

The Government of Ghana is developing a national performance standards and labeling program for improved cookstoves based on their existing appliance S&L program

WHY DO COOKSTOVES NEED PERFORMANCE LABELS?



70% of Ghanaians use biomass fuel for cooking

13k deaths per annum in Ghana from smoke related illnesses

children under the age of five are most vulnerable due to their high exposure to cookstoves in the home

WHAT ARE IMPROVED COOKSTOVES?



Traditional



Improved Firewood



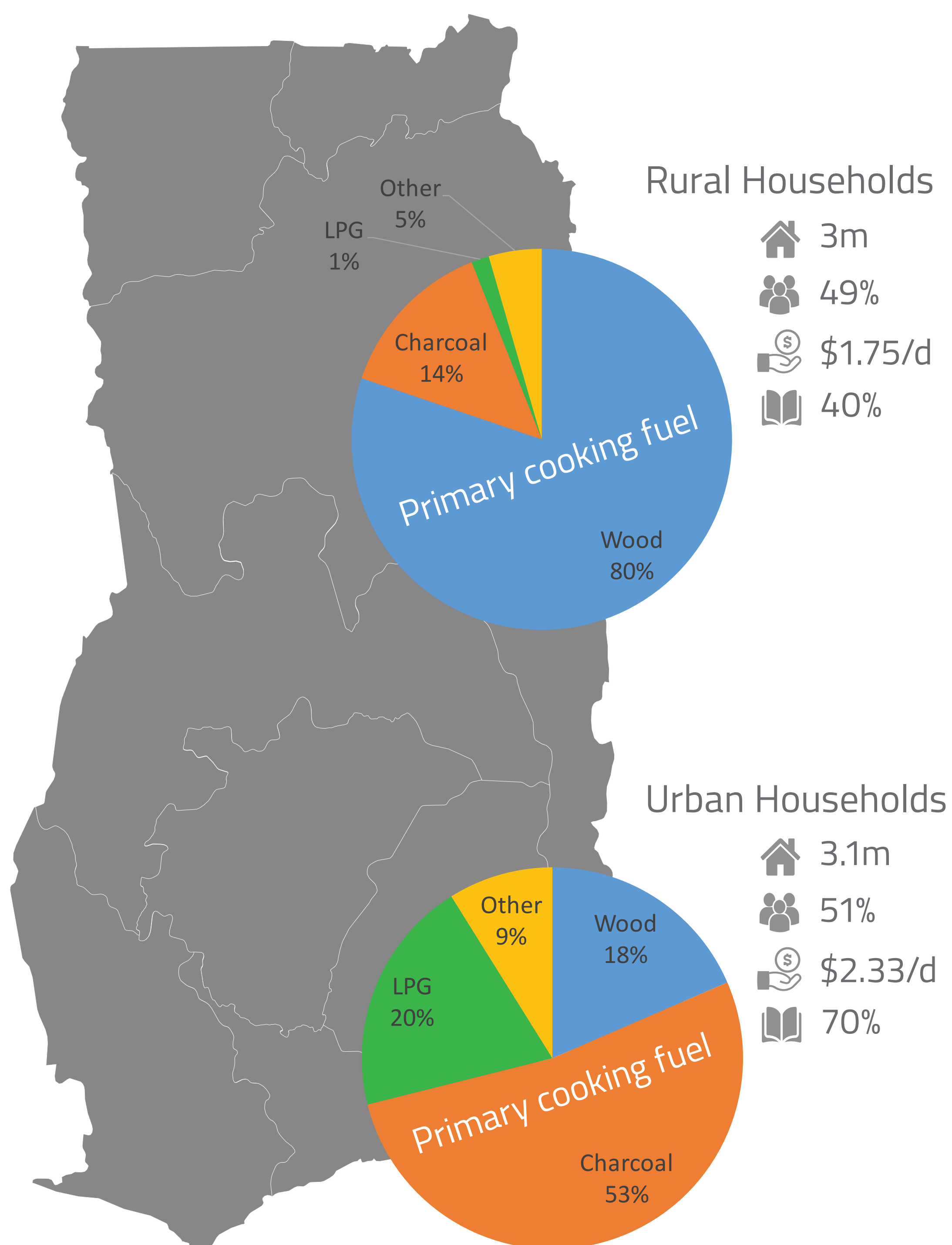
Improved Charcoal



LPG

	Traditional	Improved Firewood	Improved Charcoal	LPG
Quality & Performance	Poor	Low - High	Low - High	High
Price	\$2-5	\$5-50	\$5-50	\$25-35
Availability & Accessibility	Very High	Low - High	Low - High	Rural: None - Very Low Urban: Low - High

WHO IS THE TARGET AUDIENCE OF THE LABEL?



WHAT WENT INTO LABEL DEVELOPMENT?

Setting Performance Thresholds for Label Tiers

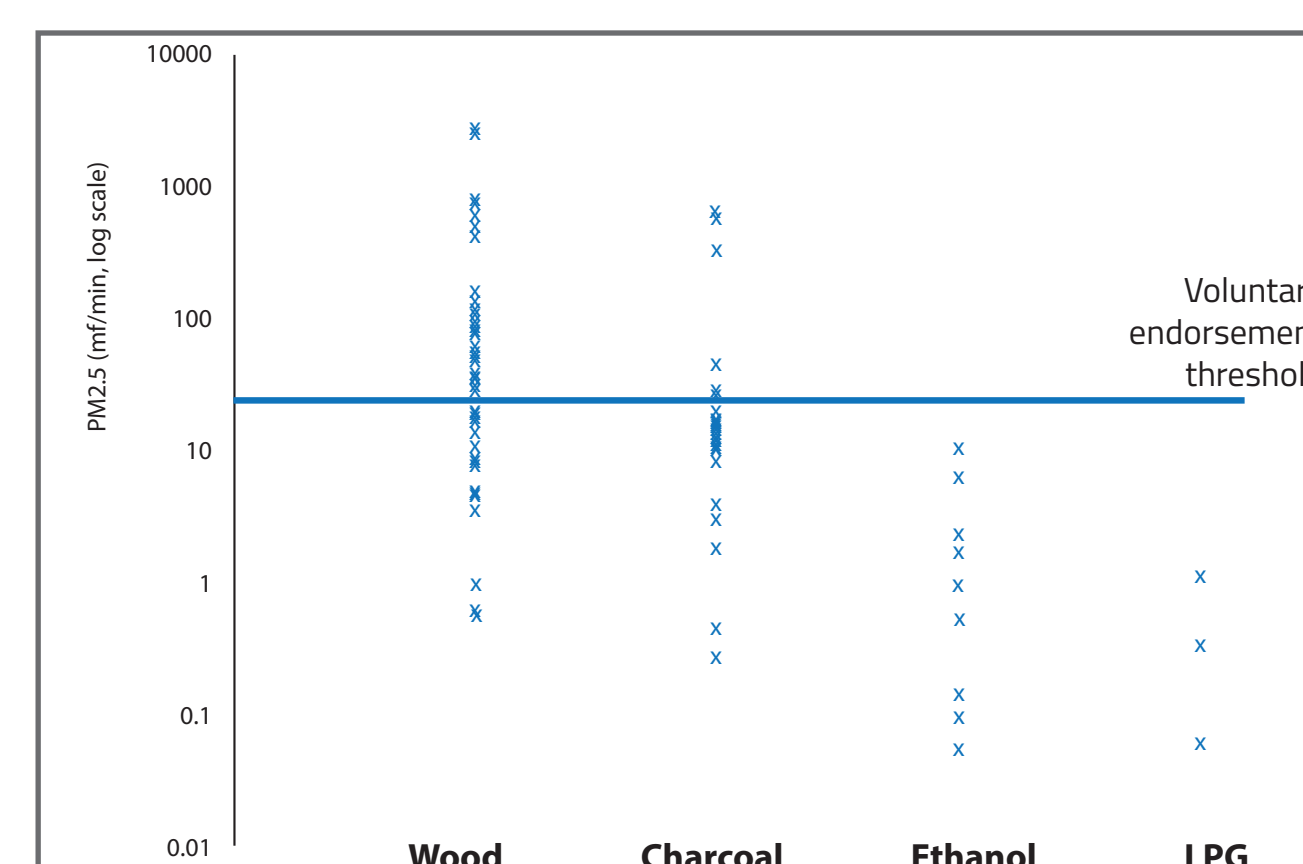
CLASP, in partnership with the Global Alliance for Clean Cookstoves, performed a tier-setting analysis and provided recommendations to the Ghana Energy Commissions of cookstove thermal efficiency and emissions levels for a potential hybrid-style (comparative and endorsement) performance label.

Label Scope

- Recommended approach: **technology-neutral**
- Expected benefits:

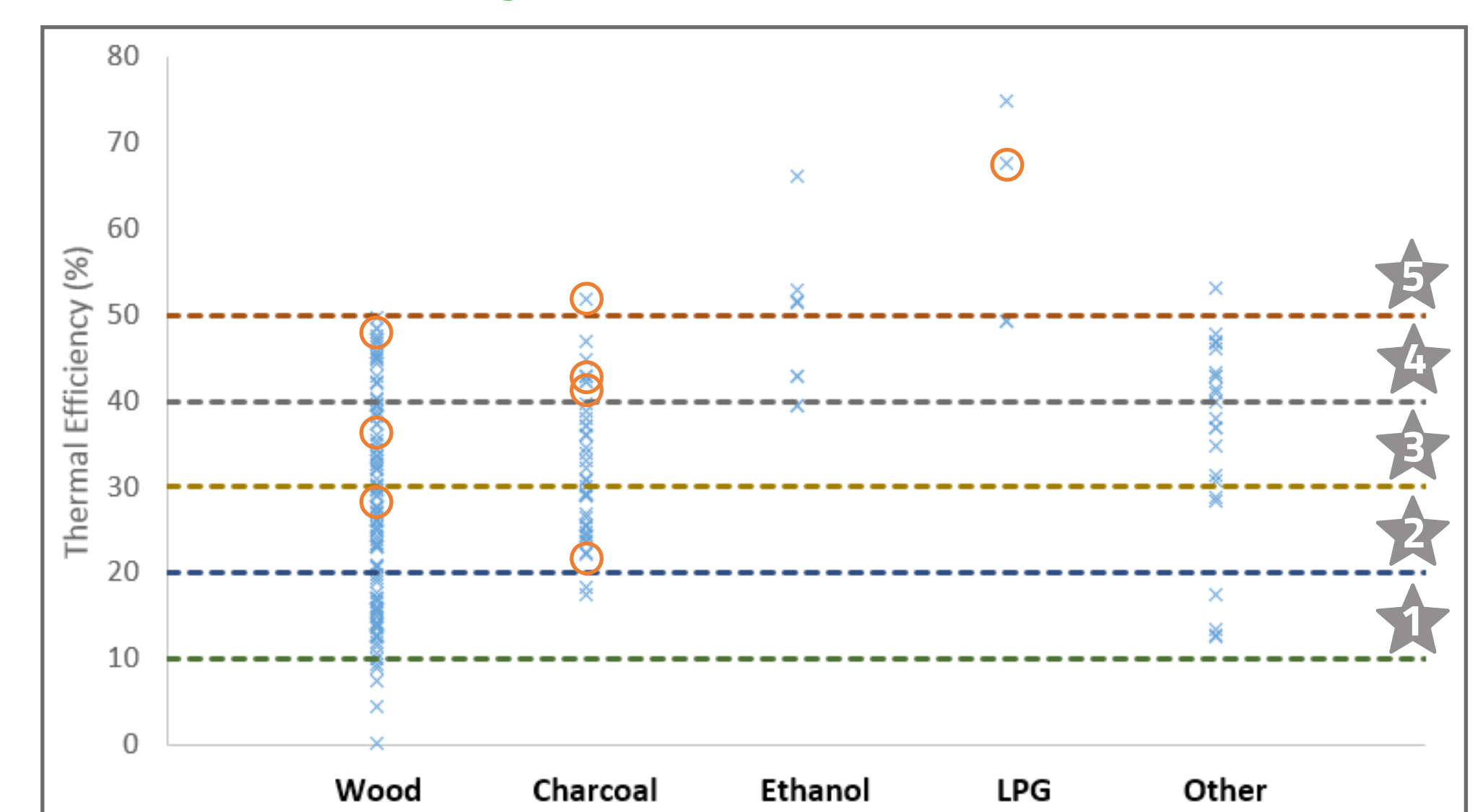
- Clear market signals
- Fewer labels
- Positive fuel switching
- Streamlined implementation
- Level playing field for industry

Emissions Levels

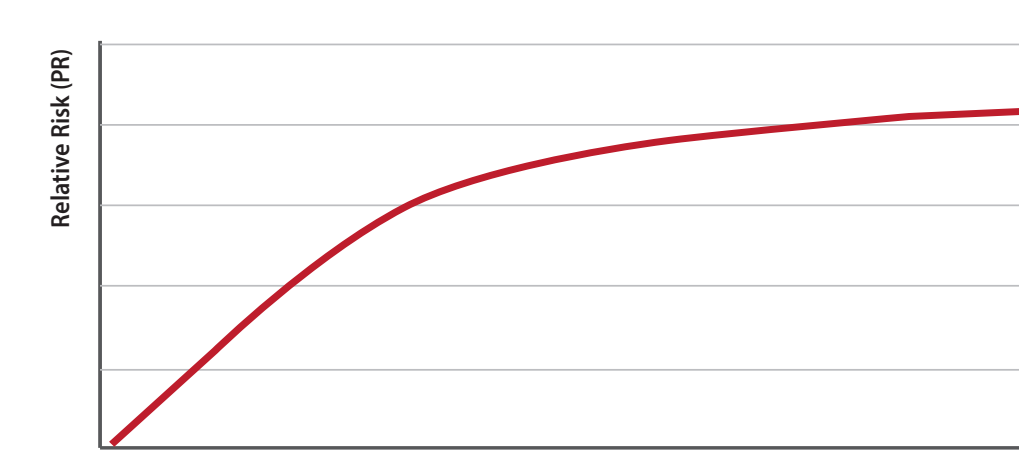


- Threshold set primarily using health data, due to non-linear relationship between emissions and health risks
- To be represented as a **voluntary endorsement** mark on the label

Thermal Efficiency Levels



- Thresholds set primarily based on limited data of products available on the global market, using evenly-sized performance bands
- To be represented with stars on the label

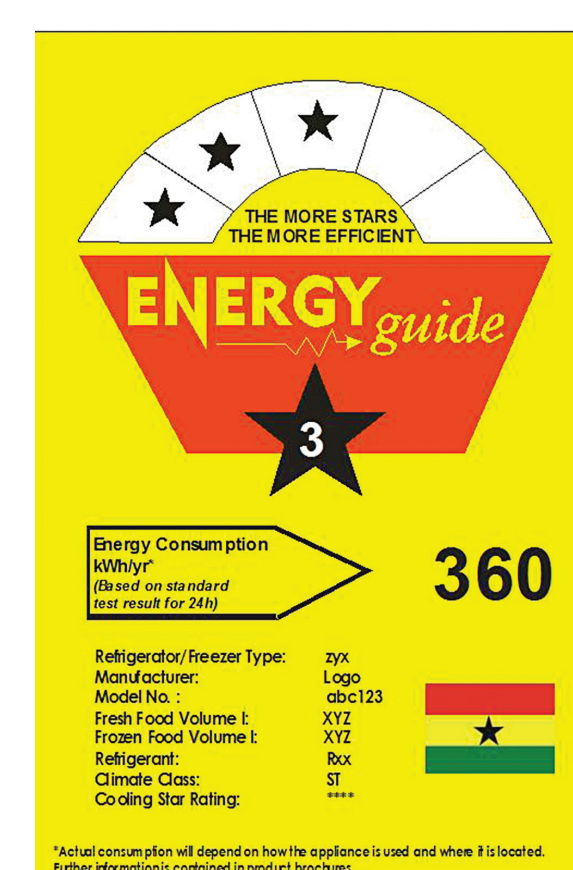


Consumer Research and Visual Label Design

Kantar Public Ghana, in partnership with the Global Alliance for Clean Cookstoves, undertook qualitative research to explore household and institutional users' reactions and attitudes in response to proposed cookstove label designs.

FUTURE OPPORTUNITIES FOR COOKSTOVE LABELING IN GHANA

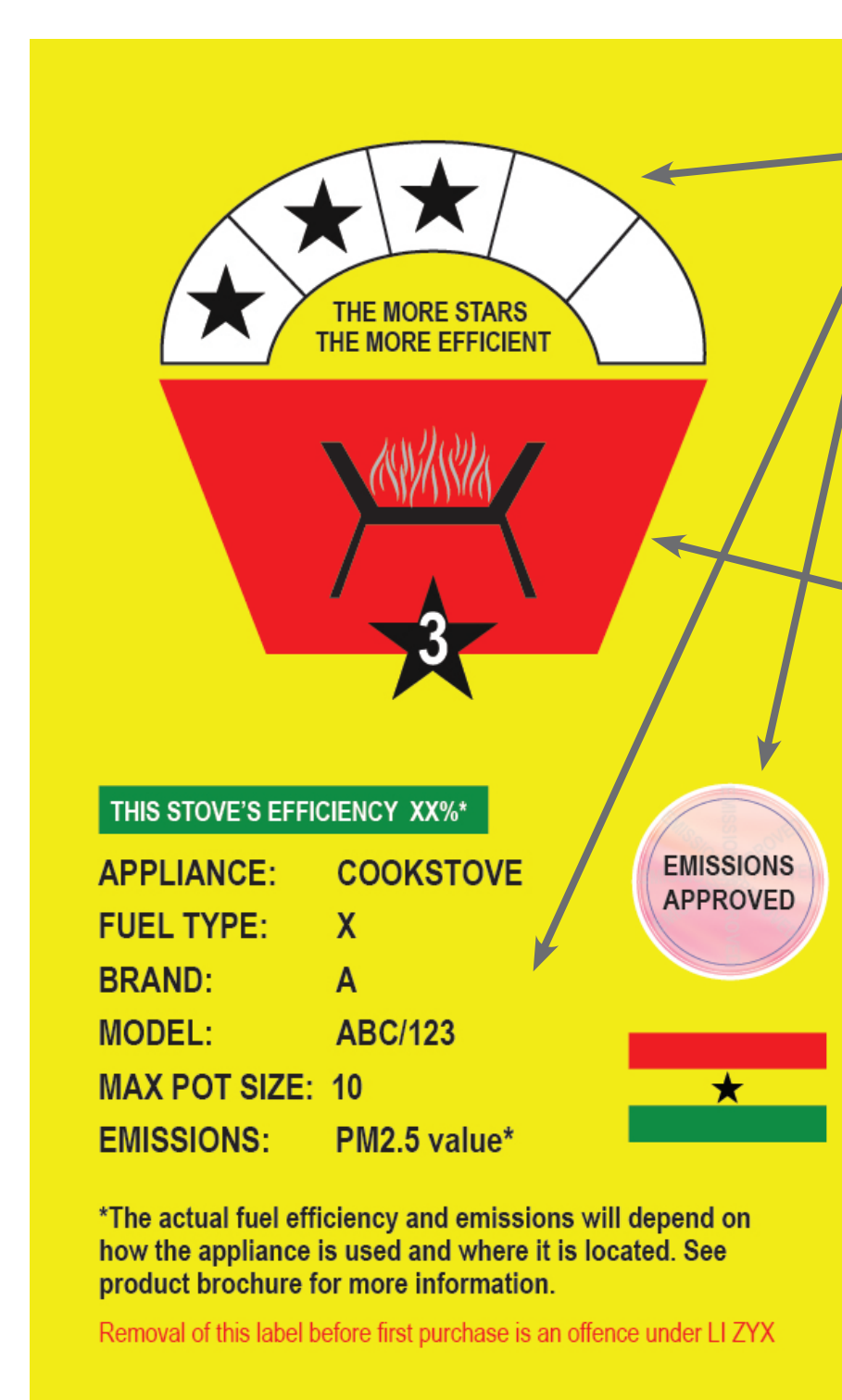
- More data is needed on product performance
- Consider consumer's limited understanding of performance labeling concepts
- Study the impact of endorsement vs comparative labeling
- Institutional users may be an easier audience to study due to greater understanding of labeling



Ghana Energy Label for Refrigerators

- Low association of stars with energy efficiency
- Information on energy label has low impact on choice of electric appliances

Draft Ghana Cookstove Label



Label Comprehension

- Low association of stars with efficiency by household users, greater association with quality or ratings
- Text largely not read
- Terminology not understood by majority

Relevance of Information to User

- Rural consumers associate labels with premium price
- Household users skeptical of labels due to counterfeiting
- Purchase decisions primarily driven by product demonstration or user recommendations
- Institutional users value label for its assurance of quality

Understanding of Benefits

- Cookstove image was the label feature with strongest association to cost, fuel, and time saving benefits
- Institutional users better understand concept and benefits of improved cookstoves
- Perceived social benefits of improved cookstoves potentially an equal driver for users as health benefits