



MECS
Modern Energy
Cooking Services

Scaling Modern Cooking in Tanzania

Awareness Raising Campaign

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Agenda

- Introduction to the team and MECS
- Overview of the programme in Tanzania
- The National eCooking Awareness Raising Campaign highlighted
- The MECS programme in Tanzania
- Applying via Delta eSourcing
- Key Dates
- Questions



Modern Energy Cooking Services (MECS)

- 8 years, 2018-2026, UKAid funding.
- Based in the UK, in Loughborough University.
- Accelerate the transition to modern cooking fuels.
- Focuses on eCooking, biogas, bioethanol, bioLPG.
- Researches and supports the transition in enabling environment, supply chains, and consumer behaviour towards modern cooking.



eCooking Scale and Support Programme



- MECS is commencing the new UKAid-funded **eCooking Scale and Support Programme** in Tanzania, running until January 2026.
- £3.5 million in funds across 6 components.
- Designed to support the implementation of the Tanzania National Clean Cooking Strategy and working in collaboration with the Ministry of Energy.
- Key themes are awareness, access to materials and infrastructure, affordability, policy development, investment, and capacity building.



The primary objective of the programme is to support Tanzania to leverage expenditure and gains in electricity access to progress clean cooking through supporting eCooking.

One of the components is a **National eCooking Awareness Raising Campaign.**

National Awareness Raising Campaign

- Many Tanzanians lack the knowledge that eCooking is viable, affordable, convenient, and can cook most Tanzanian foods.
- The Ministry of Energy is working on a National Clean Cooking Communication Strategy and the associated Plan . The MECS National eCooking Awareness Raising Campaign will align with this and the Ministry has endorsed it.
- The campaign will be professionally researched and designed to create assets suitable to Tanzania.
- The aim is to understand the awareness and messaging required to increase uptake of eCooking and use this to design the campaign.
- Should use a variety of dissemination channels, depending on what will be most effective.
- Needs to target at least 10% of the population.

National Awareness Raising Campaign 2

Phased approach to activities:

1. Landscaping/marketing study to understand the messaging and platforms best suited to achieve high awareness.
2. Design and content creation of all assets ready for ...
3. Implementation of the campaign.
 - Data collection to feedback on:
 - how well things worked
 - which channels worked best
 - recommendations for future programmes

The campaign will need to align with the Tanzanian National Clean Cooking Communication Strategy, together with its Awareness Raising, Sensitization and Behavioural Plan. This is due to be launched in August 2024.

National Awareness Raising Campaign 3

Eligibility:

- Preferably a Tanzanian organisation
- Any qualified organisation (or organisations) to deliver all aspects of the campaign. Consortiums are welcomed.

Budget and timeline:

- 16 months (start September 2024 - December 2025)
- Total budget not to exceed £400,000
- Response should show an indicative split between stages

2024-2026 MECS Programme in Tanzania



- Component 1: National eCooking Awareness Campaign
- Component 2: TANESCO eCooking Programme
- Component 3: Institutional eCooking
- Component 4: Repair and Maintenance Network
- Component 5: Supply Chain Support
- Component 6: Quality and Standards

C1: National eCooking Awareness Campaign

- Reaching 10% of the population, this campaign will:
 - Combat misinformation about the affordability of eCooking
 - Be professionally researched and designed to best suit Tanzania
 - Be aligned with the Ministry of Energy's Clean Cooking Communication Strategy

C2: TANESCO eCooking Programme

- Targeting 11,000 households initially, TANESCO will:
 - Support grid-connected staff and customers to adopt eCooking appliances.
 - Make it possible to pay for appliances through LUKU meters.
 - Create eCooking champions from TANESCO staff.

C3: Institutional eCooking

- World Food Programme (WFP) and Sustainable Energy for All (SEforALL) will bring modern cooking to schools.
 - Initial target is 60 schools; the wider programme looks at 200 schools, and 5,000 schools have been identified for expansion phase.
 - Carbon finance being explored to support this transition.

C4: Repair and Maintenance Network

- Support repair and maintenance of eCooking appliances by:
 - Building a network of fundis so customers can easily access qualified people for maintenance and repair.
 - Designing a training curriculum, and work with Ministry of Education, Science and Technology, and VETA & NACTVET to integrate curriculum into existing training.

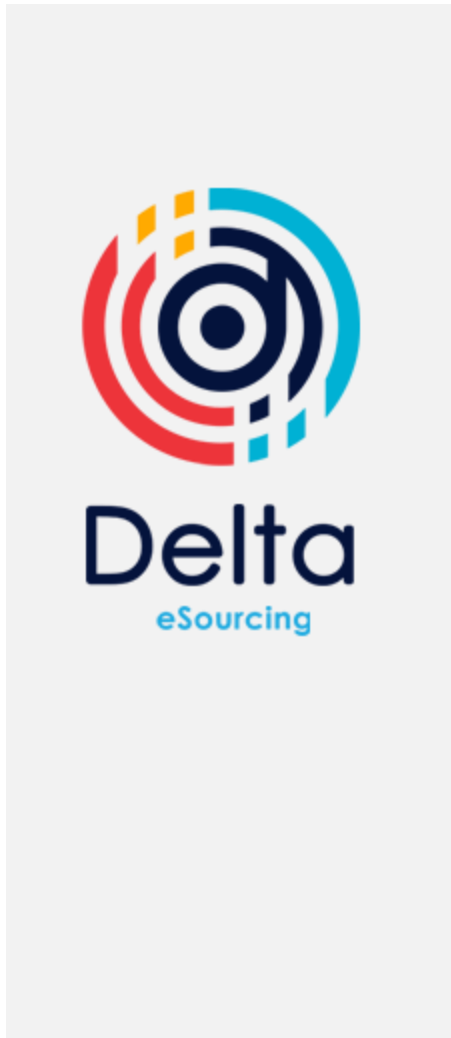
C5: Supply Chain Support

- Challenge Fund programme to support local companies:
 - to overcome early-stage growth challenges to supply eCooking appliances.
 - to understand acceptability and affordability of eCooking appliances and evaluate the impact – including impact on women.

C6: Quality and Standards

- Working with the EU, UNDP and TBS to develop Minimum Energy Performance Standards (MEPS) for eCooking appliances

How to Apply - Delta eSourcing Platform



Sign In

New User? [Register as a Buyer](#) or [Register as a Supplier](#)

[Forgot Password?](#)

How to Apply - Delta eSourcing Platform 2



Registration

Please complete the contact details and organisation page, noting the Access code at the bottom of the page (**456WD875Y5**)

You will receive a login email which takes you to.....



How to Apply - Delta eSourcing Platform 3



Authenticator app setup

You will need to:

- Download either the [Google](#) or [Microsoft Authenticator](#) app onto your device (they are free)
- Ensure your device time is correct, as the app will generate time-based codes (the app on your mobile needs to be the same time as the laptop/computer you're using)
- Using the authenticator app, you will need to scan the QR code displayed in Delta

Take a note of the backup codes at the bottom of the page.

Save your trusted device to reduce logging in.



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How to Apply - Delta eSourcing Platform 4



Dashboard

Welcome to Delta

Response Manager
View Invites and Responses



New Page:
Response Manager

Access Code

456WD875Y5

Submit



How to Apply - Delta eSourcing Platform 5



Dashboard/Response Manager/View Response Status/Stage One:Overview

Stage One: Overview

ITT doc – Tender document
Due Diligence Safeguarding Questionnaire
Sub-Contract Agreement & GDA
Response Documents - Quality Answers & Price

Stage Two: View Response
Upload the Response Documents and associated documents

Stage Three: Submit Response

Delta eSourcing – Key Points



- Once registered and authenticated, save your device. It's easier to login again.
- The access code is **456WD875Y5**
- The **Message Centre** button allows you to send queries.
- Only applications made through the Delta portal will be accepted
- Only applications made on the response forms will be accepted
- Due Diligence and supporting evidence required
- Please read the Grant Disbursement Agreement (GDA)

Key Dates



- Closing date for applications: Wednesday 14th August at 11:59 BST
- Any late applications will be rejected
- Evaluations will take place w/c 19th August (interviews following week, IF REQUIRED)
- Contract start date: 16th September 2024
- Contract Completion: 31st December 2025



Questions

eCooking Opportunity is Significant



90% cook with charcoal or firewood



4.7 million households are TANESCO customers



100% electricity access by 2030 (target)



Less than 5% use electricity for cooking

Impacts of eCooking

For the first 3 million households who switch from charcoal to eCooking, the impact in one year:

Time saved → 787 million hours

Time saved per household → 258 hours

Energy generated → 1299 GWh

Expected grid revenue → Tsh 454,746 million

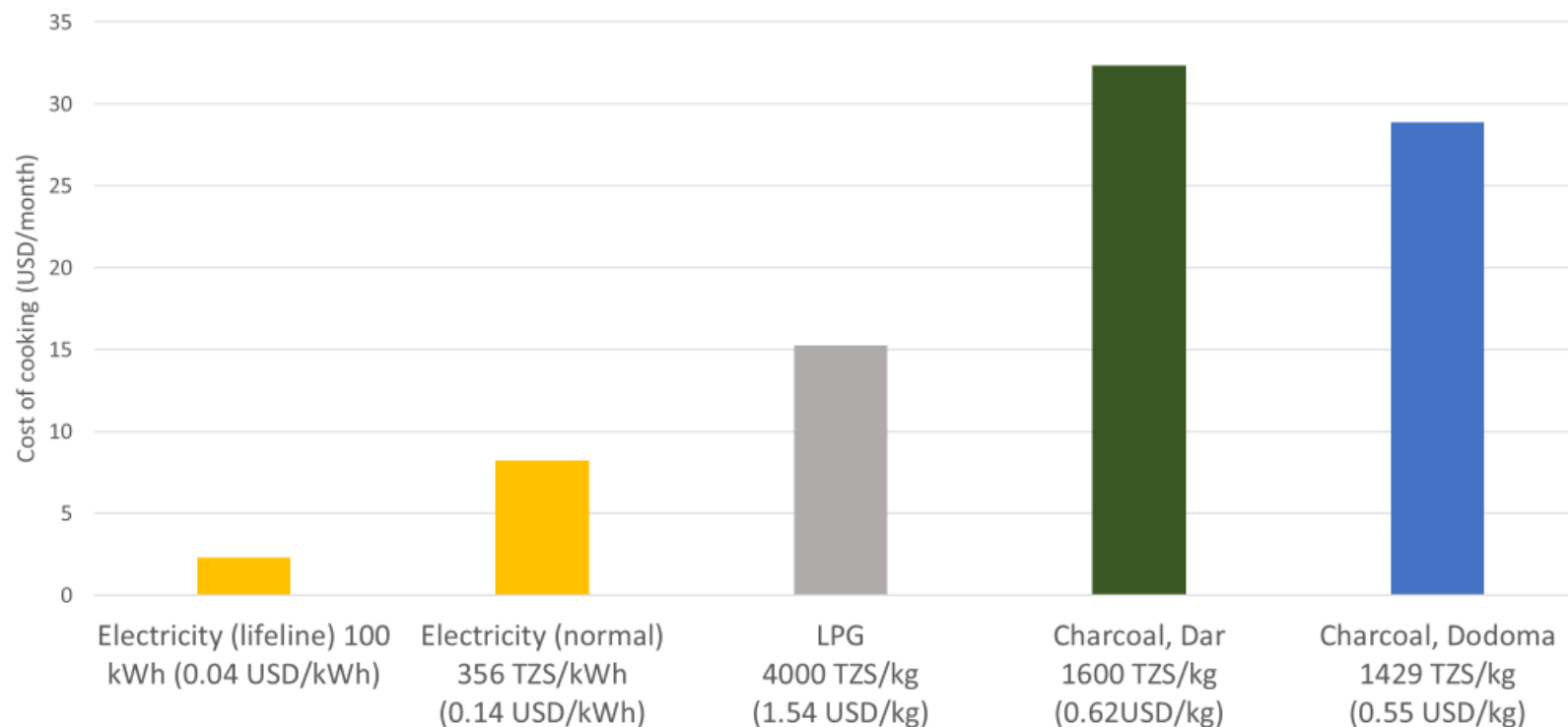
CO2 equivalent reduction → 2.44 million tonnes

Unsustainable wood harvest reduction → 251,817 tonnes

Health impact (DALYs avoided) → 19,215 DALYs

Using World Health Organisation's (WHO's) revised "[Benefits of Action to Reduce Household Air Pollution](#)" (BAR-HAP) tool – conservative estimates of eCooking energy.

Electricity is the Least Cost Fuel



- New highly efficient eCook appliances mean electricity is cheaper to cook with than other fuels.
- eCook electricity consumption based on data from cooking with EPCs only and EPCs and induction stoves as a mix.

Normalised for a household of 4 people. Fuel price data from May 2024. Energy consumption data from MECS empirical studies, and [ESMAP \(2020\) Cooking with Electricity: A Cost Perspective](#). 2kWh/day electricity consumption.