whilst electricity consumption stood at 1.56 kWh which translates to Ksh. 42/-.

  https://www.youtube.com/watch?v=so5Fla9-ly4&list=PL_09fVjM7aKsoYyC2kkBEchTbMi_8MgpA&index=2

  Below are photos of the CCTs done in Muranga county where we cooked with Wilson and Vicky.

Figure 5: First up was a comparison between stir frying cabbages on charcoal and the induction cooker

Figure 6: Second up was grilling beef over charcoal and in the air fryer.

- We recorded a caterer in her element as she made a typical Kenyan menu of grilled chicken, beef stew, vegetable fried rice, stir fried cabbage and mukimo which were cooked over charcoal and LPG vs electricity. We then covered her cooking the same meals using energy efficient electric cooking appliances and then compared the cost. We found that cooking with electricity was significantly cheaper and more convenient. This is expressed in the video. LPG consumption was 0.14 kgs which when converted to Ksh (based on the price when the cylinder was bought) came to 30.38/-. 2 tins of charcoal costing 160/- giving us a total of Ksh. 191/- The same meal on electricity costed 58.42/- for 2.54 kWh (final cost is based on the kWh rate at the time of carrying out the CCT). https://www.youtube.com/watch?v=y6QRJnNy0w0&list=PL_09fVjM7aKsoYyC2kkBEchTbMi_8MgpA&index=3

Figure 7: Screenshot of caterer weighing her LPG cylinder

- The final CCT participant that we recorded was an everyday cook who cooked githeri over both charcoal and EPC. In the process she got to give feedback on how life was before and after the introduction of EPC. She is a representation of what a lot of Kenyans go through when cooking using charcoal. She then recounts what it was like back in the day before she embraced clean cooking. In the video, she consumed 0.69 kWh which is equal to Ksh. 15.725/- compared to 1 tin of charcoal that costs Ksh. 80/-.

https://www.youtube.com/watch?v=5gQ1rEy5VDI

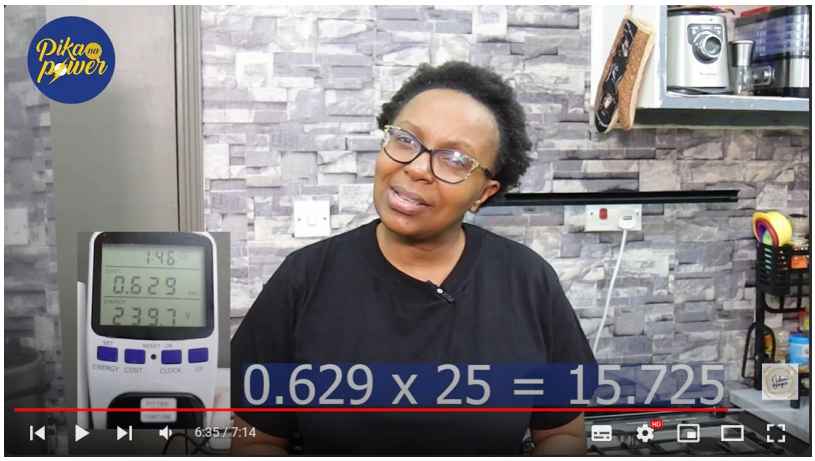

Figure 8: Everyday cook telling us how much she cooked with using energy efficient appliances

- A behind the scenes video showcasing how the data that accompanies different appliances and meals is obtained. The CCTs were conducted for five weeks and each day had different foods being tested. The foods were beans, chapati, beef, rice, chips, spinach and ugali. The dishes were matched to the

appliances that were possible to cook them in. For instance, ugali was cooked on the induction stove, LPG, electric pressure cooker, bio ethanol and kerosene stoves. It was not cooked in the air fryer because it is not possible to do so.

https://www.youtube.com/watch?v=Mgh_DNTHorY&list=PL_09fVjM7aKsoYyC2kkBEchTbMi_8MgpA&index=1

Figure 9: Preparation of chapati for the CCT

Figure 10: Spinach being cooked during CCTs done at Pika na Power demonstration center. Courtesy - Agnes Kalyonge

2.1.1.2. Cook off competition

We shot and documented six everyday Kenyan cooks who have converted to e-cooking as they battled it out for top honours at the Pika na Power demonstration center. The competition had four cooking appliances, namely, induction cooker, air fryer, rice cooker and EPC.

The cook off competition idea was as result of our desire to show that Kenyan meals can be cooked across all devices, however, rather than Kisambara making curated videos of the same we decided to call on everyday

Kenyans who had already embraced e-cooking. The call to apply to the competition was made via Pika na Power Instagram and Facebook pages in collaboration with Jikoni Magic, Leo Tunapika and Cooking with Nimoh. The rationale behind this was to use at least six weeks of intense social media campaign to create a hype around the whole event. https://www.instagram.com/p/Cu9L8RLIOSs/

Figure 11: Judge Jon being interviewed by Host Agnes

In order to make this event successful, we made a series of short videos that introduced the different appliances, the four judges who were going to assess the competitors and give their verdict on the winner, a call for application to the competition and at the end of it we produced one final video that was showcased the competition from start to finish. https://www.instagram.com/p/Cug5hRwoZLL/

Figure 12: Judge Wairimu being interviewed by Host Agnes.

The recurring questions that were encountered on both the Pika na Power posts and the bloggers stories were whether one had to use all the ingredients in the posts to apply for the competition. They also asked if the competition could be held online as some of them lived far away.

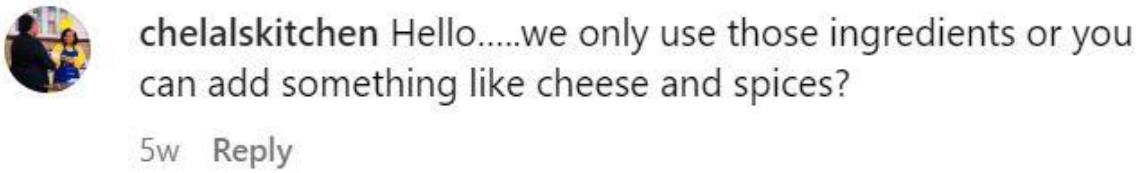

Figure 13: Question by @chelalskitchen regarding the cook-off competition

Figure 14: Examples of comments that appeared in the call to apply for the competition posts by Pika na Power

To make it even more enticing, each of the 6 competitors wasn't going to leave empty handed. There were hampers, cash prizes and e-cooking appliances that were up for grabs.

The selection of the six competitors was based on their creativity, flavour combinations, the fact that they used any or all of the energy efficient cooking appliances, the final photo of the dish they cooked and the use of all the ingredients that were listed in the call to apply.

The six competitors were:

1. **Olive Chelal** - Food content creator.
2. **Moses Kulavi** - Private chef. Teaches people how to cook and he's cooked for famous people e.g. President Ruto before he was the president of Kenya.
3. **Yvonne Anziya** - Teacher by profession. Loves cooking for her 2 year old daughter and trying out new recipes.
4. **Ruth Waithera** - Mom of 3 who loves to make earrings and cook.
5. **Emily Olebolo** - Researcher of various cooking technologies and thereafter recommends the best ones for adoption.
6. **Joan Kemunto** - A nursing student

Interest was generated because we saw some of the social media users tag their friends who loved to cook so as to alert them of the competition.

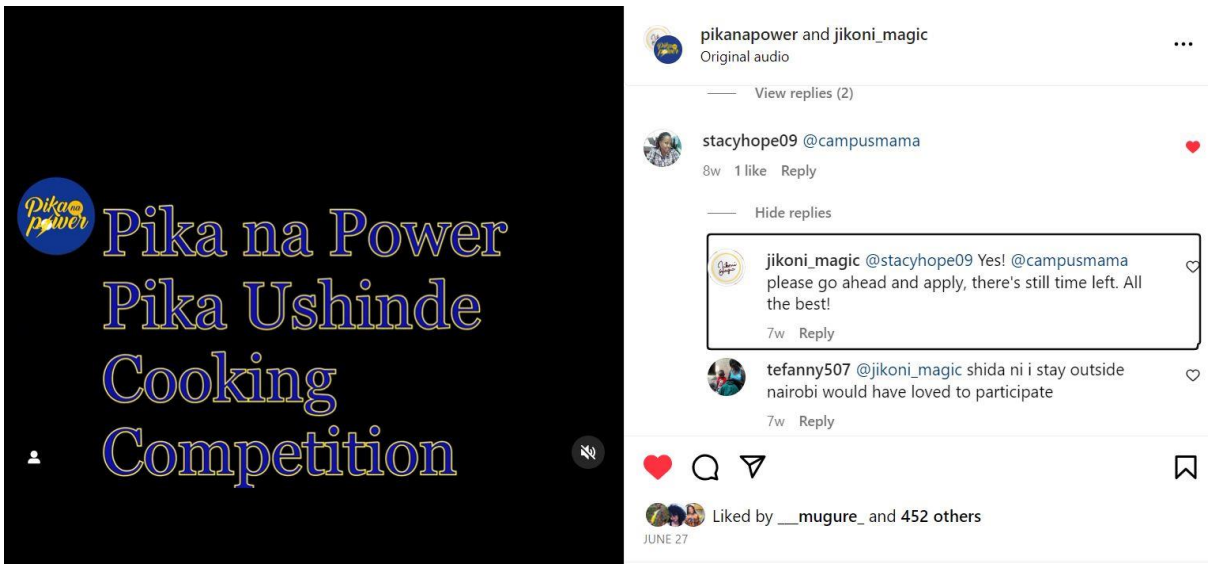

Figure 15: Screenshot of Pika na Power Instagram page showing how @stacyhope09 called on @campusmama to enter the competition. @campusmama is a Kenyan food blogger on Instagram.

On the day of the competition, each of the 6 competitors was interviewed before competition to find out what their expectations for the day were, how comfortable each of them was with the e-appliances, the ingredients they most dreaded or were hoping to find in the mystery basket among others. They were also interviewed after the competition to find out if their expectations were met, if they were disappointed or elated for having lost or won, what they could have done differently or better given another chance.

All these exciting events were captured in video and photo formats as shown below. The video was uploaded in two parts, and below are the links;

Part 1: https://www.youtube.com/watch?v=SiPObCP_fys

Figure 16: Screenshot from Pika na Power YouTube page of all the six competitors as Agnes is explaining to them how an induction cooker works and how to use it.

Part 2: https://www.youtube.com/watch?v=Elea8bVhrpg

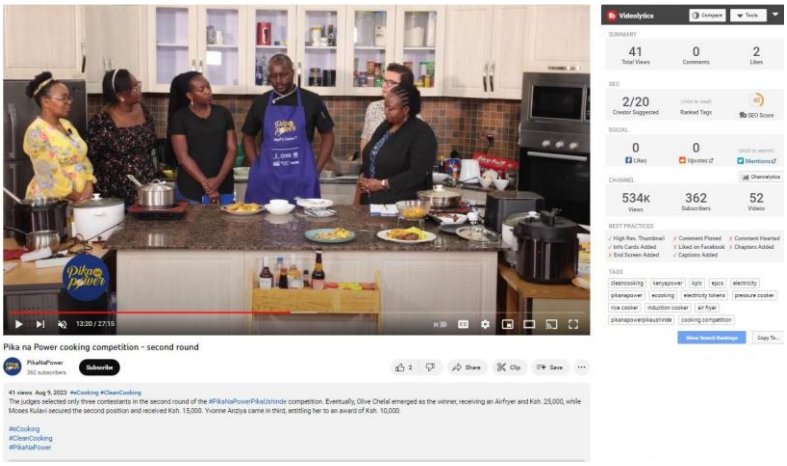

Figure 17: . Screenshot from Pika na Power YouTube page with Judges Jon Leary (Gamos East Africa), Wairimu Njehia (Pika na Power), Wairimu (Cooking with Nimoh) and Gatuiri (Leo Tunapika) listening to chef Moses as he described his dish.

Figure 18: Judge Gatuiri and Host Agnes listen to Yvonne as she describes her dish, which was a tasty mix of mash potatoes and scrambled eggs

Figure 19: Host Agnes observing as contestants built the tasty flavours of the dishes they hoped would knock the judges' socks off.

After the competition was over, the food bloggers went ahead to post their experiences on their social media pages as seen below, including the statistics of the same.

The involvement of the bloggers was not limited to the day of the competition. They also helped to create awareness about the competition to their followers by sharing the Pika na power posts to their stories on Instagram and Facebook as well as to their WhatsApp status updates.

This is the link to the reel on instagram by Nimoh's kitchen on how the competition was:

https://www.instagram.com/reel/CvMeUMluXkN/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==

And, below are the statistic from the Cooking with Nimoh's video reel both on Instagram and Facebook:

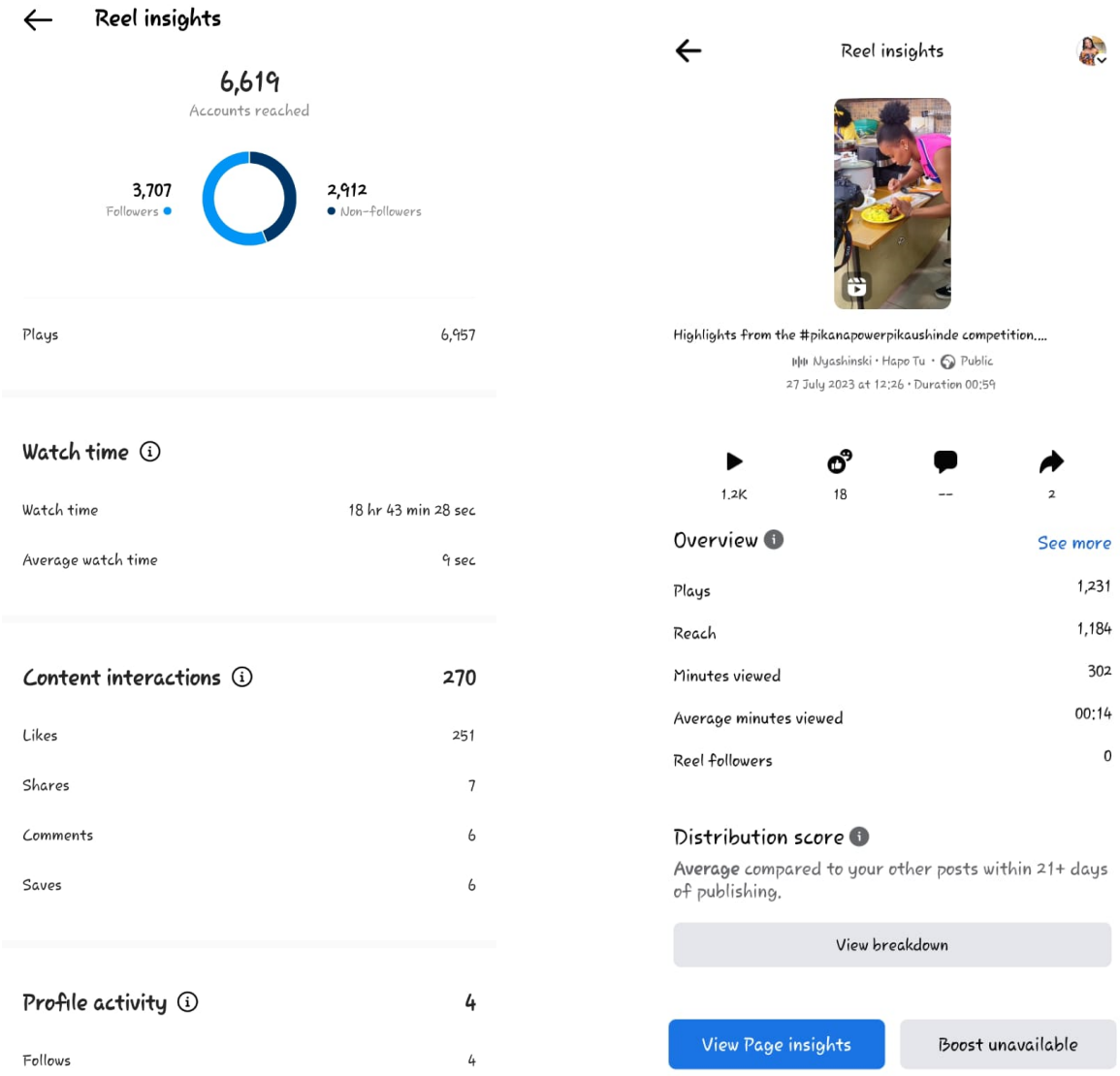

Figure 20: Screenshots from Instagram and Facebook statistics from cooking with cooking with Nimoh's

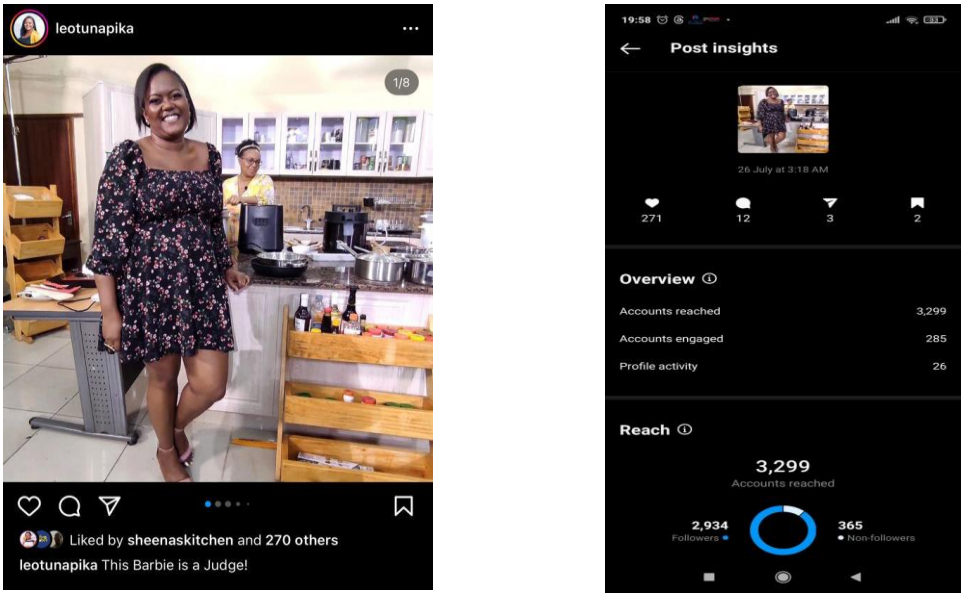

Figure 21: Screenshots from Leo Tunapika Instagram and Facebook posts for the competition

Figure 22: Host Agnes congratulating the contestants after the first round. This was before calling on the judges for their verdict on who was to proceed to the second round.

Winner selection criteria.

- Recreation of ingredients. E.g. if given an egg, recreate it into something different like a pancake.
- How well the flavours combined on the palate.
- Time management, any dish that wasn't on the plate at the end of the cooking session was not going to be judged.
- Use of all the energy efficient appliances because the aim was to show how versatile they are and that they can produce the same tasty meals that we love.

- Cleanliness of their working stations.

Round 1:

The competitors were given two eggs. They were then given the creative freedom to cook the eggs using any of the other ingredients provided in the pantry, fresh food section and refrigerator in order to wow the judge in 30 minutes.

- Joan made chapati mayai (eggs) which is her go to breakfast meal as opposed to bread.
- Chelal made shakshuka served on a bed of hash browns. The meal was inspired by her children who love to eat it in the morning.
- Emily prepared an omelette with onions and tomatoes as garnish. She preferred to have the vegetables on the side because not everyone loves to have a mixed omelette.
- Yvonne made a mix of mashed potatoes and eggs. This was inspired by her 2-year-old who enjoyed the meal when she was being weaned.
- Moses made a Mexican inspired continental dish. Scrambled eggs with steamed tomatoes seasoned with black pepper and salt, and paprika potatoes.
- Ruth made shakshuka which is her go to meal over the weekend.

The finalists from this round were **Moses, Yvone and Chelal**. Their dishes wowed the judges the most.

Round 2:

This round was made even more interesting because all the four energy efficient appliances were used. The four gadgets were chosen because of their efficiency. The EPC cooks long boiling foods at a fraction of the time. The air fryer is small in capacity so it heats up faster, which means it will consume a fraction of the electricity that is consumed by standard ovens. Induction cookers are safe and fast therefore money and time saving. Rice cookers are convenient, just put your rice and the correct amount of water and let the appliance do the rest.

This round also had a twist, in that, there was a mystery basket that the competitors didn't know about. It had garden peas, Irish potatoes, broiler chicken and butter.

The whole competition was designed to be very interactive with the judges walking around interviewing contestants about the dishes and why they chose to cook them.

Food made by the competitors is listed below;

Moses made a vegetable soup starter garnished with cooking cream. The main dish was chicken in coconut sauce served with carrots and a mash of Irish and sweet potatoes. He chose the dish because it is a favourite of the clients he cooks for. He used all the appliances provided because he made vegetable soup in the rice cooker, chicken stock in the induction cooker, steamed his potatoes in the EPC, and baked the chicken in the air fryer, then finished it off in the induction cooker. Judge Jon said it was really nice. He liked the way the cream and vegetable soup combined together to give an earthy flavour. Judge Gatuiri said his chicken was nice because of the richness of the cream.

Chelal had 2 dishes which were chicken alfredo pasta with bacon bits and spiced potatoes. She made spinach pesto for decor. She used all the ingredients that were available. She cooked with all the appliances; the pressure cooker to steam potatoes, air fryer to bake the chicken, and the induction cooker to bring everything together. Judge Wairimu thought the flavours married well. Judge Gatuiri said the alfredo sauce brought the food together well.

Yvonne made fried vegetable rice, potato wedges and barbeque chicken. Her dish was inspired by her daughter who loves potatoes and her husband who loves rice, especially vegetable rice. All appliances were used here as well; For the green peas she used the pressure cooker, and vegetables were steamed in the rice cooker where she also made the rice. She made the chicken in the air fryer and potato wedges on the induction cooker. Judge Jon loved the chicken because of the flavours. Judge Wairimu liked the presentation.

Figure 23: Judge Gatuiri and Nimoh pose with the three finalists from left is Yvonne who was the second runner up, Chelal who was the winner and Chef Moses who was the first runner up.

Challenges with Cooking Competition and Proposed Mitigation Measures:

- Maandamano (These are political protests by the opposition in Kenya). There was a nationwide protest because of the state of the economy which made us delay our competition. This forced us to move our competition to a later date, resulting in the extension of the project deadline by 3 weeks. The postponement clashed with the schedule of the video producer we had hired for the event and could only be available a week and a half after. This is almost impossible to mitigate because the maandamano had not been scheduled weeks in advance. It was announced two days prior to our set date for the competition. The best way to mitigate this (in an ideal situation) is to keep abreast of all the current news so that we're not caught flat footed.
- In as much as we planned and anticipated all the challenges that would come up, we still fell short in some areas. The scheduled events ran later than was planned and this meant that the event ran much later than was desired. To mitigate this, we plan to keep a tighter rein on the times and have one person dedicated to ensuring that there is a smooth flow between events. And, also, ensure that as one event is getting wrapped up the next one is already being prepared.
- Some of the lapel mics stopped working and the host, Agnes, had to use a handheld one to capture the competitors' audio. This can be mitigated by having extra mics on set in case of any such eventualities.

2.1.2. Collaboration with food bloggers:

We collaborated with Gatuiri of Leo Tunapika and Wairimu of Cooking with Nimoh as food bloggers.

Leo Tunapika has over 47,000 followers on Instagram, 20, 000 on YouTube and 9,500 on Twitter.
Cooking with Nimoh has over 22,000 followers on Instagram, 8,000 on YouTube and 600 on Twitter.

We settled on them because of the fact that they are micro influencers with a following of less than 50,000 each on all their platforms. They have a very lively interaction with their followers on Instagram. Their comment sections are very active which means they have built a good rapport with their audiences and we stood to benefit from the trusted credibility and personal connections that they have. We also chose them because Jikoni Magic has collaborated with them before. We already have a good working relationship with them so getting them on-board was not difficult.

They already educate their audiences about cooking with energy efficient appliances and promoting it to their followers. This means that they already have a receptive audience. This was important to us because we needed to have them promote our messages in a very organic way to their followers without looking like they were pushing something that was out of character as their content. Their followers also know of them selling electric cooking appliances through Jikoni Magic.

Figure 24: . Gatuiri of Leo Tunapika, Agnes of Jikoni Magic and Wairimu of cooking with Nimo, Monica of Kisambara Ventures just before the kickoff to the cooking competition. - Courtesy Nimoh's Kitchen.

During the project we created collaborative content with them which was later uploaded to Pika Na Power Instagram and YouTube platforms. The same content was shared to their Instagram pages and stories.

Link to Nimoh's kitchen collaboration on Pika na Power YouTube page https://www.youtube.com/watch?v=BviJzmAgFZo&t=9s

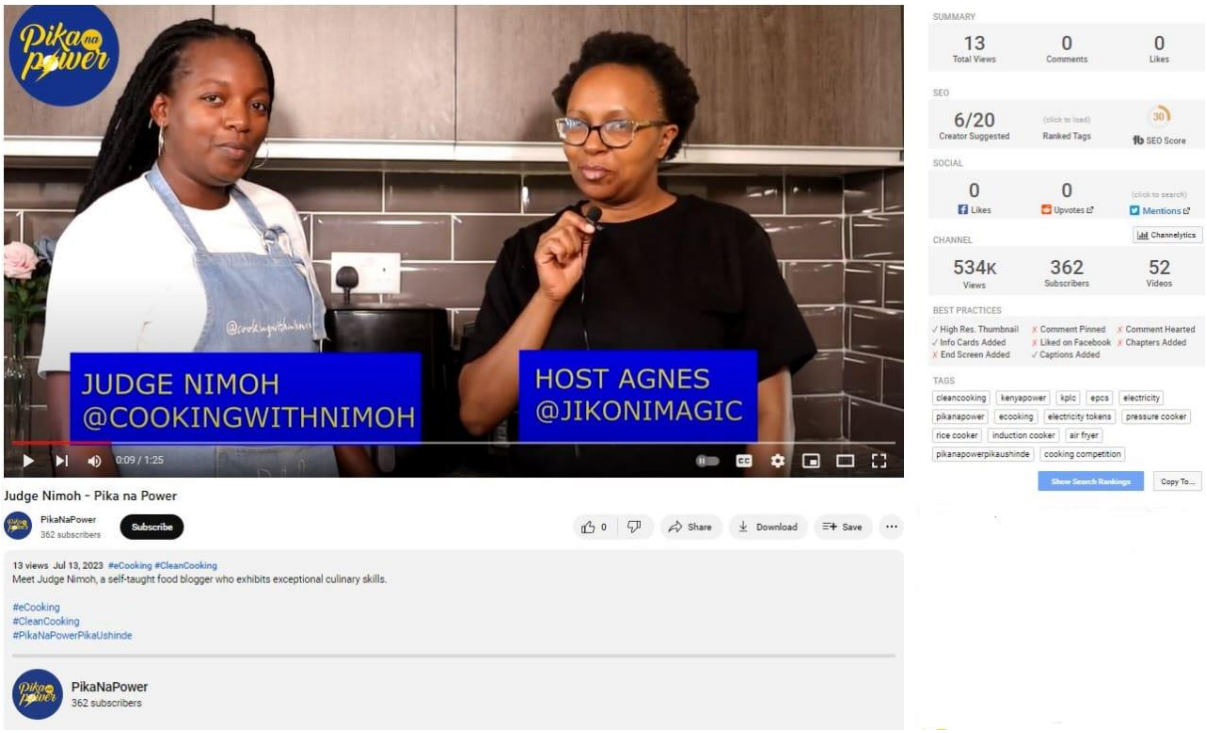

Figure 25: A screenshot of Agnes interviewing Wairimu of Nimoh's kitchen as one of the food bloggers for the project collaboration.

Link to Leo Tunapika collaboration on Pika na Power YouTube page https://www.youtube.com/watch?v=07Snxe5qECQ

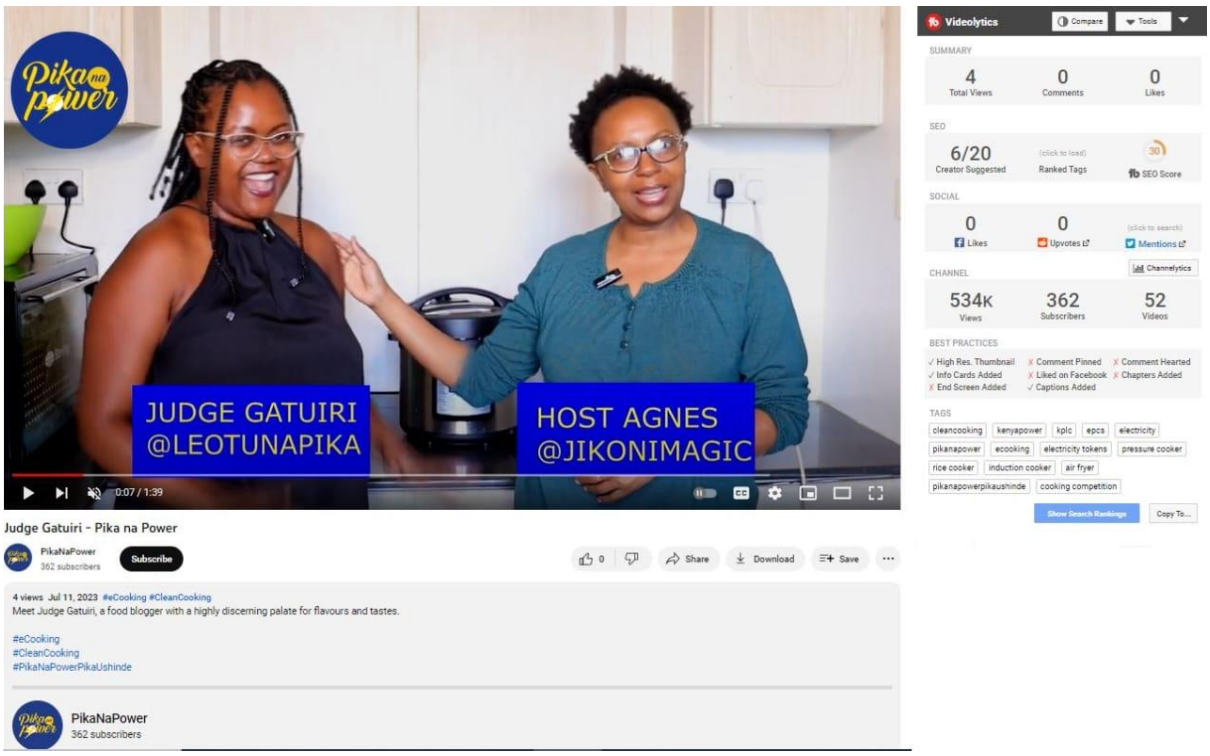

Figure 26: A screenshot of Agnes interviewing Wairimu of Nimoh's kitchen as one of the food bloggers for the project collaboration.

A Summary of the outcome of the above activities on the pika na Power Platforms

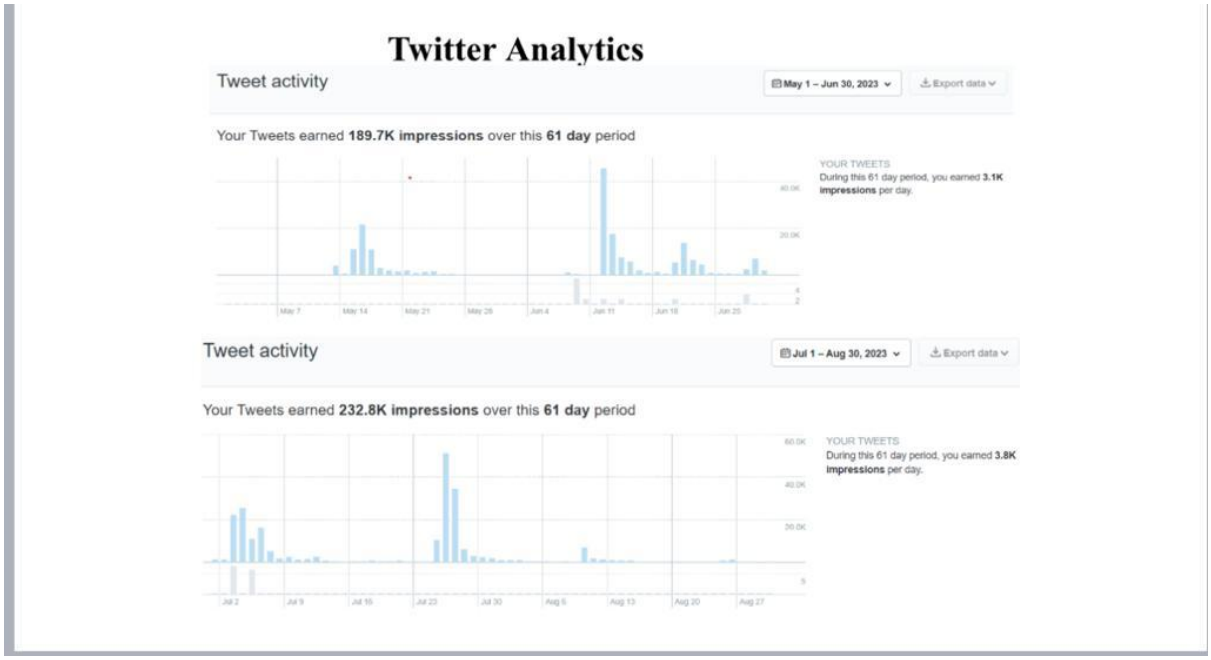

Figure 27: Twitter impressions for Pika na Power page from May to August

The Pika na Power Twitter platform got over 189,000 impressions in June and by end of August the impressions increased to over 232,000. This can be attributed to the increased tweets that were uploaded from the targeted content we created around clean cooking.

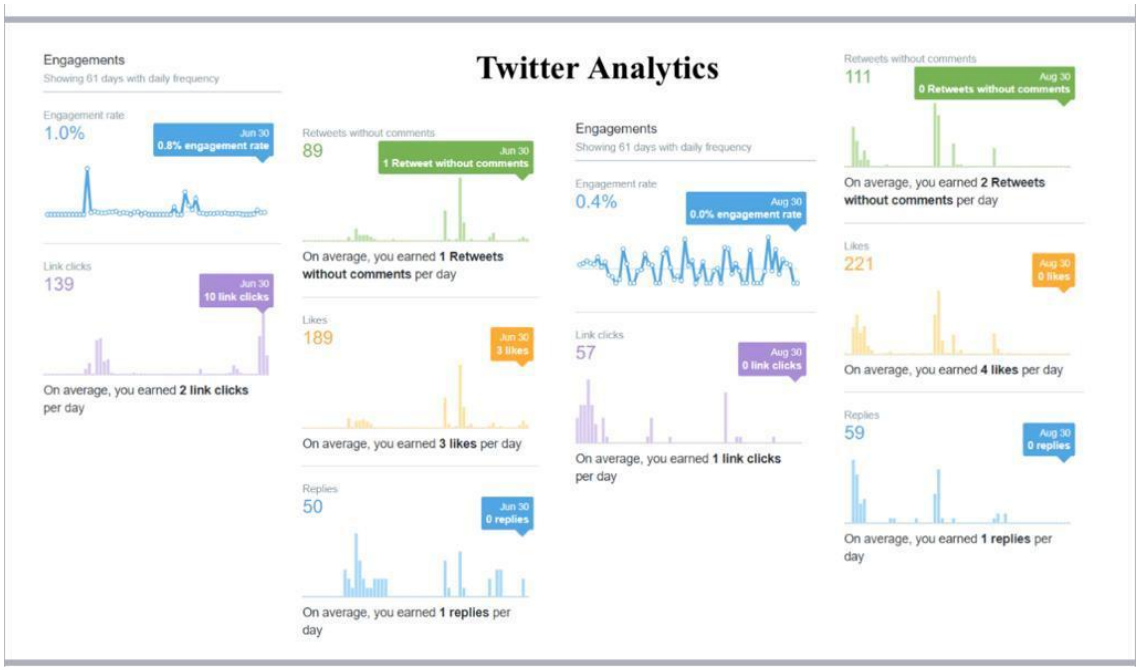

Figure 28: Pika na Power Twitter analytics for May to August

The engagement went up from 50 replies to 59 and the number of people liking their tweets from 189 to 221 from May to August. The increased engagement was due to the consistency of tweets from the project and if this is kept up then the page and engagement will keep growing.

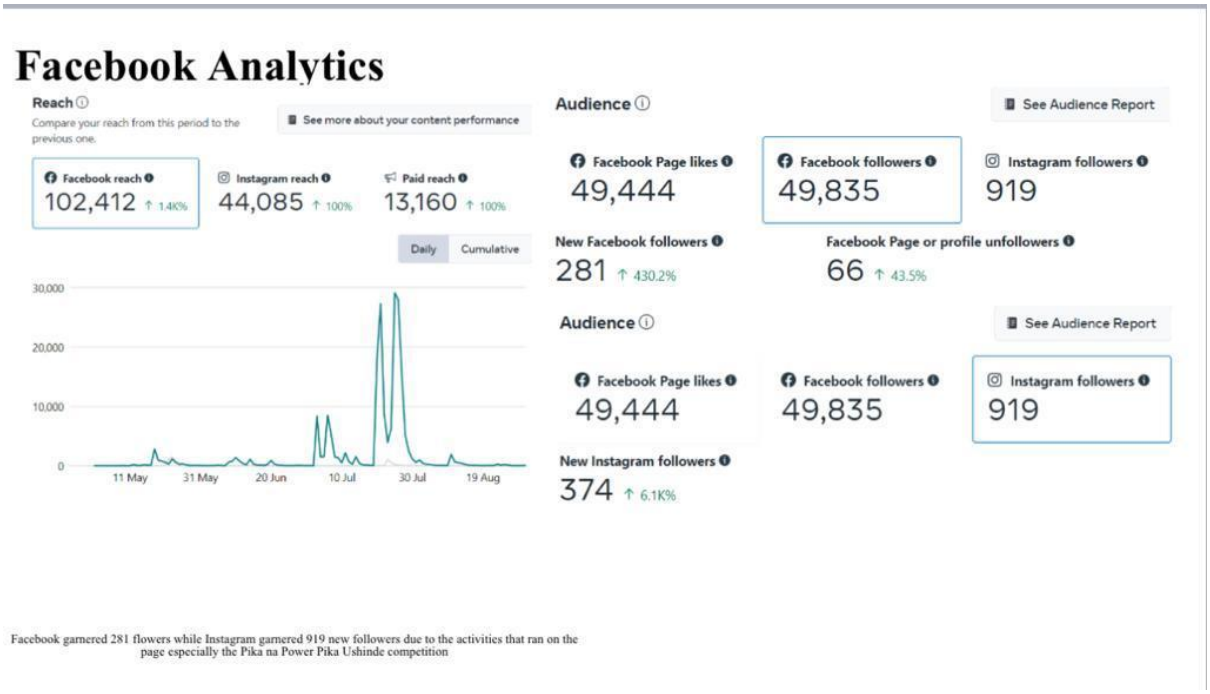

Figure 29: Pika na Power Facebook and Instagram analytics report for June to August

Between June and August, the Pika na Power Facebook page grew by 281 followers while their Instagram gained 374 followers. The paid campaign for the project was able to reach 13, 160 accounts which got to see or engage with the clean cooking message that Kisambara and Pika na Power put out.

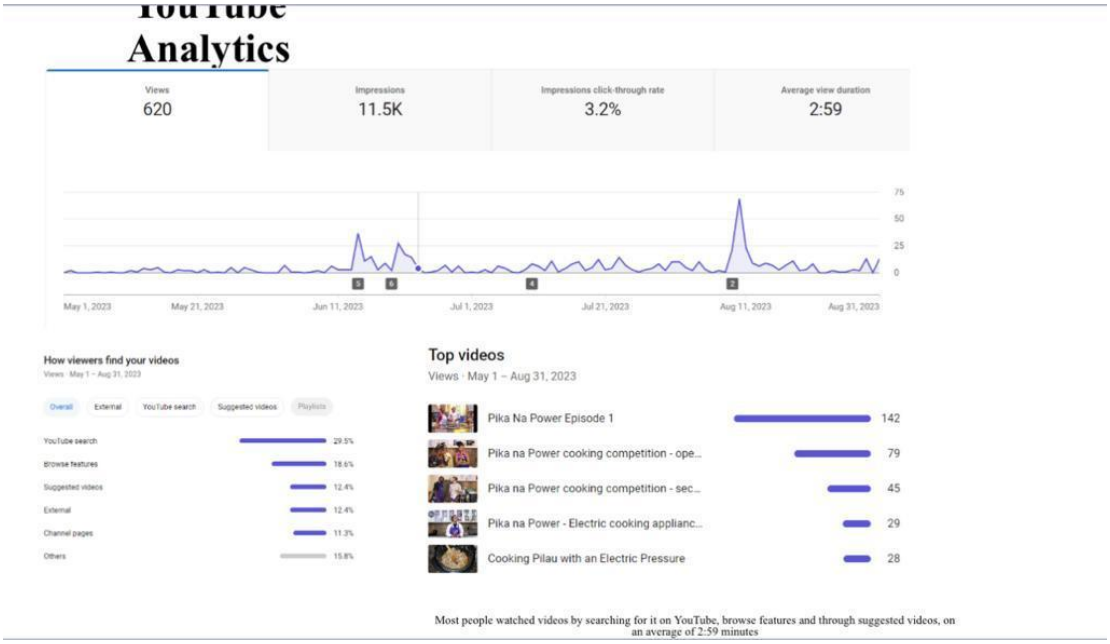

Figure 30: Pika na Power YouTube analytics for between May and August

The YouTube analytics above show that the two cooking competition videos quickly rose to become second and third best performing videos for the duration of the project. This shows that with consistency in the production of more clean cooking videos the channel will keep growing because there is an audience for it.

2.1.3. Impact stories:

Introduction

We documented and shared with Pika na Power a range of impact stories that showcased how eCooking has transformed the way people cook. We did this with five participants who allowed us into their homes to document how their lives have been impacted by the adoption of clean cooking.

Equipment and incentives provides to impact story participants:

All participants were presented with shopping vouchers worth Ksh. 2,500 from Naivas supermarket, which is one of the leading supermarkets in Kenya, as a token of appreciation for their time once the interview was completed. Kisambara ventures also provided all the ingredients that were used for cooking during the sessions. We ensured that no children were featured in any of our recordings.

The participants cooked on the appliances that they already owned in their homes so that we could be sure that they would actually give very comprehensive feedback on them and what their experiences had been like so far.

The videos were edited and submitted to the Pika na Power communications team and they will be uploaded to their various social media platforms.

A script was prepared that was standard for everyone who agreed to participate. It included the following questions;

- Introduction (name, cooking situation).
- How did you start on your journey to clean cooking?
- Which gadget did you start with and why? If more than one gadget, which gadget do they prefer over the others and why?
- Were you open or apprehensive about adopting clean cooking? (Cost, taste, lack of knowledge, etc.)
- What was the tipping point if at all you were on the fence about it?
- What would you like to be modified on your gadgets?
- How has clean cooking impacted you and your people? (Health, time-saving, convenience, aesthetically pleasing kitchen)
- How do you feel other people would be impacted by clean cooking?

We targeted five groups of people who were as diverse as possible. We wanted to incorporate people from different backgrounds who had a unique experience with getting into clean cooking. We wanted them to give us their stories of how they got started and how the clean cooking journey has been for them. This would help us identify with a larger number of people because they would find one story or several, among the five, that they relate with. These stories included the following;

Come dine with me.

This is a television show that features five amateur chefs who live in the same town or area, who each host a three-course dinner party for the other contestants at their own home. The show has five (sometimes four) amateur chefs competing against each other hosting a dinner party for the other contestants. In this instance, Mercy was not going to be competing against any other person. We borrowed the theme from the show.

We identified a lady who loves hosting people and the addition of clean cooking appliances to her repertoire had made hosting much easier for her. We set up a come dine with me scenario where her friends and family would go to her place and have a good time while enjoying the food she cooks.

Figure 31: Mercy at her home getting ready to entertain guests.

University students.

We identified two university students (male and female) who were willing to share their stories with us. They told us how they had incorporated clean cooking into their lifestyles as students and talked to us about how this has improved their lives. Having male and female students allowed us to have two different perspectives (due to the fact that society does tend to treat them differently) of people in the same situation

https://www.youtube.com/watch?v=mkhWNkBj7rs

Figure 32: Timothy (Left) and Alice (right) posing next to their e-cooking appliances. Photo courtesy of Monica, Kisambara Ventures.

Recently married man.

We identified a former bachelor who agreed to be interviewed together with his wife and give us details on how he contributed to the kitchen setup. This is because we (as Jikoni Magic) introduced him to clean cooking while he was still single. Since he got married, he has played a big part in the decisions about how the kitchen should be set up, especially in energy efficient cooking appliances.

https://www.youtube.com/watch?v=uaYFANvw7PI

Figure 33: Kevin and Kate Gitau Courtesy Monica Kisambara Ventures

Domestic worker

We wanted to show how the lives of domestic workers most often than not change for the better in households that choose to embrace the convenience of clean cooking. Our aim was to demonstrate that it is freeing for the domestic worker not to be shackled by the mundane routine of weekend boiling of food or having the ability to multitask as the appliances cook in the background because they are usually timed and food cannot burn.

https://www.youtube.com/watch?v=FqqCuy5EyM8

Figure 34: Elizabeth Oketch - Courtesy Monica Kisambara Ventures Limited

Young mother with a young family

Our participant was a young mother with three young school going children with the oldest being twelve and the youngest six years old. We wanted to demonstrate that her morning routine had been simplified by having two electric appliances namely EPC and induction cooker. Tea would usually be ready in under ten minutes while she cooked packed lunch in the EPC. Evenings were also much easier on her because she would have time to do homework with her children or catch up on laundry.

https://www.youtube.com/watch?v=3GC2mmBd2oI

Figure 35: Emily Bolo - Young working mother - Courtesy Monica Kisambara Ventures

Here's the link to the playlist that has the videos: it is unlisted until Pika na Power communications department uploads them to their site.

https://www.youtube.com/watch?v=reckB7kbZtM&list=PLGj_sRsTOmYpkm8GSIclBofXi31DCVZx1

2.1.4. Contribution to the Pika na Power website:

We scoured the internet for information related to clean cooking both locally and internationally which was inputted in a google drive document. The link to the document was shared to the KPLC and Strathmore team via the Pika na Power website WhatsApp group.

The Pika na Power website was created by Sheila of Strathmore university to enable ease in sharing information among the teams that were collaborating to build the Pika na Power website that is Strathmore, KPLC, Gamos and Kisambara Ventures.

In order to increase or amplify discussions around clean cooking, we searched social media for discussions around clean cooking and e-cooking devices which were shared to the KPLC team for them to share or contribute to the social media discourse.

We also contributed to the website by searching social media sites such as Tiktok and Instagram for cooking videos where e-cooking devices were used. This was also shared to the KPLC team using the link in the appendix[2].

2.1.5. Changes to the project component 1:

As a result of the changes that resulted from KPLC's management decision that all content was to fully reflect their branding and was only going to be uploaded to their website and social media sites with Jikoni Magic coming in as a secondary collaborator, we had to change our strategy and incorporate all this midway through the project because our whole media worksheet and work flow had originally been centred around the fact that we were going to upload and promote everything on our platforms and consequently have it embedded to Pika na Power sites. We, therefore, started making content that was fully branded with KPLC colours and logos and then shared it with Pika na Power communications department who subsequently would upload it to their sites.

IMPACT OF CHANGES TO THE ORIGINAL PROPOSAL MADE BY KISAMBARA VENTURES LIMITED

Through the cross promotion (that happened due to change of branding as mentioned above) between Jikoni Magic, Pika na Power, Leo Tunapika and Cooking with Nimoh on Instagram, the following for Pika na Power grew from 500 to over 900. This collaboration proved to be beneficial in the long run.

CHALLENGES AND LIMITATIONS

All participants, competitors, judges, interviewees had their consent sought before engaging in any activities of the project. In the case where their images were going to be used, they signed a model release form allowing Modern Energy Cooking Services, KPLC and Jikoni Magic to use them in perpetuity.

A few significant challenges arose which are detailed below.

- The cooking competition was postponed for an extra 3 weeks due to political protests as stated above. This time proved to be beneficial because it meant that through the collaboration between Pika na Power and Jikoni Magic more contestants were on-boarded for the competition.
- Cookpad had no one opting to join in, this can be attributed to the fact that it was a new platform that people were being asked for too much by first having to register and then uploading their content to the site.
- We had not factored in that different brands set their appliances slightly differently. This resulted in the contestants being hesitant when using the appliances. The mitigation would be to have the contestants come in earlier, perhaps the day before, and get used to the appliances. This would help the contestants be more confident and unleash their full potential.

2.2 Research component 2

2.2.1. Overview of the project approach:

Kisambara Ventures Limited realized that, inasmuch as many Kenyans are on-boarding onto the e-cooking trend, gaps still existed. The existing content that was online wasn't really answering some of the pertinent questions that most Kenyans have, for example, how much it costs to cook food on different e-appliances, how does one

appliance cook a certain food as compared to the other, how can different appliances be optimized to give the best results when cooking different foods.

A quick survey in the different social media groups that are cooking and food centred quickly shows someone that the EPCs are mainly being used to boil cereals and then store them in the freezers, or the air fryers being limited in use to cook chicken wings and chips. These appliances can do so much more than this and this is what we intended to tackle, demonstrate that they can be used for a diverse range of foods and that they can still taste as good as they have always known them to be.

Figure 36: Screenshot from Armdeot Gadgets and Cooking Recipes on Facebook of boiled cereals and ndengu kept in the freezer.

https://www.facebook.com/groups/1442900179319943/permalink/1969163630026926/

2.2.2. Activities conducted and results:

We addressed these gaps through the following ways;

2.2.2.1. Showcasing versatility of e-appliances:

Another gap that was identified in our proposal was the fact that the menus being cooked on the appliances are limited to either bean, meat and pilau which does not showcase the diversity of the Kenyan menu. To address this, we made videos addressing this issue and an eight recipe pamphlet to show diversity in Kenyan cuisine. This was done in the activities of Kenya Specific Cooking Appliances which was also awarded to Kisambara Ventures.

- **Pressure cooker recipes:**

Proofing Dough on Yoghurt Setting

This recipe was made in the yoghurt or ferment function because it creates the perfect environment due to the constant temperature inside the pot. This is because it is set at controlled and consistent temperatures. Any yeasted bread can be proofed in the EPC.

It is not a pressured setting, therefore, you can use any other lid as long as it sits well without letting in air.

Figure 37: Proofing dough in a pressure cooker. Photo courtesy of Monica, Kisambara Ventures

Ndengu cooked on porridge setting:

This generic porridge function was picked because it closely matched the time it took to cook ndengu in an EPC. The setting is set to 30 minutes. The ndengu came out soft without being too mushy, just right.

Figure 38: Ndengu cooked in a pressure cooker. Photo courtesy of Monica, Kisambara Ventures

Minji (Garden Peas) Stew on Oatmeal Setting:

Minji, carrots and potatoes usually cook for 5 minutes or less in an EPC. We looked for a setting that cooks at the exact time and found that the oatmeal cooks for 5 minutes. We sautéed the onions and tomatoes on the sauté setting and pressure cooked on the oatmeal function. The results were that the potatoes were soft, the carrots had a bit of bite to them and the carrots were just soft without being mushy.

Figure 39: Minji (Garden Peas) Stew cooked in EPC. Photo courtesy of Monica, Kisambara Ventures.

- **Air fryer recipes:**

Groundnut recipe:

Groundnuts are typically dry fried in most Kenyan homes. They are mixed with a little water and salt to taste and then poured on a pan or sufuria and cooked over low heat until they cook and the skin becomes papery. Kisambara opted to do this in the air fryer as opposed to the induction cooker (which would have been the typical route) in order to offer an alternative use for the air fryer.

The groundnuts were air fried for 15 minutes at 180C and they were occasionally stirred to ensure the tops ones didn't burn

The results were perfectly cooked nuts that were crunchy and the skin came off very easily after cooling down.

Figure 40: Ground nuts in the air fryer. Photo courtesy of Monica, Kisambara Ventures.

Grilled Sweet Corn / maize

This was done in order to offer an alternative to roasting over charcoal. We used the chicken setting where the temperature was set at 200 C (this was the highest heat available) for 30 minutes. We found that a lower temperature than this resulted in the sweet corn being in the air fryer for too long and it ended up hardening.

Figure 41: Grilled Sweet Corn / maize in the air fryer. Photo courtesy of Monica, Kisambara Ventures

Hard "Boiled" Eggs

The eggs were air fried at 180 C for 12 minutes in order to achieve the hard boiled state where the yolk was full set. We used the manual setting because there was no pre-set function on the air fryer that we had that had the exact setting for the results we were after.

Figure 42: Hard "Boiled" Eggs in the air fryer. Photo courtesy of Monica, Kisambara Ventures

- **Rice cooker recipes:**

Egg and Tomato Stew:

We decided to cook the stew in the rice cooker because it maintains a steady heat and the pan is non-stick. The non-stick property is important because it reduces the amount of sticking the eggs to the pot. There was no function to select on the rice cooker, only cook or keep warm. Once the eggs were cooked to our liking we removed the pot from the heat and served.

Figure 43: Egg and Tomato Stew in the rice cooker. Photo courtesy of Monica, Kisambara Ventures

Sautéed Spinach:

What we liked about the rice cooker for this particular dish is the fact that the heat is high enough to sauté the spinach fast and not have any liquid released by the vegetables pooling at the bottom. The process was super-fast and the results were spinach that still had crunch and wasn't soggy.

Figure 44: Sautéed Spinach in the rice cooker. Photo courtesy of Monica, Kisambara Ventures

Scones:

The keep warm setting of the rice cooker provided an ideal environment for the scones dough to proof. It is warm without scorching the scones and also the lid ensured that the scones did not dry out as they proofed. Once they had risen, we turned on the cook function and after 3 minutes it switched back to keep warm function. We left it to rest and cool down for about 7 minutes and then switched it back to cook function. After 5 cycles the scones were completely cooked through without having a scorched bottom. This was a bit inconveniencing because the rice cooker had to keep being monitored. It forced someone to stay near the appliance.

An alternative way of overcoming this would be to hold down the function button to the cook function for 10 minutes and the scones would be cooked through. This is not a method that is recommended by the manufacturers, however, we found that it worked.

Figure 45: Scones cooked in rice cooker - Courtesy Monica Kisambara

2.2.3. e-Cookbook 2.0:

We came up with a newer and more engaging version of the Kenya eCookBook as a crowd-sourced digital resource. This was achieved by running a series of competitions on Instagram and Facebook by creating engaging content showing how to cook popular Kenyan dishes with modern energy efficient appliances. This content was collated in one place for easier reference.

https://www.instagram.com/stories/highlights/18018551185736581/

2.2.4. Photographic hardback coffee table book:

Last, but not least, we developed a photographic hardback coffee table book with images from the impact stories to display in strategic locations such as the MD's waiting room. The coffee table book highlights and gives testimonies of how the energy efficient appliances have impacted the lives of everyday Kenyan cooks.

Figure 46: Excerpt from the coffee table book, Kate and Kevin Gitau

Figure 47: Timothy cooking tumbukiza in the EPC.

2.2.5. Limitations of the project approach:

Jikoni Magic registered and created an account on Cookpad. The main aim of doing so was to hold competitions on Cookpad, however, it's not a very popular platform in Kenya. To circumvent this, we decided to front the proposal to the clean cooking enthusiasts who regularly attend the cooking classes and demonstrations at Pika na Power to opt into the platform. It was thought that if we could get them to agree to join the group then the same could be replicated to other social media cooking groups that are online. However, this did not prove to be the case because even after several calls to register to the platform and enter the competitions none of them did.

In hindsight, it would have been more beneficial to simply home in on the platforms that already have a lot of users, e.g. Facebook, TikTok, Youtube and Instagram, because they are already popular in Kenya. There is also the added benefit of influencers who have already built audiences on the aforementioned platforms. It would have been more beneficial to tap into already established platforms, rather than trying to entice people to join another platform.

2.2.6. Key Stakeholder Interactions

Over the course of the project, MECS, Kisambara employees, Strathmore University, Hotpoint, KPLC and Pika na Power each had unique roles that they played which, when all combined, made important contributions (see Table below). They are also very key in the success of the continuation of the activities that we started in this project going forward.

Table 1: Key Stakeholders

Key stakeholder	Role
MECS:	They made it possible to carry out the project to its successful conclusion from the support they provided. This included financial, advisory and also leveraging their connections and networks to open doors for us.
Kisambara employees:	The employees were devoted to ensuring the success of the project. They played a significant role in ensuring that the project went as smoothly as possible and smoothing over any hurdles along the way.
KPLC / Pika na Power	Our partnership with them gives clients, and potential ones, confidence to deal with Kisambara because it's a trusted household name. This has been very key to our success.
Appliance manufacturers	We bought our appliances locally from one of the leading distributors which were used for the competition. Their delivery and services were fast and seamless which ensured success of the project.

2.2.7. Electric cooking community engagement and awareness raising

To support the objectives of this project, we carried out various social media activities as well as in person interactions to raise more awareness.

2.2.8. Social media.

We (Jikoni Magic) engaged with social discourse that arose from the content that was posted by Pika na Power on their platforms to clarify any queries that arose and also to encourage people to apply for the competition.

Kisambara Ventures leveraged their social networks by having one on one in person interactions with people off social media to encourage them to take part in the competition. This resulted in people who had not known of the existence of the competition submitting their applications.

2.2.9. Collaborations with other e-cap projects

2.2.9.1. Nuvoni Center for Innovative Research

Figure 48: Agnes demonstrating how to use EPCs during the Nuvoni on their e-cap project, electric cooking in urban informal settlements

We collaborated with Nuvoni on their e-cap project, electric cooking in urban informal settlements. Jikoni Magic offered her services during the live cooking demonstrations that took place at Mathare North. This was through offering guidance on the menu to offer for the day, quantities of ingredients to be bought and sequence of cooking events.

Since Jikoni magic has been extensively involved in offering training on the proper use of the appliances, she was able to leverage knowledge to the participants. She showed how to clean the EPCs, operate different functions and the safety rules to observe when using them.

This was a very interactive session, the crowd was very receptive and enthusiastic. Questions were many, for instance, how safe they were, if they can interchange inner pots between different brands of EPCs among others.

The cooking demonstration included preparing various dishes, such as ugali, pilau, omena, chicken, Sukuma wiki, sweet potatoes, beef stew, and githeri. These foods were selected because of their popularity and also the fact that some of the attendees are business people and would have benefited from learning how to cook the same in the EPCs to elevate their businesses.

The whole event was a success because the participants were able to comprehensively answer any questions I posed to them regarding all the topics I had covered.

2.2.9.2. Appliance Comparison Project:

Figure 49: Beans made during CCTs at Pika na Power demonstration center - courtesy Kisambara Ventures

Figure 50: Photo showcasing the day beans were being cooked for the CCTs at the Pika na Power demonstration center.

This was a collaboration between Kisambara Ventures, Strathmore University and Pika na Power to conduct CCTs. This exercise was aimed at coming up with accurate data that was going to be used by e-cooking champions and the clean cooking sector as a whole when disseminating information to the public.

The dishes were decided upon after intensive discussions between the team above, including Gamos East Africa. The criteria were to make foods that are very popular in Kenya and it was also based on the fact that many Kenyans usually have inquiries about them. Especially during live cooking demonstrations. Dishes made were beans, spinach, chapati, chips, beef, ugali.

Fuels used were LPG, kerosene, bio ethanol, charcoal and electricity. The electric appliances used were EPC, rice cooker, air fryers, induction cooker and a hot plate coil. For LPG, the appliance was the 6 kg gas cylinder commonly referred to as meko. The charcoal was used in a jiko. Kerosene was used in its own kerosene stove. Finally, we used a dedicated bio ethanol stove.

The CCTs were carried out for a period of 5 days during which the Strathmore team was in charge of accurate data collection and analysis since this was their area of expertise.

2.2.10. Evaluation of the methodology:

Inasmuch as Jikoni magic strength is in shooting and editing of videos, we brought an external expert to bring in additional expertise resulting in a good production which captured the essence of the competition which was to create awareness and create a vibe around clean cooking.

The recipe pamphlet with 10 recipes will show how people can use e-cooking devices creatively e.g. baking using a rice cooker instead of using it for rice only.

The impact stories videos have successfully shown how clean cooking has impacted positively on different categories of Kenyans.

We collaborated with food bloggers and this strategy worked very well in ensuring that the message did get to be disseminated to a much wider audience that was following them and might not have been following Jikoni Magic or Pika na Power.

Our collaboration with Strathmore University and Pika Power in the Appliances Comparison e-cap project helped in coming up with accurate data that was analysed by the Strathmore team. This was important because it encompassed a variety of foods that are cooked across Kenya and it will give the e-cooking champions a basis for reference when talking to participants in the fields. Many Kenyans wonder how cooking using charcoal, kerosene, LPG or bio ethanol compares to cooking with electricity.

Kisambara Ventures developed a coffee table book containing the impact clean cooking has had on Kenyans of various walks of life which will be placed in the Managing Director's office and will educate change makers on clean cooking which they can use to develop and implement strategies around clean cooking.

We carried out Controlled Cooking Tests (CCTs) which enabled the presentation of clean cooking data in an engaging format to enable people to embrace the clean cooking concept easily.

2.2.11. Assumptions made:

The project would end on time, however, due to unforeseen circumstances such as maandamano we had to postpone it for 3 weeks.

We assumed that the competitors would know how to use the electric appliances, given that one of the qualifications for entering the competition was using an electric appliance to cook. However, the competitors were not all the way comfortable with the appliances in the competition. Some confessed to being intimidated and therefore not cooking to their full potential.

2.2.12. Challenges faced and their mitigation / resolution:

- **Political unrest / demonstrations (Maandamano):**

We encountered this issue which happened to be scheduled on the same day we had intended to hold the cooking competition. We had scheduled the date a month in advance, but the political opposition called for the demonstrations a few days just before our slotted competition date. Due to security issues that surround this activity we decided to reschedule the event to a later date.

To counter this, we rescheduled our competition to a day that was not slotted to have the maandamano happening. This sorted out the problem for that period. In future events, if there's ever any unrest then we'll be making sure that we stay on top of the political party plans.

- **Cookpad**

This online platform is not popular in Kenya and many people that we encountered had never even heard of it. We tried to get people to register and enter competitions in it but no one agreed to.

It is up to the social media managers of the platform to ensure that their popularity grows in Kenya so that more Kenyans can begin to engage with it. We found it to be a platform that has quite a lot of potential as a recipe repository. As stated above, it would be better to focus on platforms that are already well known and established to maximize on more positive outputs.

2.2.13. Limitations of the project approach

Initial learning curve / intuitive use:

Not all competitors were familiar with all the electric cooking appliances. An initial learning curve was experienced where Agnes of Jikoni Magic had to take them through a short crash course in how to help them familiarize with the appliances before being thrown into the deep end of things. This might have resulted in some of them not performing at their optimum.

Overload of KPLC's Electric System:

During the CCT collaboration session with Strathmore University, Kisambara Ventures and Pika na Power, we experienced a power blackout because of the overloading of KPLC's electric system. Given that this was not a problem that was anticipated, this took almost a month to be resolved.

The competitors used a total of 12 appliances at one time during the competition which proved to be too much, in terms of the power they were consuming, at some point for the KPLC electric system and it ended up tripping. We had a black out for about ten minutes although it was sorted. This extra time gave some of the competitors' time to prep their ingredients that they might have otherwise not finished, this gave them undue advantage. The competitors weren't asked to step back and pause their activities.

How we overcame / mitigated the above-mentioned limitations:

If there are any future competitions that might end up taking place that involve various e-appliance, then, we'll take an extra day to let the competitors get comfortable as they tinker around with them. This is bound to improve their confidence.

Once the first black out happened, the KPLC team set out to work on the wiring to ensure that in case it occurred again then it would be quickly resolved.

To maintain the sequence of uploading the content created by Kisambara Ventures, we educated the assigned contact person from the KPLC team on the objectives and deliverables of the project. We also shared with them the expectations from the Kisamabara team to enable the project to be successful. We had open communication lines with the KPLC contact so that any queries could be addressed timely.

2.3. Dissemination plans:

Going forward, kisambara intends to use Jikoni Magic's social media platform to keep sharing and engaging with the content that will be uploaded by Pika na Power to further amplify the clean cooking agenda.

2.4. Overall Conclusions

Overall, the project findings showed that there is room and potential for growth. With the right packaging of the message and consistency in delivery of the clean cooking messaging, adoption will be increased. Kisambara was able to create videos on 5 impact stories, four showcasing CCTs and hold a cooking competition. All these combined reinforced the message that e-cooking is something to aspire to because the message was very aligned in all the scenarios. Food cooked with these appliances can still be tasty just like the one cooked on LPG and charcoal, the difference being it's cheaper, cleaner and more convenient.

There is a lot of potential on social media, which is a very powerful tool if harnessed well. There is a lot of discourse happening on there and all it takes is a voice to take control and steer the conversations in the right direction. Dispel the misperceptions that still exist even after one has adopted e-appliances. A quick tour around the social media groups will reveal that people are still asking questions that concern the taste of food, cost of cooking it, and safety.

2.5. Recommendations

Drawing on the findings from the various research components of this project, the following are the primary recommendations to position eCooking with energy-efficient appliances as an aspirational solution for modern Kenyan cooks.

1. **Impact stories:** These testimonies from everyday Kenyan cooks who are not social media celebrities are bound to resonate with the target audience. Developing more of these is going to bring a big change. The diversity of the impact stories participants is what made them very relatable. They ranged from a married couple who are both working to young university going students to domestic workers.
2. **Continued collaboration between different stakeholders:** This is bound to accelerate the dispelling of misperceptions that still exist. For instance, if KPLC makes it a point to train their customers on how electricity consumption is calculated while Jikoni Magic amplifies the same message from another angle, for example, by using energy meters to show exactly how much electricity is consumed when cooking different foods and Strathmore University showing how they arrive at the data that is always share with the public. This multi-pronged approach is bound to yield the desired fruit.
3. **Increase marketing and awareness raising.** We feel that aggressive marketing and sensitization of the Kenyan population is vital so that the clean cooking message is always top of mind anytime they think of purchasing any cooking devices. People still feel intimidated to operate their appliances once they take them home. If there was an abundance of videos and messages addressing these issues both on social media and mainstream media, then the public would embrace the technology faster.
4. **Continued government support.** The government through the ministry of energy has already made it part of their agenda to focus on promoting clean cooking and clean cooking devices by coming up with policies which focus on facilitating clean cooking and phasing out the use of charcoal by 2028. This would go a long way in helping us push the clean cooking agenda even further. KPLC also plays an important role in scaling up electric cooking as their key mandate is to plan for sufficient generation and transmission capacity to meet the demand of its customers. KPLC also endeavours to maximise the use of electricity to its on-grid customers through initiatives such as promoting clean cooking using electricity.

3. Implementation:

Gender, social inclusion, and leave no one behind (GILNOB)

GILNOB concerns were incorporated into the project and methodology. The key to this concept is the importance of prioritizing actions that benefit and empower women (including women in all their diversities), people with disabilities, sexual and gender minorities (SGM) and the most marginalized people in communities [1]

Kisambara Ventures made sure that women and girls were included in the project by identifying them through our social networks in order to give them a voice that would encourage other women to join the clean cooking movement. We made all effort to incorporate a very diverse group of them from domestic workers, to married career women, to young university going female to a young mother with young school going children and finally, but certainly not least, a woman who loves to entertain and has embraced the modern energy cooking appliances to help ease any possible strain when planning for her guests.

We also made sure that we included men in the project during the impact stories (to provide a gender balance) where we were able to capture and document the testimonies of two men, specifically; a young university going student and a recently married man who had adopted cooking with electricity before marriage and was able to pull his wife to this side.

Five women and one man took part in the cooking competition that took place at Pika na Power demonstration center. One was a young mother who had embraced clean cooking to free her time so that she could bond and take care of her 2-year-old daughter. The man who took part in the competition amplified the message that men can also embrace clean cooking as opposed to popular opinion that women are the ones who should be involved in the kitchen and hence should be the ones to adopt clean cooking.

We also did a behind the scenes recording where we had Strathmore University students, Kisambara Ventures team and Wairimu Njehia of Pika na Power (all women), showcasing how all the figures regarding the energy consumption of different appliances is usually arrived at.

Figure 51: Participants of the CCT activity

In terms of other aspects of GILNOB and safeguarding, Kisambara did not work with people with disabilities, remote communities and nor engage with children during this project. No negative consequences (intended or unintended) resulted from Kisambara Ventures e-Cooking Digital Engagement project.

4. Next steps

The cook off competition opened up a world of possibilities that we had not fully grasped as Kisambara. This is a venture that has a very huge potential to create a very big buzz on social media. If handled strategically, it can create an extremely big and lasting impact. We intend to look for funding in order to come up with a more impactful competition.

Kisambara will keep producing more content around alternative use of appliances in order to encourage people to take up appliances like the rice cooker once they see that they can cook other foods in it apart from rice.

We plan on seeking financial resources to be able to pay for the additional human resources and equipment which will be done through sourcing and applying for more institutional financing or grants from donors.

The results of this study are of relevance to the wider clean cooking sector and particularly useful to MECS, KPLC, Ministry of Energy, Clean Cooking Association of Kenya (CCAK) and the Clean Cooking Alliance (CCA). Going forward, we will keep leveraging on the partnerships and collaborations that we've established – for example, we are currently working with MECS and KPLC – to ensure the common misperceptions that still surround

electric cooking are mitigated. This is usually done at the Pika na Power demonstration center or WhatApp groups like the Community of Practice.
Although lack of finances may hamper the pace at which Kisambara might expand its clean cooking business, we intend to scale up the clean cooking agenda through the following activities:

- Replicate learnings from the cook-off competition and come up with a more impactful one. We plan on looking for more funding opportunities to help us scale up and facilitate our activities.
- Look for new partners to take the clean cooking agenda further, for instance GIZ and SNV.
- Start a series that will be purely targeted at positioning the e-appliances as an aspirational solution in all kitchens in Kenya.
- Develop video recipes showing how to cook the specific foods identified in this report as possible to cook in an EPC, but rarely cooked in the EPC by participants due to lack of awareness.

5. Appendix

1. https://blogs.worldbank.org/water/leaving-no-one-behind-reflections-ciwas-integration-social-inclusion-perspective#:~:text=A%20central%20commitment%20to%20the,their%20diversities%2C%20the%20poorest%2C
2. https://docs.google.com/spreadsheets/d/1Q08ora4wGsP8etGQIK6iLEklDIfvg29XSylm0l76oZs/edit#gid=1920636899
3. Controlled Cooking Tests videos playlist on Pika na Power YouTube channel. https://www.youtube.com/playlist?list=PL_09fVjM7aKsoYyC2kkBEchTbMi_8MgpA
4. Impact stories playlist on Pika na Power YouTube Page: https://www.youtube.com/playlist?list=PL_09fVjM7aKtwhM_8yB27tNHJ3ni-LRgG
5.