

# FACT SHEET

## Marketing suggestions for bioethanol as a cooking fuel

### PROBLEM

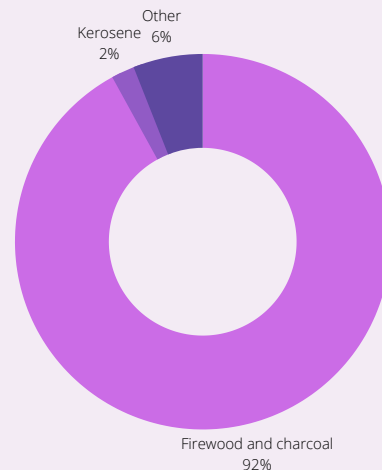


More than 94% of rural Kenyan households use biomass-based cooking fuels such as firewood, charcoal and kerosene, which poses a threat to both their environment and health [1].

### TARGET GROUP



55% of Kenyan households are located in the rural areas [2].

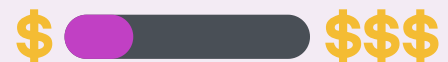


The target group for bioethanol consists of more than 94% of rural households, which represents at least 6 million households [1,3].

### SUGGESTIONS



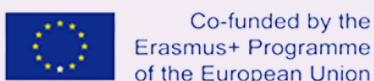
Suggested marketing platforms in rural Kenya [4].



- USING LOCAL LANGUAGES
- CHOOSING ONLY A FEW PLATFORMS
- LOCAL MARKET AREAS

Methods to keep marketing costs low [4].

### Partners



### References

[1] Mobilising Investment project for Nationally Determined Contributions NDC, "Kenya Ethanol Cooking Fuel Masterplan," Dalberg, 2020.

[2] Kenya National Bureau of Statistics (KNBS), Report: "Economic survey 2020", 11 May 2020 [Online]. Available: <https://www.knbs.or.ke/download/economic-survey-2020/>. [Accessed 30 April 2022].

[3] Kenya National Bureau of Statistics (KNBS), Report: "2015/16 Kenya Integrated Household Budget Survey (KIHBS), Basic report", March 2018 [Online]. Available: <https://www.knbs.or.ke/download/basic-report/>. [Accessed 30 April 2022].

[4] Increase consumer awareness of bioethanol as a cooking fuel derived from invasive plant species. AgriSCALE in Kenya. Rudolp, S., Kärppä, J., Ngui, P. Henrikson, M. & Suleman M., 2022.