

# EPCs Awareness Campaigns and Influencing Decision Makers in Tanzania

(Component 2 and Component 3)



*EPC Awareness Campaign During Farmers Day Exhibition  
(Photo by TaTEDO-SESO)*

## Project Evaluation Report

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## 1.0 Introduction

The Electric Pressure Cooker market is growing at an encouraging rate in Tanzania backed by increasing consumer spending on domestic cooking appliances and debouching trends in smart home appliances. The trend of customers in the market shows that the rising number of working populations especially women lead to the need for faster and easier cooking appliances. Current efforts of MECS and TaTEDO-SESO on clean cooking solutions in Tanzania have provided evidence of how Electric Pressure Cookers (EPCs) could enable transitions to cook efficiently with electricity. One of the main drawbacks observed from the households is low awareness of the benefits of using EPCs. The notion of using EPCs in households is a new opportunity in the modern energy cooking sector in Tanzania. The result of low awareness of communities can be observed through the extent to which communities have been using woodfuels cookstoves.

## 2.0 Questions

The overarching question of the proposal is:

- ***How can successful pilot activities be scaled up to achieve a sustainable supply chain, demand base, and enabling environment for modern energy cooking in Tanzania?***

This component seeks to answer the sub-research question:

***How can sustainable growth of demand be initiated through public awareness campaigns at the national and local levels?***



*Electric Pressure Cooker and its accessories (Photos by TaTEDO-SESO)*

## 3.0 EPC Awareness Campaigns

The MECS and TaTEDO-SESO efforts started by developing a communication and awareness campaign strategy. The strategy is the tool for scaling up awareness, strengthening supply, and enhancing demand for Electric Pressure Cookers for cooking in rural, urban, and peri-urban areas of Tanzania. It aims at increasing adoption and scaling up the market of efficient and clean

cooking appliances (EPCs in particular) by using effective and efficient public and community awareness mechanisms and different means and mass media. The awareness campaigns were followed by selecting a media company to liaise TaTEDO-SESO with different media and stakeholders at different national and local hierarchies. The awareness campaign used different communication channels such as social media, TV, Radio, and Print, coupled with demonstrations and education to the public, to increase the number of households that will use electricity and electric pressure cookers and hence expand the SESCO EPCs market in the country. The awareness of cooking by electricity using SESCO EPCs was created through TV programs, news coverage and advertisements, radio programs, and advertisements, special articles in the local newspapers, demonstrations in large gatherings such as trade fairs, conferences, workshops, special public days, etc. TaTEDO-SESO through MECS support has succeeded in working closely with social groups, micro-financial groups, and women cooperatives, to exploit the experience of credit services in those groups and support rural people to acquire EPCs.



*EPC demonstration during Environment Day in Dar es Salaam (Left) and Farmers' Day in Arusha (Right)  
(Photo by TaTEDO-SESO)*

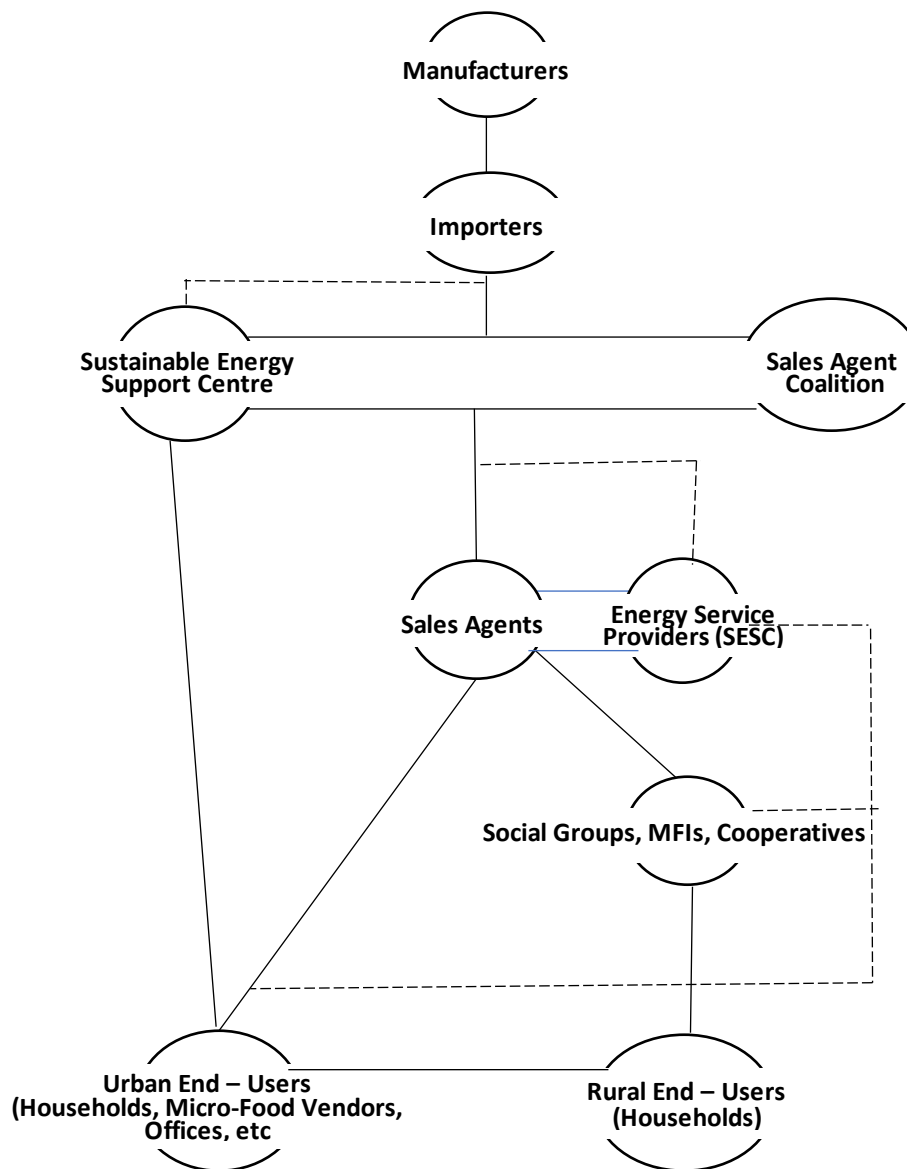
#### **4.0 Performance of Project Activities**

All project activities were implemented by a project team in the project areas. The project has shown encouraging general performance since the number of households using EPCs has increased from 4568 in March 2023 to more than 9,307 in November 2023. The demand in some regions is growing at an increasing rate showing that more people are getting interested in the use of electricity for cooking. The performance of each activity is attached as Annex 1

#### **5.0 Supply Chain of SESCO EPCs**

TaTEDO-SESO through MECS initiatives has established a supply chain for marketing EPCs to end users through private EPCs companies, sustainable energy support centres, and sales agents. The private EPC companies are importers of EPCs from manufacturers. The EPCs are stocked in the storage facilities located at TaTEDO-SESO/SESCOM head offices and sustainable energy support centres at Dodoma and Kilimanjaro for distribution to sales agents who are retailers of

EPCs to households and other end users. The following are the supply chains that emerged during the implementation of the MECS project.



There are four supply channels practiced by SESCOM to disseminate EPCs to the end customers in the market. These are:

1. Manufacturer to importer- (SESCOM) via Sustainable Energy Support Centre, Sales Agents, Social Groups to Rural End-Users,
2. Manufacturer to importer via Sustainable Energy Support Centre, Sales Agents to Urban End-Users
3. Manufacturer to importer via Sales Agent Coalition, Sales Agents to Urban End-Users.
4. Manufacturer to importer via Sustainable Energy Support Centre to Urban End-Users.

The important supply chains are 1 for delivering EPCs to rural households and 2 for supplying EPCs to urban customers.

## 6.0 Aggregate Demand for Electric Pressure Cookers

The aggregate demand for EPCs is growing in Tanzania. The factors that were observed and considered to influence the demand for EPCs are the price of the appliance, awareness, purchasing power of end-users, prices of substitutes/compliments, and quality of the product.

- a) **Price of the Appliance:** The retail price to end-users of the EPCs ranges from TZS 150,000 (GBP 50) to TZS 160,000 (GBP 53) depending on a point along the chain the appliances are procured by an end-user. The EPCs have a high price elasticity of supply; therefore, an increase in price due to associated market costs may make some low-income customers withdraw from buying the product.
- b) **Awareness:** The EPCs as observed in rural and urban areas as a new product in the market. Several end users in households, government departments, local governments, and financial institutions are not aware of the benefits of EPCs on energy and budget saving in their households.
- c) **Ability to Pay by Customers:** The research was conducted in high, medium, and low-income clusters of different end-users. High-income end-users can pay for EPCs easily. The medium income end-users have shown the ability to buy the appliance through credit facilities. The low-income end-users will buy the EPC whenever is subsidized through specific market schemes or affordable credit mechanisms.
- d) **Seasonality of Income:** The factor was observed for rural customers in which there is a time in the year when people have relatively high income (boom) and a time when people have low income (recession) in rural areas. This is attributed to the seasonality of income from agriculture.
- e) **Prices of Substitutes and Complements:** The substitutes of EPCs are LPG normal pressure cookers, charcoal stoves, firewood stoves, etc. The complementary service of EPCs is electricity. If the tariffs of electricity are higher than the prices of alternative energy sources, customers may weigh prices from alternative fuels and costs incurred by using electricity for cooking, and based on this factor some customers may switch to substitutes.
- f) **Quality of the Appliance:** There are several types of EPCs. The assessment of the quality of the EPCs showed that some EPCs are not well insulated, and some parts are hot when a user is cooking, such that quality varies according to brand and makes in the market. This factor may also make customers demand high-quality electric pressure cookers.

Demand for modern energy cooking services by end users may also be influenced by other needs such as sizes of EPCs, ability to use, and fears of new technology. It was realized that demand for EPCs requires promotion and training on how to use the appliances. These functions will enlighten end users on the demand attributes above.



*Awareness Campaign During Dar es Salaam International Trade Fair (DITF) (Photo by TaTEDO-SESO)*

## **7.0 Enabling Environment for Modern Energy Cooking Services**

The enabling environment for clean cooking energy which supports EPCs and electric cooking in terms of policies, strategies, and programs has been considered by the Government despite of delay in their approval. The standards and quality of appliances were the main concerns of people in high-income households. The use of electricity is associated with high energy budgets. The complaints of people in many households were high tariffs from the national electric utility (TANESCO) and power blackouts or power cuts which necessitate end users to apply fuel stacking. They need to be ensured of the reliability of electricity from the national grids all the time and the situation could be mitigated by power utility.

TaTEDO-SESO Staff who are implementing the project have been involved in the development of the National Clean Cooking Strategy and Road Map (2022-2027). The organization has been involved in the development of the Energy Efficiency Action Plan which has been formulated by the Ministry of Energy. The organization contributed inputs of electric cooking and ongoing efforts from Modern Energy Cooking Services to improve these documents. TaTEDO -SESO has also been involved in the advocacy of electric cooking to members of the parliament and policymakers in different sectoral ministries.

## **8.0 Immediate Impact of the Awareness Campaign Project**

The project has created some changes in household cooking, a negative perception of the impossibility of cooking with electricity, the flavour of the food, change in cooking habits,

increased demand by members of social groups, solution for cooking hard food (beans, etc) and reduced time of cooking by half and saving in cooking budgets in households.

#### 8.1 **Reduction of Negative Perception of Electric Cooking**

The negative perception of the affordability of the use of electricity for cooking has been minimized in the community and households reached by the project. About 64% of EPCs users said if you start to use EPC, it is not possible to switch back to traditional fuels. Most of them agreed that EPC has changed the cooking life of people in the community.

#### 8.2 **Changes in Food Flavour**

Many end-users of EPCs (more than 72%) have declared changes in food flavour and taste. What is important to pressure cooking is that it's a closed environment, so food doesn't get a chance to dry out. Moreover, as the food cooks, liquids, spices, and flavours are circulated, and recirculated without evaporating. Therefore, the nice taste is realized from food cooked by Electric Pressure Cooker.

#### 8.3 **Changes in Cooking Habits**

There are some changes in habits observed in households. The changes were predominantly around saving time and being able to do other activities while cooking. There are some positive gender changes as men in other households are supporting women in cooking.

#### 8.4 **Increased Demand in Social Groups**

The demand for EPCs has increased for people who are in social groups. The high upfront cost of buying the EPC appliances is backed by the economies of size obtained by becoming a member of the group. The group can procure EPCs for its members and members will be allowed to repay the group, at a minimal pace compared to loans from large financial institutions. This condition has increased demand for EPC through those groups.

#### 8.5 **Solution for Cooking Hard and Time-Consuming Food**

Electric Pressure Cookers (EPCs) have proved to be an appliance that could speed up preparation time for hard foodstuffs such as dry beans. While traditional soaking and cooking dry beans on a stove may require hours of preparation time, hard foodstuffs like beans and makande can be prepared in less than an hour in an electric pressure cooker. The time for some foods could be reduced by half.

#### 8.6 **Saving in Household Cooking Budgets**

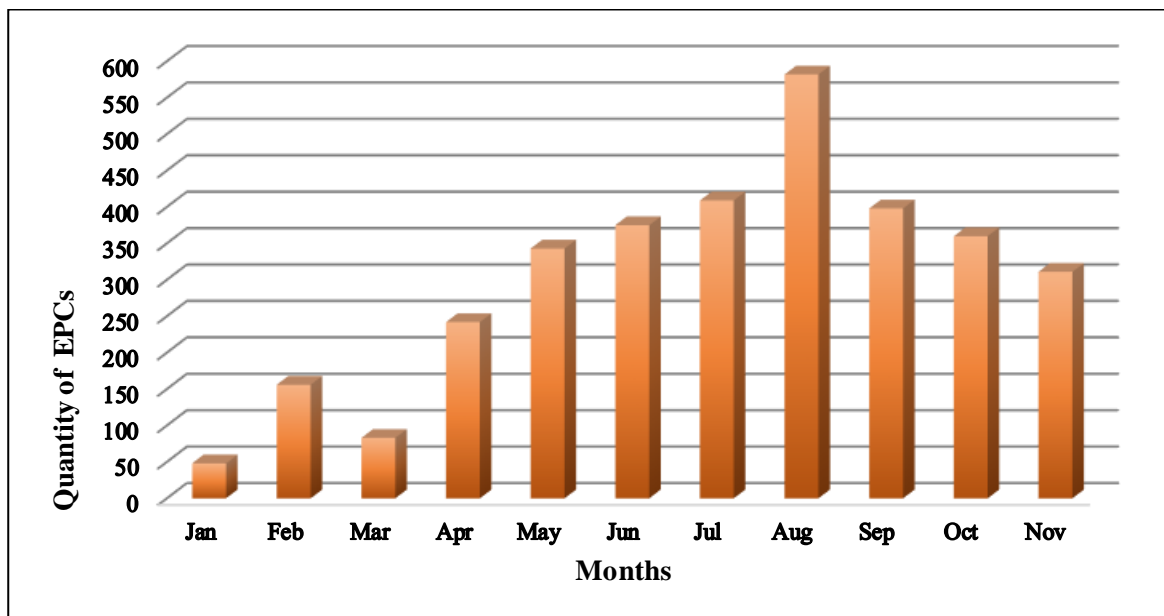
EPCs consume less energy compared to traditional stovetop cooking, leading to savings on cooking budgets in households and bills on fuels for cooking. This means EPC saves time in the kitchen as a result saves money because it helps to bring back habits of home cooking instead of eating in restaurants.



### 8.7 Increased Up-Take of Electric Cooking Appliances

The main impact of the project was to increase demand and uptake of EPCs. Increase the average of EPC sales in all project regions from 82 per month in March 2023 to more than 377 per month in November 2023. The total number of households which are currently using SESCOM electric pressure cookers has increased to 9,307. A total of 500 EPCs were also supplied to the Democratic Republic of Congo (DRC), Uganda, Zambia, and Cote d'Ivoire.

*Chart 1: Monthly Trend of EPCs Supplied to the Market (January 2023 to November 2023)*



The EPC demand rose at an increasing rate from April to August 2023 because that was a time when project interventions were high, working with people in the community and decision-makers (the early majority demanded EPCs from different areas and started to decline in September to November 2023 because this is time remaining people in the community-acquired EPCs. The efforts now are to intervene in new potential areas to increase EPCs buyers (customers).

Perceptions of some people on clean cooking have changed compared to last year when the country debated on Clean Cooking through the National Clean Cooking Conference. People had the perception that when one talks about clean cooking is talking about cooking by using LPG (gas). People's perceptions are now changing and have now changed their attitudes and realized that even electricity is affordable and can be used for cooking in households as a clean cooking solution.

## 9.0 Recommendations

Awareness of EPC is still low for different stakeholders in comparison to the population of Tanzania. There is a need for more efforts and resources. The following are some of the recommendations required to increase aggregate demand of EPCs in the market.

- More awareness efforts and interventions are needed to generate more demand for electric pressure cookers in the local market of Tanzania,
- The upfront price of the EPC is still not affordable by many low- and medium-income households and other potential users. There is a need for more advocacy activities to get tax exemption from the government, get more MFI participation, and introduce the PAY AS YOU GO mechanism.
- More awareness efforts should be directed toward the promotion of EPCs through social groups, FBOs, and other physical means of market development to people in the community,
- There is a need to attract other customers by participating and displaying EPCs in larger people's gatherings through occasional conferences, trade fairs, special days, and other exhibitions.
- There is a need to explore the potential carbon credits for EPCs projects to further reduce costs and prices for end users,
- The customers were asking for EPC size diversification, power blackout solutions, and large EPCs for schools, catering services, etc. As the market is advancing, there is a need for more research on those areas to cater to the needs of cooking in both domestic, business, and institutional sectors.
- The project has been implemented in four regions, out of 30 regions of Tanzania, there is a need for replication of project activities in other potential regions of Iringa, Mbeya, Mwanza, Arusha, and Shinyanga (Kahama).

### Annex 1: Summary of Progress against Planned Activities and Impact of Each Activity

Activity	Overview of Progress	Key Stakeholders Involved	Impact
<b>AWARENESS CREATION (COMPONENT 2)</b>			
<b>Undertake Preliminary and Preparatory Activities such as permits and the introduction of the project to stakeholders,</b>			
Apply for a permit and submit it to regional and district authorities in Dodoma, Morogoro, Kilimanjaro, and Dar es Salaam	Permission letter was secured from the President Office –Ministry of Regional Administration and Local Governments (PO-RALG) and submitted to Dar es Salaam, Morogoro, Kilimanjaro, and Dodoma Regions and then received permit letter for working in the project areas	PO-RALG, TaTEDO-SESO team, Regional Administrative Secretary (RAS), and District Executive Director (DED)	Permit allowed to work with local governments to mobilize community and social groups for project implementation
Introduce and demonstrate the project to district authorities	The project was introduced in Hai, Moshi, Rombo, Dodoma, Ubungo, Kinondoni, Kigamboni, Morogoro, Mvomero, and Siha Districts. The awareness creation events were undertaken with different stakeholders in the selected districts to create awareness and discuss with them the potential of electric pressure cookers.	District Staff, MECS(TaTEDO-SESO) Team, Ward Community Development Staff,	The demand for EPCs is growing through a few people who are aware of their benefits.  Awareness was imparted through this activity to government officials
<b>Develop the Communication and Awareness Campaign Strategy for guiding the promotion of EPCs</b>			
Data Collection	Data collection was done by undertaking a review of similar previous strategies and collection of secondary and primary data for the Communication and Awareness Campaign Strategy	MECS (TaTEDO-SESO) Team	The activity enabled the team to understand the perception and socio-economic requirements of people in communities
Prepare a Communication and Awareness Campaign Strategy Document	The Communication and Awareness Campaign Strategy was prepared by organizing information obtained from the literature, preparing a draft document of the Communication and Awareness Campaign Strategy (CACS), discussing the draft document of the CAC Strategy through meetings, and finalizing the CAC Strategy	MECS (TaTEDO-SESO ) Team and other stakeholders	The CAC strategy should be a living document that will be updated as new things appear in the market.
<b>Create awareness of EPCS to the public through mass media and other appropriate mechanisms in the strategy</b>			

Activity	Overview of Progress	Key Stakeholders Involved	Impact
Prepare Video Clips for TV and social media	Video clips were prepared after hiring and signing an MOU for Video Designing and Development Experts, the initial activity was to develop scripts for Video Clips, this was followed by developing Video Clips with Prominent Characters and Launching, Using, and Uploading Video Clips in the social media. Video Clips were also used for advertisement of EPC in different social media and mass media (TV).	MECS (TaTEDO-SESO) Team	The video clips were used to sensitize people in the community to understand the benefits of EPCs
Publish Advert for Newsletters/Newspapers	Adverts for Newsletters/Newspapers were developed, and space was hired for advertising EPCs through Newsletters /Newspapers (Daily News, Mwananchi, Habari Leo) (Daily News, Mwananchi, Habari Leo)	MECS (TaTEDO-SESO) Team, Media Company, and TV stations	Adverts through the media last longer but take a long time to reach potential customers
Air TV Programme	EPC TV Programmes were prepared, and TV Stations were contacted to air EPC Sessions. The TV Programmes were aired to the Public through News Programs (TBC 1, Azam TV, Star TV, and Channel Ten), Advertisements on TBC 1, and Channel Ten (Business News Program). News Programs on TBC 1, Azam TV, Star TV, and Channel Ten. Others were Live TV Programs plus Q&A sessions through Baragumu, Kumekucha, Abood TV, and Jambo Tanzania (These TV programs can be viewed through <a href="#">TaTEDO-SESO TV</a> (YouTube))	MECS (TaTEDO-SESO) Team, Media Company, and TV stations	TV programs covered a large section of the population informing people on the benefits of the EPCs
Air Radio Programme	The radio programs were aired to the Public through TBC Taifa Radio, Radio One, Kicheko Radio, and Radio Sauti ya Injili. The second session of radio programs was TBC Taifa Radio and Abood Radio. Local radio advertisement was aired through, TBC Taifa Radio and Radio One.	MECS (TaTEDO-SESO) Team, media company, and respective radio stations	The radio which is accessed by both rural and urban people has reached people even outside the project areas
Prepare Information for social media	The social media information was developed by selecting Information for Various Stakeholders as stipulated in the CAC Strategy, collecting the EPC Promotion Information for Stakeholders, and frequently uploading information on social media (YouTube, Facebook, Twitter, etc). Selected Social Media uploads include TaTEDO-SESO TV from 20 March onwards, WhatsApp Groups (EPC awareness, management, and others), Instagram (SESCOMTZ), Facebook (4 May	MECS (TaTEDO-SESO) Team	The social media used for this project have enabled to send EPC adverts and information to people inside and outside the project areas

Activity	Overview of Progress	Key Stakeholders Involved	Impact
	2023) and Twitter (22 April and 5 May 2023) and YouTube (TBC, ITV (TZ), Channel Ten and Global TV)		
Prepare Video for Cooking Various Food Recipes	Six Videos were prepared for cooking various food recipes. The first video provided general information about SESCO EPC on work performed by TaTEDO-SESO and SESCO, how EPC works, dos and don'ts, and common mistakes for users. The food recipes contained in the prepared videos are for cooking rice, banana, ugali, meat, makande, and frying Irish Potato chips	MECS (TaTEDO) Team and NUKTA-Africa (Video Development Company)	These videos are educative and support quick EPC cooking training for users.
<b>Undertake demonstrations of EPCs in large gatherings places such as trade fairs, marketplaces, village meetings, exhibitions, etc,</b>			
Hire a Space for the EPC Exhibition	The spaces were hired in different large gathering events for exhibiting and demonstrating EPC as electric clean cooking	MECS (TaTEDO) team	The hired space enabled to be used for explanation and demonstration of EPC in large gatherings.
Prepare materials for demonstrations	The materials for creating awareness and promoting EPCs were prepared to send messages to the public on the benefits of EPCs to end users	MECS (TaTEDO) Team	
Meet Costs for Exhibition in the Public Gathering Places	The costs incurred during the exhibition were related to security, electricity, labour, water, airing the exhibition, transport, paying for staff, foodstuffs, etc	MECS (TaTEDO) Team	The large gatherings have enabled the project to reach many people at once and physically create EPC awareness to them
<b>Undertake physical awareness campaigns in the selected urban, peri-urban, and nearby rural settings with the potential of buying EPCs</b>			
Undertake the Physical Awareness Campaign of EPCs and explore the possibility of purchasing EPCs from the Government and Private Company Staff	The physical awareness campaigns were performed to the government staff in Mtumba Government City, NMB Bank, CRDB Bank, Parliament Spiker's Office, the Office of the Minister of State, Prime Minister's Office (Policy, Parliamentary Affairs, Labour, Youth, Employment and People with Disability), Hon. Jenista Muhagama, Chair of the Parliamentary Committee on Energy and Minerals, KKKT Northern Diocese Offices, Maendeleo Bank, Equity Bank, NMB Bank, SACCOS Event, Mangi Shop at Sinza, etc. The awareness creation sessions were also undertaken in CRDB (Kambarage and UDOM branches), NMB (Makole, Mizengo,	MECS (TaTEDO-SESO) Team, Facilitating Company, Government Staff	The combination of physical and electronic methods through social groups, workshops, and pieces of training have created direct contact with potential customers and many of them have bought EPCs

Activity	Overview of Progress	Key Stakeholders Involved	Impact
	<p>Mtendeni, Kambarage, and UDOM branches), PCB - Head office Dodoma, AZANIA – Head office Dodoma, Equity – Head office Dodoma. Awareness was also created in universities and colleges (Dodoma University (UDOM)- College of Engineering, College of Economic and Business, College of Natural Sciences, College of Education), Mipango University, Sokoine University of Agriculture, Islamic University, Morogoro and Dar es Salaam Institute of Technology (DIT)</p>		
<p>Undertake a Physical Awareness Campaign of EPCs to the Public in Dodoma, Kilimanjaro, Dar es Salaam, and Morogoro</p>	<p>The physical awareness campaigns were performed during events of Mika Meat, Mama Samia, Poster Day and Local Minerals Miners, Tanzania Women Empowerment Network (TAWEN), and TGNP Women's Week in Dar es Salaam. Nyerere Squire, Bunge Compounds, Nanenane Grounds, and Mtumba in Dodoma during Family Day and Nanenane in Arusha, and at Uhuru Hotel during Women and Church events in Kilimanjaro. The events for Morogoro were performed by ELCT church leaders, tunapambana, and tuleane social groups in Morogoro.</p> <p>Demonstration of EPC through TaTEDO/ SESCOM Pavilion at Parliament Buildings and Compounds for 28 working days from 18 April to 23 May 2023. The long stay in the Parliament Compounds was influenced by MPs and Parliament staff who requested EPCs business services, till all interested MPs and staff would be able to buy EPCs for their households and relatives.</p> <p>The awareness campaigns were also undertaken for communities and social groups in administrative wards of North, Kikuyu, Nala, Makole, Kilimani, Ipagala, Kizota, and Makole wards in Dodoma.</p>	<p>MECS (TaTEDO- SESO) Team, Facilitating Company, Government Staff</p>	<p>It takes a long time for people to believe that cooking with electricity is affordable and safe but through demonstrations and explanation of how to use EPCs many people changed their perception and buy EPCs</p>
<p>Create awareness and demonstrate EPCs in FBOs, CBOs, and MFIs</p>	<p>The awareness was created in CBOs of Kilimanjaro, Dodoma, Morogoro, and Dar es Salaam. The distribution of those CBOs includes 39 social groups in the Kilimanjaro Region (Mwika, Magadini, Machame, and Rombo), 4 social groups in Dodoma, 15 social groups in Morogoro, and 13 social groups in Dar es Salaam. The FBOs approached for awareness</p>	<p>MECS (TaTEDO- SESO) team and sales Agents</p>	<p>Direct contact with beneficiaries and customers of the EPCs through social groups, FBOs, and MFIs enabled people to believe that cooking with</p>

Activity	Overview of Progress	Key Stakeholders Involved	Impact
	<p>creation are ELCT churches in KCMC, ELCT Diocese of Dodoma, ELCT Diocese of Morogoro, Anglican Church -Dodoma, Assembly of God – Dodoma, Karanga Church (Women Group), Majengo Church (Women Group), Lowasi Church (Women Group), and KKKT Moshi (Women Group) The MFIs intervened for awareness creation are SACCOS of Melewi, Kalali and Kikalola. The awareness campaigns were also undertaken for social groups in Ibwaga village-Kongwa, Matumbulu village. Ukombozi wanawake - Matumbulu and Jeshi kubwa women groups in Dodoma.</p>		<p>electricity is affordable and safe</p>
<p>Undertake Physical Marketing Campaigns with Parastatals and Institutions</p>	<p>Undertake Physical Awareness Campaigns of EPCs to Government and Parastatal Staff and explore the possibility of purchasing EPCs. This was performed in Equity Bank, Access Bank, Tanzania Investment Centre (TIC), British High Commission, EU Commission Offices, and Media staff. Other parastatals which were intervened for awareness creation were NIDA- National Identification Authority, TIRA- Tanzania Insurance Regulatory Authority, TMDA- Tanzania Medicines and Medical Devices Authority, TEMESA- Tanzania Electrical, Mechanical and Electronics Services Agency, NAOT- National Audit Office of Tanzania, Treasury Office, GCLA- Government Chemist Laboratory Agency, Dodoma Council Office, Office of District Executive Director- Kongwa and TANESCO.</p> <p>The project also created awareness in schools and hospitals of Nkuhungu Primary School, Kizota Primary School, Mtube Primary School and General Hospital- Dodoma</p>	<p>MECS (TaTEDO- SESO) team and Sustainable Energy Services Support Centres</p>	<p>The parastatal and DPs' belief in cooking technology enabled them to allocate resources for clean cooking in Tanzania.</p>

Activity	Overview of Progress	Key Stakeholders Involved	Impact
<p>Undertake Workshop for Sales Agents in Kilimanjaro, Morogoro, Dar es Salaam and Dodoma</p>	<p>The workshops were conducted at Uhuru Hotel on 3-4 May 2023 for sales agents which was followed by a demonstration of clean cooking on the second day. A total of 32 participants attended this workshop and demonstration. This was followed by a request for awareness creation through ELCT Northern Diocese churches and demonstrations of electric cooking by EPCs through their radio and churches. The activity of going to their churches will continue till selected Northern Diocese Churches are reached for awareness creation activities. The second workshop was performed on 20-25 Nov 2023 for 16 new sales agents, which was also followed by training on how to use EPCs for different types of recipes. At the end of the workshop, the participants arrived at the resolution of ensuring the awareness campaign activities will continue to ensure EPC is used by people in all electrified areas of Kilimanjaro Region</p> <p>In Dodoma, a business training was conducted for sales agents Workshop through which 18 participants attended a training workshop. The workshop started by creating awareness for EPC, explaining EPC and its advantages to people and the country, looking for the challenges and problems from sales agents, discussing how to solve the emerged challenges, explaining to the sales agents - new arrangements and changes in the market of EPCs and the project supporting the EPC business through TaTEDO-SESO and SESCOM.</p> <p>The two workshops were conducted on 25 April 2023 and 29 April 2023 at TaTEDO-SESO Offices for sales agents in which 23 participants attended those training in Dar es Salaam. The workshops had a mixture of existing and new sales agents who learned about clean cooking by using electricity through EPCs and discussed changes and challenges in the market. The workshop increased the number of sales agents in Dar es Salaam to the existing number of 107 sales agents.</p>	<p>MECS (TaTEDO-SESO) team and sales Agents</p>	<p>The workshop enabled the sales agents to understand technical parts, operational know how and how to undertake business and retail EPCs to the customers</p>



Activity	Overview of Progress	Key Stakeholders Involved	Impact
<b>Undertake monitoring and evaluation of EPC awareness campaigns</b>			
Baseline Survey for Selected Areas	The baseline survey was performed based on the secondary data available at TaTEDO-SESO and later collected additional information from the field as sales agents and sustainable services support centres were collected from the field.	MECS (TaTEDO-SESO) team and Sustainable Energy Services Support Centres	The baseline survey enabled an understanding of the initial benchmark data for monitoring and evaluation at the onset of the project
Monthly Collection of data from Project Sites on Adoption of EPCs	The online means were applied to get information from sales agents and sustainable services support centres on EPCs supplied and other awareness creation information such as the number of people reached by media, new sales agents, promotion materials printed and distributed, new areas intervened by the project, etc	MECS (TaTEDO-SESO) team and Sustainable Energy Services Support Centres	These data showed trends of performance of the project in different project areas
Site visits to the project areas to get EPC public awareness and perception	The MECs (TaTEDO) team visited Dodoma, Morogoro, Kilimanjaro, and Dar es Salaam to collect data on the performance and response of the end-users of the EPCs to get the perception of people on cooking with electricity. Almost all end-users of EPCs accept that EPCs are their rescuer of effects caused by indoor air pollution, lower cooking costs, timesaving, and power blackouts which are the issues creating comfortability in cooking with electricity.	MECS (TaTEDO-SESO) team and Sustainable Energy Services Support Centres	The site visits enabled the evaluators to get the perception of the customers and potential customers on the marketing of the EPC in the project areas
Undertake monthly monitoring meetings (physical and online)	The monitoring meeting is performed monthly. This is done in two stages at the departmental and organizational level. The monthly monitoring meeting was also undertaken with sustainable services support centres and occasionally with MEC staff.	MECS (TaTEDO-SESO) team	The meeting enabled to track the performance of the project every month