

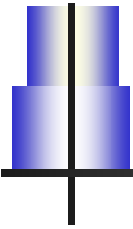
“Mirt” for many more!

GTZ/DGIS



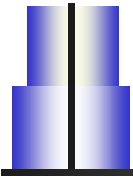
**Sustainable scaling up
of the dissemination of
the Mirt stove in Ethiopia**

**The SUN: Energy
approach**



content

- ❑ Scope
- ❑ Training & Knowledge Dissemination
- ❑ Producers and Production Structures
- ❑ Quality Management and Monitoring
- ❑ Marketing strategy
- ❑ Users and Market opportunities
- ❑ Financing Mechanisms and Subsidies
- ❑



Scope

By the end of year 2008

- Nr. of production units
 - From the current 100 to 315

- Annual rate of dissemination
 - From the current 15000 per annum to 150,500 per annum

Training & Knowledge Dissemination

Training contents

- ❑ Technical training: by project and partners
- ❑ Business Management Training (for stove producers) by regional MSEDAs



Training & Knowledge Dissemination

Participants:

- ❑ Private stove producers:
 - ❑ for stove production and sales
- ❑ Officers from government and other partner organizations:
 - ❑ for quality control, technical back stopping and know-how/information dissemination
- ❑ Joint training to foster mutual understanding, partnership and trust



Producers and Production Structures

The principles:

- ❑ **Commercial approach:-** introduction of a finished product through the market
- ❑ Private stove producers
- ❑ Joint ownership of the means of production between project and the private producer
- ❑ Producers are part of the system not only the target of it
- ❑ Decentralized stove production



Producers and Production Structures

Selection of stove producers:

- Involve all concerned stakeholder for synergy
- Focus on bringing the stove to the market
 - individuals who can assure sustainable supply of the stove
- Project taking the leadership to Avoid “agenda hijacking” (different stakeholders have different priorities)



Quality Management and Monitoring

- ❑ The standard Molds
- ❑ The manual with dimensions
- ❑ Certified producers
- ❑ Training of technical staff from Government and other stakeholder agencies
- ❑ The advertisements setting quality standards
- ❑ Sustained monitoring of stove producers by project and counterparts and



Quality Management and Monitoring

- ❑ BDS through ReMSEEDAs
- ❑ Involvement of research and higher learning institutions
- ❑ Regular monitoring of sales and production unit
- ❑ Systematic recording of production and sales figures and other relevant data in a database system
- ❑ Staff with permanent assignment to compile the data monthly



Marketing strategy

A good mix of the 4 "P"s

Product

- Make the stove available in good quality and enough quantity through a dense network of well trained and equipped producers

Price

- Facilitate for reduced production cost

Place

- Establish production centers in visible and accessible locations



Marketing strategy

Promotion: a joint effort by project, stakeholder institutions and producers

- ❑ Public stove demonstrations
- ❑ Distribution of posters and user leaflets
- ❑ Participation in exhibitions and trade fairs
- ❑ Promotional theatre tours, videos dramas, TV and radio clips
- ❑ Regular stakeholders' workshops
- ❑ and time bound subsidized stove price for market penetration



Users and Market opportunities

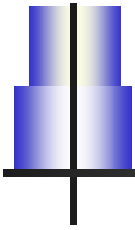
- ❑ More rural households through the food security package
- ❑ Resettlement program
- ❑ School feeding programs
- ❑ Commercial Injera backers, upcoming restaurants, hotels and other businesses





Financing Mechanisms and Subsidies

- ❑ Credit for producers to meet bulk demand by C&SI
- ❑ Consumer credit for the clients of the credit institutions
- ❑ Revolving funds from different NGOs and funds



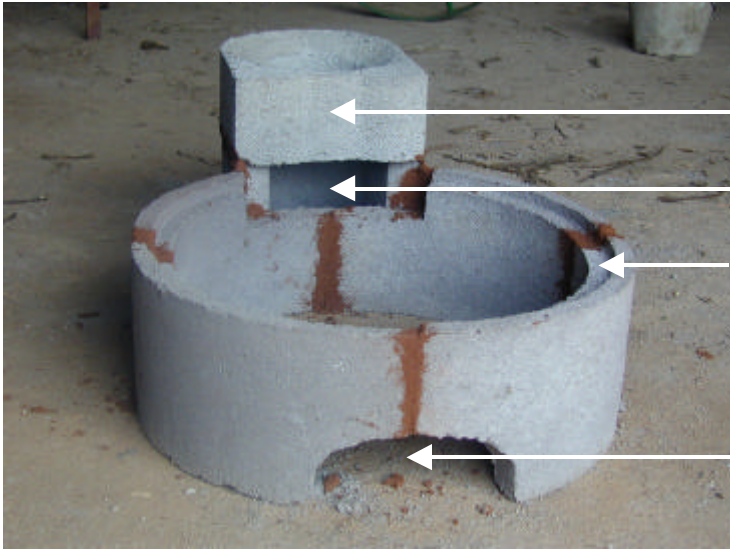
Other donors & Organizations

REDPC

- ❑ The Energy Access project (WB funded)
 - ❑ Focus on a clay stoves and rural areas
 - ❑ Good partner for promotion

Different NGOs (such as Meanschen fuer Meanschen) distributing stoves for free

- ❑ Others wanting to do it all and their way



The Mirt Stove

Chimney and pot rest

Smoke outlet

Mitad rest

Air and fuel inlet



Starting Production of the Mirt Stove



Mould Production in Cooperation with Bako RTPC