

### Abstract

The goals of the project were to manufacture and distribute the Chitetezo stove, and to work on decreasing the difficulty of technical writing in the implementation guide. Steps include improving marketing, expanding sales, and simplifying the written materials and training the individuals who are producing and testing the stoves.

### Introduction

- Hestian is an externally audited carbon finance company that works on fuel efficiency projects in Africa.
- Credits fund implementation of verified emission reduction projects
- Chitetezo Mbaula stove is primarily used to target these concerns



Figure 1: 2014 Malawi ETHOS group with locals

### Project Description

- Evaluate current sales and marketing structure
- Consumer research to understand implementation needs
- These cooking stoves allow for cleaner and safer cooking
- Reduces deforestation, land degradation and carbon dioxide emissions
- Successful implementation of additional projects → marketing to people who support the same cause



Figure 2: The Chitetezo Mbaula being used for a practice test from the manual



Figure 3: A local woman who helps produce and uses the Chitetezo Mbaula

### Results & Discussion

- Employment is created for Malawians that would not have another steady source of income
- Chitetezo Mbaula stoves are sold to promoters once they are produced, 54% of which are women
- Stoves are marketed to general public as well as to areas that are in high need for this stove
- Implementation Guide included:
  - Kitchen performance test procedure
  - Controlled cooking test procedure
  - Project baseline and template
  - Surveys
  - Data collection
- Revised guide was sent to producers for feedback



Figure 4: ETHOS Student with local children

### Recommendations

- Develop new marketing plan for Gold Standard carbon credits to reach a bigger audience
- Clearly state how carbon credits can be obtained by customers
- Carbon credits used to be sold in bulk to companies that were concerned with responding to climate change
- Hestian must continue to look towards being more transparent
- Travel and talk with producers and production manager directly
- Create examples of data sheets and surveys
- Acquire more feedback from consumers

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