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# MODERN COOKING FOR HEALTHY FORESTS IN MALAWI

## OBJECTIVE ONE OVERVIEW

Modern Cooking for Healthy Forests (MCHF) promotes sustainable forest management and energy options to maintain forest cover and to reduce land-based emissions in Malawi. MCHF is a five-year activity funded by the United States Agency for International Development (USAID) and the United Kingdom Foreign, Commonwealth & Development Office (FCDO). Tetra Tech implements MCHF in partnership with five subcontractors: Winrock International (WI), the Centre for Environmental Policy and Advocacy (CEPA), the Lilongwe Wildlife Trust (LWT), World Resources Institute (WRI), and mHub. MCHF's objectives include:

1. Promoting adoption of alternative energy sources and efficient cooking technologies to reduce unsustainable wood fuel cooking demand, and most importantly urban demand for illegal and unsustainable charcoal;
2. Improving local delivery of forestry services, and promoting forest-friendly enterprises, including sustainable charcoal and other biomass energies;
3. Strengthening regulation and enforcement to support sustainable wood fuel production and use;
4. Increasing the Government of Malawi's (GoM) implementation capacity of low emissions development in REDD+, Forest Landscape Restoration (FLR), and/or other land use; and
5. Leveraging interventions with partners, including USAID, FCDO, other development partners, GoM, and the private sector.

### OBJECTIVE ONE

MCHF's Objective 1 takes a market systems approach to scale up demand and supply for alternative cooking energies and fuel-efficient cooking technologies, to catalyze widespread adoption. Together these efforts are designed to directly support key GoM policies and strategies to reduce unsustainable wood fuel demand, increase wood fuel supply and to improve the enabling environment. Objective 1 work focuses especially on reducing urban household demand for illegal and unsustainable charcoal. To achieve this objective, MCHF prioritizes three main strategies:

- Increase adoption of improved charcoal cookstoves by urban households as the most immediate way to address forest cover loss in Malawi;
- Increase production and market penetration of sustainable charcoal and alternative sources of biomass energy; and
- Increase adoption of liquified petroleum gas (LPG) as the best available and most promising alternative to charcoal in the medium term.

MCHF works to address the barriers to adoption, as well as to identify and engage the wide range of actors in the cookstove and alternative cooking energy value chains, and change the awareness, incentives, and capacity of these actors. Through tailored social marketing behavior change (SMBC) strategies and targeted capacity building of entrepreneurs, MCHF fosters greater involvement of

women within these value chains to drive adoption and build inclusivity. MCHF focuses Objective I implementation in Malawi's four cities: Lilongwe, Blantyre, Mzuzu, and Zomba.

## RESULTS AND ACTIVITIES

MCHF's Objective I is designed to achieve three intermediate results (IRs). These IRs and associated key activities are outlined below.

### **IRI.1: Enhanced consumer demand for fuel-efficient cooking technologies and alternative energy sources in priority urban areas**

- Conduct Consumer Market Research (CMR) and baseline survey;
- Support targeted consumer testing of commercially viable alternative energy (AE) and fuel-efficient (FE) technology products such as improved charcoal cookstoves, LPG, biogas/firewood, and legal, licensed charcoal;
- Develop innovative consumer financing strategies for AE and FE technology products; and
- Develop and implement SMBC strategies to drive adoption/scaling-up.

### **IRI.2: Improved supply of alternative energy and fuel-efficient cooking technologies and products**

- Document and publicize commercially viable AE and FE technology products;
- Strengthen business skills and capacity of fuel-efficient cooking technology and alternative cooking energy enterprises and entrepreneurs; and
- Mobilize finance and investment for the FE cooking and AE sectors.

### **IRI.3: Improved production and market penetration of sustainable, legal charcoal**

- Conduct Political Economic Analysis (PEA) of the charcoal value chain;
- Augment volumes of sustainable charcoal from production forests and non-wood biomass;
- Improve the quality and efficiency of charcoal production with the private sector; and
- Improve production and market penetration of sustainable, legal charcoal and alternative biomass energies in partnership with the private sector and other enterprises.

## OBJECTIVE ONE ACTIVITY TARGETS

- 30% of households in urban areas have adopted alternative energy cooking sources and fuel-efficient cooking technologies
- 75% of households around targeted forest reserves have adopted fuel-efficient cooking technologies
- 75% of sampled target audience reporting exposure to media messages on alternative energy and fuel-efficient technologies
- 11,000 tons sustainable charcoal produced
- 10 improved technology products that are commercially viable and provide an alternative to illegal charcoal promoted
- 55 firms receiving USG-funded technical assistance for improving business performance
- \$1.5M increase in annual sales of firms doing business in alternative energy options and efficient cooking technologies



## CONTACT

For more information on the MCHF activity, please contact the activity office at +265 (0) 996 316 207 or the following: Ramzy Kanaan, Tetra Tech, [Ramzy.Kanaan@tetrattech.com](mailto:Ramzy.Kanaan@tetrattech.com) Madalitso Kaferawanthu, USAID, [MKaferawanthu@usaid.gov](mailto:MKaferawanthu@usaid.gov) Phillip Kamwendo, DFID, [P-Kamwendo@fcdo.gov.uk](mailto:P-Kamwendo@fcdo.gov.uk)