Monitoring and Evaluation Framework 2020 Report

The Clean Cooking Alliance's Monitoring & Evaluation (M&E) Framework is a foundational tool that aims to systematize measurement and learning across CCA's work. The M&E Framework includes CCA's Theory of Change, a three-level approach containing guidance and requirements at the project, organization, and sector levels, and a list of standard indicators (SI) tracking against the Theory of Change.

This report details the first year of SI data collection, demonstrating the breadth of the important work CCA accomplished in 2020. The SI data are organized according to the components of the Theory of Change that they measure.

The four SI measuring clean cooking **impact** are not available for the 2020 reporting period. **Universal access** is the Sustainable Development Goal indicator that measures access to clean cooking and is reported on by the World Health Organization. Data on this SI for CCA's major countries of focus include Haiti at less than five percent, Kenya at 10 percent, and Nepal at 29 percent.

SI data pertaining to the **clean cooking industry** generally indicate growth. There were 140 active enterprises that applied to CCA for funding or had other interaction with CCA in the last three years. Data from a subset of the 140 enterprises that responded to CCA's Industry Snapshot survey in 2020 showed 75 percent growth in fundraising between 2018 and 2019, resulting in a total of $70 million in investment in 2019. These 140 enterprises, however, do not represent the full sector and, moving forward, CCA plans to expand this view of the industry by identifying additional enterprises not currently in the data set.

CCA supported 17 enterprises in 2020 (and six enterprises in 2019) by providing financial and/or technical assistance, and 12 of the 17 supported enterprises provided data for this report. SI data for **supporting growth for clean cooking enterprises** reveal that, in 2019, CCA supported enterprises with revenues totaling nearly $23 million and employing about 1,800 people across 16 countries. While overall employment of these enterprises is 56 percent female, management is 38 percent female and a larger proportion of part-time employees are female. The supported enterprises also sold about 390,000 stoves and 68.9 megajoules of fuel (including briquettes, biomass pellets, and LPG) in 2019. Further, growth from 2018 to 2019 was positive for both stoves and fuels, with almost 14 percent growth in stoves sales and 54 percent growth in fuels sales.

CCA's work pertaining to **increasing consumer demand for clean cooking** for 2020 was mostly focused on program design; however, there is some SI data representing baseline values from work in Haiti. In urban Haiti, six percent of the target population can identify an improved stove, and the 74 percent of those who used improved stoves recommend them. The 2019 demand-generation work (using both social media and radio) was focused on India and Nepal, where activities reached 1.7 million people.

The SI data pertaining to **strengthening the enabling environment** indicates that there are 36 national policies

in place that support the clean cooking sector in countries where CCA focuses attention, and the issue of gender appears in just over half of these policies. Another approach CCA uses is promoting the implementation of standards and training policymakers and other relevant stakeholders. In 2020, CCA engaged stakeholders from key governmental ministries, national standards bodies, development organizations, and stove-testing laboratories from 24 countries. CCA also regularly holds events and workshops, and 1,248 people attended 14 events in 2020. In addition, CCA's communications work through social media is captured by looking at the engagement rate per post, detailed by month and by social media channel. CCA's engagement rates per post (by followers) outperformed 2020 nonprofit benchmarks.

SI data pertaining to **generating research, evidence, and learning** reveal the critical role that CCA plays in the ecosystem. CCA's website maintains an active database of resources for the sector and is visited by users globally, with 40 percent coming from Africa, Asia, or South America. CCA also authored 10 publications and contributed to 14 other publications for the sector.

See complete data summary table at the end of this report.

Future Steps

The M&E Framework will be revisited and revised periodically to reflect the ways in which CCA's strategy, and its role in the sector, evolves. Additional approaches for measurement and learning also will be incorporated in the M&E Framework to better capture organizational successes and failures. Some elements that will comprise and influence future versions of the M&E Framework include:

- **Clean Cooking Systems Strategy.** CCA is in the process of developing a multi-year Systems Strategy and future versions of the M&E Framework will incorporate details emerging from this strategy.

- **Value of SI data.** CCA teams will provide inputs on the value of the data, how the data analysis can improve, gaps in the data analysis, and other data that are important to track after the initial aggregation and analysis of the SI data are shared and discussed across the organization. This will help the SI data aggregation and analysis process to become more robust and pertinent to CCA's work.

- **Evaluations.** Evaluations provide deeper learning opportunities for CCA and complement the SI data analysis.

CCA's programs and project evaluations will be a focus in the future, and their results and learnings will be shared across the organization and the sector. CCA also will look to align some evaluations with its recently released Research Strategy, which provides guidance on research that will be conducted to fill knowledge gaps in the sector.

- **Learning efforts.** At the project level, a learning activity for the Market Strengthening project will aim to understand and share knowledge on how change happens, or can happen, within clean cooking market systems in developing countries. At the organizational level, a Learning Cohort of CCA team members will strengthen CCA as a learning organization. The Cohort will lead learning components added to the gender advisory support in the Haiti Cookstoves and Clean Energy project and to the Standards and Testing Virtual Workshop series. At the sector level, learning has emerged as an important priority/enabler in the early work of the Systems Strategy, specifically to promote data and knowledge sharing and adaptive learning. This leads to better-informed policy making, funding priorities, and technology/solutions development, to reflect user needs. CCA will further define its role in implementing these recommendations in 2021.

- **External Engagement.** CCA will coordinate with external partners (such as SEforAll, ESMAP, and EnDEV) to discuss and work on the larger monitoring and evaluation issues facing the sector.

CCA is excited to continue using and improving its M&E Framework as a tool to better advance its mission to achieve universal access to clean cooking.

Standard Indicator 2020 Data

Universal Access to Clean Cooking by 2030	Data	Disaggregation
UA1. Percent of the population with primary reliance on clean fuels [SDG 7.1.2]	63% (2018)	**Select Countries CCA supported in 2020 (2018 data):** Ethiopia 5%; Ghana 28%; Haiti <5%; India 49%; Kenya 10%; Nepal 29%; Nigeria 10%; Rwanda <5%; Uganda <5% **CCA targeted populations:** Urban Haiti 29% (n=3,218 in 2019)

Build a dynamic, financially sustainable clean cooking industry	Data	Disaggregation
CCI1. Number of enterprises in the clean cooking industry	140 (2020)	**Profitable:** 11 of 35 survey respondents in 2019
CCI2. Percent change in $USD investment in clean cooking industry enterprises year-over-year	+75% (2018-2019, n=25)	**Investment type:** Debt +20% (n=11); Equity: +144% (n=11); Grant: +42% (n=19) **Investor type:** Private or semi-private funding +42% (n=17)
CCI3. Percent change in $USD revenue of clean cooking industry enterprises year-over-year	+19% (2018-2019, n=35)	None

Support the growth of clean cooking enterprises	Data	Disaggregation
CCE1. $USD revenue of supported enterprises	$22,867,007 (n=12)	None
CCE2. Number of employees of supported enterprises	1,796 (n=12)	56% female in total 789 in management, 38% female 1,155 full-time, 43% female 641 part-time, 79% female

Support the growth of clean cooking enterprises	Data	Disaggregation
CCE3. Number of countries of operation for supported enterprises	16 (n=12)	**Countries of operation:** Bangladesh, Cambodia, China, Colombia, India, Kenya, Lesotho, Mexico, Mozambique, Nepal, Rwanda, Somaliland (Somalia), Tanzania, Togo, Uganda, Zambia in 2020 **Region:** East Asia and Pacific, Latin America and the Caribbean, South Asia, Sub-Saharan Africa **Countries by income level:** 31% low income, 50% lower middle income, 19% upper middle income
CCE4. Number of stoves sold by supported enterprises	390,153 stoves sold (n=9)	**Country data:** Cambodia 876; India 133,180; Kenya 241,560; Lesotho 3,300; Mexico 431; Mozambique 600; Nepal 6,579; Rwanda 100; Uganda 700; Zambia 2,827 Sales to distributors 81,425; Sales to consumers 86,234 **Stove type:** Biogas 6,562; Charcoal 170,825; LPG 12,526; Pellet 3,427; Wood 196,813
CCE5. Average of company growth rates in stove sales year-over-year for supported enterprises	13.8% (2018-2019, n=3)	None
CCE6. Quantity of fuel sold by supported enterprises	68.9 million megaJoules (n=5)	**Fuel type:** Briquettes 61 million megaJoules; Biomass pellets 7.5 million megaJoules; LPG 92,400 megaJoules **Country:** Cambodia 19.4 million megaJoules; Kenya 42 million megaJoules; Mozambique 360,000 megaJoules; Rwanda 92,400 megaJoules; Zambia 7.1 million megaJoules
CCE7. Average of company growth rates in fuel sales year-over-year for supported enterprises	54% (2018-2019, n=4)	None
CCE8. Grants as a proportion of total investment for supported enterprises	21% (all years of investment, n=10)	None

Support the growth of clean cooking enterprises	Data	Disaggregation
CCE9. Percent of supported enterprises that show improvement on the Gender Diagnostic Assessment	Not applicable	Not applicable
CCE10. Number of enterprises supported by the Alliance	6 (2019); 17 (2020)	**Total financial assistance:** $279,000 (2019); $400,000 (2020) Technical assistance for capital raising, growth strategy, impact, partnership development, and product R&D in 2019. Capital raising, financial structuring, growth strategy, impact, operations, partnership development, and product R&D in 2020. **Enterprise role in the value chain:** 2019 Specialist (2), Vertically Integrated (4); 2020 Specialist (4), Vertically Integrated (13)

Increase consumer demand for clean cooking	Data	Disaggregation
CD1. Percent of target population able to identify a cleaner and more efficient cookstove or fuel	6% (2019, total n=3,218)	**Gender:** 5% female (n=2,760)/9% male (n=303)/7% gender unknown (n=153) **Country:** Haiti only **Urbanicity:** no rural in sample/8% peri-urban (n=1,981)/2% urban (n=1,237)
CD2. Percent of target customers who would recommend a cleaner or more efficient cookstove or fuel to someone they know	74% (2019, total n=1,444)	**Gender:** 73% female (n=1,186)/74% male (n=174)/84% gender unknown (n=84) **Country:** Haiti only **Urbanicity:** no rural in sample/72% peri-urban (n=892)/77% urban (n=552)
CD3. Number of people reached through CCA demand generation activities	1,700,000 (2019)	**Country:** 1.1 million in India; 600,000 in Nepal **Media channel:** social media, 1.1 million; radio, 600,000; household visits, 19,772; vents, 18,317; print collateral, 95,000

Strengthen the enabling environment	Data	Disaggregation
EE1. Number of national policies and strategies supportive of the clean cooking sector in countries receiving CCA support	36 (2020)	**Gender content:** 19 have gender content; 15 unclear; 2 not applicable **Adoption status:** 31 full adopted; 3 drafted; 2 unclear **Funding status:** 1 fully funded; 23 not fully funded; 12 unclear **Policy type:** 2 consumer subsidies; 1 tariff; 33 other **Country:** Bangladesh (3); China (1); Ethiopia (6); Ghana (3); Haiti (4); India (2); Kenya (7); Nepal (3); Rwanda (4); Uganda (3)
EE2. Number of countries receiving CCA support for standards related to cookstoves and fuels in countries	24 (2020)	**Status by country:** 6 enacted into law; 1 drafted; 18 unknown **Enforcement:** 6 voluntary; 19 unknown **ISO relationship:** 5 based on TC 285; 2 not based on TC 285; 18 unknown
EE3. Number of people who attend CCA events or workshops	1,248 (2020)	**Role in sector:** researchers, 70; government policymakers, 26; implementors, 12; enterprise employees, 112; donors, 36; investors, 39; other, 242; not captured, 617 **Gender:** 37% female at events with gender captured
EE4. Number of CCA events or workshops	14 (2020)	**Policy focus:** 1 policy-focused; 13 not policy-focused
EE5. Number of research translation products disseminated by CCA	25 (2019); 27 (2020)	None
EE6. Average engagement rate per post of CCA social media content	Twitter 0.97%; Facebook 0.10%; Instagram 2.59%; LinkedIn 0.57% (2020)	None

Generate research, evidence, and learning	Data	Disaggregation
REL1. Number of views of CCA resources page	4,833 (2020)	**Continent:** North America, 36%; Europe, 24%; Africa, 22%; Asia, 16%; South America, 2% **Average visitor session duration:** 1:42 minutes **Visit platform:** desktop 91%; mobile, 8%; tablet, 1% **Landing page:** homepage, 35%; resources, 28%; other, 16%; country or partner profiles, 13%; CCA work, 7%
REL2. Number of reports published with CCA input	14 (2020)	**Topic:** policy, 5; markets, 4; sector status, 3; scientific or technical research, 1; monitoring, evaluation, and learning, 1 **Authors:** Government of Nepal; World Bank/ ESMAP; REN21; UN DESA; W. Champion and A. Grieshop; ENEA; Spark+ Fund; PowerforAll
REL3. Number of CCA-authored publications	10 (2020)	**Topic:** markets, 2; sector status, 4; scientific or technical research, 1; monitoring, evaluation, and learning, 2; tools, 1
REL4. Number of mentions of CCA publications	Not tracked	Not tracked

CLEAN
COOKING
ALLIANCE

cleancookingalliance.org

@cleancooking

@cleancookingalliance

@cleancookingalliance

info@cleancookingalliance.org