



Media Sensitization Workshop Report
11th/10/2023
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Introduction

The Uganda National Alliance on Clean Cooking (UNACC) in line with their commitment to promoting clean cooking solutions organized a media workshop with support from the Modern Energy Cooking services (MECS) that was held at Silver Springs on the **11th October, 2023**. The purpose of the workshop was information dissemination to the media about the benefits and advantages of using clean cooking technologies in Ugandan households and discuss ways that UNACC can work with the media in promoting modern energy services. This event trained at least **78** persons (media majorly) about the benefits of using an electric pressure cooker.

The workshop was headlined by representation from the Ministry of Energy and Mineral Development, Modern Energy Cooking Services (MECS), the Electricity Regulatory Authority (ERA), Centre for Research in Energy and Energy Conservation (CREEC), UMEME, UNACC, Development Partners, the National Renewable Energy Platform (NREP) and various Media houses.

This was conducted utilizing presentations, real life examples and success stories to illustrate to the journalists and other attendees the advantages of electric pressure cookers and other clean cooking appliances, which include but are not limited to; time efficiency, energy efficiency, retention of nutritional value of food, versatility, convenience, flavour enhancement, safety and a positive environmental impact.

Minute 1: Opening Remarks by *UNACC Chairperson*

The opening remarks began with an introduction to the event's organizer, the Uganda National Alliance on Clean Cooking (UNACC), highlighting its formation in the year 2013, driven by the collective efforts of both companies and individuals. It was elaborated that UNACC's primary mission was to enhance coordination and synergy to facilitate access to clean cooking solutions.

Mr. Michael Mivule, the Chairperson UNACC made it known that UNACC plays a critical role in promoting clean cooking by focusing on raising awareness and disseminating information to the masses through various media channels. He elaborated that the intention of the engagement was to identify innovative ways for UNACC to effectively collaborate with the media to amplify the knowledge and understanding of clean cooking technologies.

The significance of clean cooking was underscored by emphasizing that it goes beyond mere convenience considering the alarming statistics that revealed 40,000 lives are lost each year due to the adverse effects of unclean cooking practices, with a staggering 155 out of every 1,000 individuals suffering from diseases linked to indoor air pollution.

He highlighted that the day's discussion centred around the theme: "***The Role of Media in Influencing Behavior Change.***" Acknowledging the media's undeniable influence on society, he emphasized that the power of the media was pivotal in the advocacy for clean cooking. He added that in Uganda, despite the evident health and environmental benefits of

adopting clean cooking technologies, a significant 94% of the population still relies on unclean cooking alternatives that pose severe health risks, making it a pressing public health concern.

Mr. Muvule outlined several barriers to the transition to clean cooking, which include low levels of awareness on the benefits of clean cooking technologies, limited sales due to a nascent market, the relatively high cost of clean cooking solutions compared to traditional alternatives, limited end user financing options, and constrained distribution networks.

He stressed that media was a potential ally in bridging the gap between knowledge and action, and urged all the participants to actively engage in the workshop, emphasizing the opportunity to learn, share insights and collaborate to effect meaningful change.

In his concluding remarks, he expressed heartfelt gratitude to MECS, GIZ ENDEV and the Ministry of Energy and Mineral Development, the organizations leading the transition towards clean cooking solutions, for their invaluable support.

Opening Remarks by Dr. Brian Isabirye, the Commissioner Renewable Energy

Ms. Justine Akumu, an Energy Officer at the Ministry of Energy and Mineral Development expressed Dr. Brian's apologies for not making it in person for the engagement. She proceeded to deliver the opening remarks in his stead, highlighting the ministry's continued support for UNACC, which supports access to clean cooking solutions as an institution bridging the gap between the private sector and government by aiding communication of opportunities and criticism of policies.

She emphasized the media's role in increasing access by aiding communication to all spheres of the community on matters of clean cooking technologies, opportunities and financing mechanisms. Ms. Justine Akumu finally thanked all the attendees for making time for such a noble event and encouraged them to share widely what they would have learnt by the end of the event.

Opening Remarks by MECS Representative



Mr. James Baanabe, the representative of Modern Energy Cooking Services (MECS), delivered a presentation that explored why clean cooking is of paramount importance. He provided examples of clean cooking solutions, including the Electric Pressure cooker, LPG and induction cookers. Mr. Baanabe went on to discuss the cost implications of using an EPC that hailed it as a cheaper and safer option in comparison to the unclean alternatives and the MECS initiative funded by UK AID, which aims to accelerate the transition from biomass-based cooking practices.

He highlighted a forthcoming project by UMEME, under which 1,500 EPCs will be deployed, with UMEME staff as the initial target audience due to their initial role in propagating the belief that cooking with electricity was expensive. He elaborated that the project was part of the Global E-cooking Coalition, involving organizations such as the Global E-cooking Alliance for People and Planet (GEAPP) and Energizing Development (ENDEV).

Mr. Baanabe emphasized the significance of the transition to clean cooking technologies and its alignment with the Energy Policy of 2023, under which the government is committed to promoting equitable and widespread use of affordable and clean cooking solutions which are linked to ten of the 17 United Nations' Sustainable Development Goals (SDGs), including goals 1,2,3,4,5,7,8,11,13, and 15.

While advocating for the adoption of efficient biomass technologies for some individuals, he acknowledged that not everyone could afford advanced clean cooking technologies such as the EPC .

Mr. Baanabe explained that EPCs offer fast and convenient cooking while saving energy. They feature heat insulation for safety, and are primarily temperature-sensitive rather than energy-intensive. He elaborated that one notable aspect of the EPC was pressure cooking, which utilities trapped steam for the cooking operation. He highlighted that this method retains the flavour and nutrients of the food whilst conserving energy in comparison to other cooking technologies.

Mr. Baanabe concluded his presentation by providing insight into his experience with EPCs where he participated in a study between the 5th and 31st of August, 2023, in which a smart metre was utilized to track the cooking statistics which yielded results showing the average cost per meal cooked was 257.15 UGX inclusive of VAT.



Remarks by the UNACC coordinator, Ms Sarah Babirye

Ms. Sarah Babirye, the UNACC coordinator, expressed her gratitude to the attendees for their presence and active participation in the discussion regarding the challenges within the clean cooking sector. She acknowledged the presence of various stakeholders, particularly those engaged in financing clean cooking projects, highlighting the collaborative nature of the

gathering.

She shared insights into their recent exhibitions, which had received support from MECS, and the remarkable success they achieved in selling numerous EPCs. Additionally, she

recounted their outreach efforts in markets such as Wandegeya, Nakasero and Owino where they approached individuals who were perceived to be capable of buying EPCs, but to their surprise, even those previously considered unable to afford the technology made substantial purchases after detailed explanations of the cost-benefit analysis were provided. This emphasized the importance of awareness in UNACC's role, with a primary mandate to create awareness and promote the increased adoption of clean cooking technologies. She highlighted a baseline statistic which revealed that 72% of the population was uncertain whether cooking with electricity was cheaper or more expensive, and a significant portion did not believe that cooking could be accomplished using less than a single unit of electricity.

Ms. Sarah appreciated the great role of the Ministry of Energy and Mineral Development and its collaborative efforts with partners. In addressing the role of the media in the clean cooking space, she emphasized its capacity as an agent of change and the importance of working together with UNACC to disseminate information regarding the global concern of clean cooking.

She drew participants' attention to the seriousness of the issue, emphasizing that clean cooking was often a silent matter that had a detrimental impact on the population's health and well-being. In closing, she requested the media team and stakeholders to engage in discussions about effective ways to disseminate information on clean cooking technologies, acknowledging that companies possessed the technologies but lacked the capacity to create awareness on a broad scale.

Minute 2: Reactions by the Media

A representative from Vision Group emphasized the vital role of energy in a country's development, noting that no nation can progress without a reliable energy supply. He pointed out that the poorer a country is, the more crucial investment in energy infrastructure is.

He acknowledged the Electric Pressure Cooker intervention, highlighting its instrumental role in energy conservation. He pointed out the need for Vision Group to actively contribute to this initiative. In conclusion, he proposed that raising awareness about the EPC technology should be carried out on a larger scale, involving broader partnerships to ensure that the benefits of the technology reach a wider audience.

A participant from Uganda Broadcasting Corporation provided valuable input during the discussion, highlighting the crucial role of media in advancing clean cooking initiatives. He suggested the use of media personnel as focal persons to effectively communicate the benefits of clean cooking and proposed the development of a mechanism that would allow them to pay for the technology in installments. This would make use of the "seeing is believing" concept.

Drawing from his experience attending the Africa Climate Summit 2023, he advised aligning Uganda's efforts with the strategies and trends adopted by other countries in the clean cooking sector. Additionally, he noted the need for continuous sensitization campaigns to ensure that the public attains awareness and understanding of the clean cooking message.

Minute 3: Panel Discussion



The panel discussion comprised of **Justine Akumu** from the Ministry of Energy and Mineral Development, **Ben Mulondo** of UpEnergy, **Patrick Kitembe** of ERA, **Peter Mwesigwa** of UMEME, **James Baanabe** of MECS and **Agnes Naluwagga** of CREEC.

The panel moderator (Mr. Paul Busharizi) requested the panelists to offer their reactions to the clean cooking initiative. The responses were as follows:

One of the panelists pointed out the need to consider different energy sources for cooking, calling for a transition to clean options from the traditional charcoal and firewood.

Another panelists highlighted the necessity of clean and affordable energy for cooking, acknowledging that even those with limited access to food require daily meals, impacting global energy consumption.

Clean cooking was defined as highly efficient, emission-free energy sources that save time and money, indicating the importance of convenience, accessibility and affordability.

The advantage of e-cooking and using it as a means of utilizing Uganda's excess electrical capacity was highlighted.

In response, another panelist shared that extensive work on clean cooking, focusing on performance, and health-related aspects of clean cooking technologies had so far been carried out to depict the importance of clean cooking in Uganda.

Panel discussion

Qn: EPCs are nice but use electricity. As MEMD, what are the plans to extend electricity coverage to ensure that these technologies are used?

The respondent provided baseline statistics that indicated that Uganda stands at 57% electrification both on and off grid. She made it known that the government of Uganda's strategy is to achieve 80% access by 2030. To achieve this, she highlighted the efforts by the Electricity Access Scale up Project, under which 1.5 million electricity connections were to be made, incorporating aspects of productive use of energy for which clean cooking forms a part.

She also alluded to the fact that in the greater Kampala metropolitan area, there is higher electricity access and reliability, creating a good space for use of electricity for cooking.

Indicating that these should be the pilots that are scaled up to ensure that the electrification targets are met.

The respondent ended by stating that Uganda is endowed with various energy sources for cooking, stretching beyond just electricity, and these should be leveraged to provide clean cooking options. She made reference to bioethanol and biogas in this regard.

Qn: What are the government incentives or subsidies to promote connection to the grid?

The respondent made reference to a few incentive programs that included; the electricity connections policy which aims at subsidizing the cost of electricity connection as well as making electricity for cooking more affordable for the entire population through the cooking electricity tariff.

Qn: What is ERA doing to accelerate coverage?

The respondent noted that the Electricity Regulatory Authority (ERA) is actively involved in promoting the adoption of clean cooking technologies with activities primarily aimed at the improvement of access to electricity.

To encourage the use of electricity, ERA developed a cooking electricity tariff. Further noted that this tariff was designed to signal to the population that electricity is a viable and cost-effective option for cooking. By implementing this tariff, ERA aimed to dispel the notion that cooking with electricity is expensive.

The respondent also made known the fact that ERA acknowledged that there are challenges related to access to Electric Pressure Cookers (EPCs). To address these challenges, ERA is actively working on plans to make EPCs more accessible to people across Uganda, noting that widespread EPC adoption can significantly reduce cooking costs and contribute to a cleaner environment. This was to be achieved through collaborations with partners in the clean cooking sector to create a conducive environment for the adoption of EPCs and other clean cooking solutions. The aforementioned collaborations are integral to achieving the goal of ensuring clean and affordable cooking for a broader segment of the population.

He stressed the importance of raising awareness about the benefits of clean cooking technologies. The need to inform the general public about the cost-effectiveness and advantages of cooking with electricity was emphasized, and on this the media was called upon to take up the crucial role of disseminating this information to the masses.

QN: Is UMEME aware that there is a challenge of power reliability, what is being done about this?

The respondent acknowledged the challenge of power reliability in the context of using electricity for cooking. This was a challenge and particularly significant when considering the use of electric hot plates which are known to consume a substantial amount of electricity.

The panellist highlighted his personal experience of transitioning to an EPC as a clean cooking alternative. Mentioned that as a family they made an active decision to stop

purchasing charcoal for cooking. Instead, they opted for the use of an EPC that contributed to a noticeable shift in their monthly expenditure.

It was noted that, following the transition to an EPC, the panelist's electricity bill increased by approximately 20,000 Ugandan shillings as a result of the additional electricity required for using an EPC. This was contrasted with the 150,000 Ugandan shillings required to purchase charcoal as an energy source for cooking over the same period.

The panelist also pointed out that while power reliability remained a challenge, there has been a noticeable improvement in the quality of electricity provided. This improvement was a positive development for those using EPCs.

He emphasized that EPCs may not entirely solve the issues within the cooking sector, but they do offer the advantage of significantly reducing cooking time when compared with traditional cooking methods.

Qn: How does UpEnergy help people finance EPC purchases?

The respondent outlined several methods and measures aimed at assisting people in financing the purchase of EPCs, that included:

- a) Product subsidies: mentioned that there were product subsidies in place to reduce the cost of EPCs. The lowest subsidy amount specified was 250,000 Ugandan Shillings. These subsidies were designed to make EPCs more affordable for potential buyers.
- b) Pay-As-You-Go systems: Under this financial arrangement, customers can pay for products or services in installments, providing individuals with more flexible payment options for acquiring EPCs.
- c) Engagements with Savings and Credit Cooperatives: highlighted that SACCOs play a crucial role in providing credit for EPC purchases. This engagement with cooperative financial institutions allowed for individuals to access credit to fund their EPC acquisition.

The panelist also talked about the issue of acceptance and marketing of EPCs, mentioning that while there were good reviews on EPC technology, their level of acceptance particularly in the mass market was limited. A significant challenge identified was the high cost associated with marketing EPCs. The cost of marketing was described as a major hurdle that hinders widespread promotion and adoption of EPCs. Reference was made to an instance where funding meant for marketing over a period of one year was exhausted within the first quarter of the year.

Qn: What is the cost of EPCs versus their alternatives?

The panelist highlighted that a significant amount of research had been conducted in the realm of clean cooking, with publicly available findings. The specifics of which are as follows:

EPCs offer cost savings, with research showing that EPCs provide substantial savings in comparison to traditional cooking methods, primarily charcoal-based cooking. The research indicates that EPCs are a more cost-effective solution.

It was discovered that typical households often rely on various sources of energy for cooking with charcoal remaining the primary source of cooking fuel.

In the research, it was discovered that households that relied entirely on electricity for cooking consumed an average of 1.2 kilowatt-hours of electricity per day on cooking, and assuming a rate of 1,000 Ugandan shillings per unit, the monthly cost of electricity for cooking was calculated to be 36,000 Ugandan shillings.

In contrast, the research found that cooking with charcoal amounted to approximately 160,000 Ugandan shillings per month. This substantial cost disparity reinforced the cost savings associated with EPCs that are also a more energy efficient option compared to other traditional cooking technologies that continue to draw power.

Qn: During the energy saving bulbs initiative, bulbs were freely distributed, what is the possibility of giving out free EPCs considering the amount of electricity savings that would be achieved?

The respondent noted that the energy saving bulb initiative involved the distribution of energy-efficient bulbs at no cost with a primary goal of promoting energy conservation and reducing electricity demand. These bulbs resulted in a significant decrease in electricity consumption. He highlighted that by encouraging more efficient electricity utilization, the initiative reduced the overall investment required to meet the electricity demand, which was particularly crucial during a period where there was a shortage of electricity.

To facilitate the distribution of energy saving bulbs, funds were borrowed to allow for successful implementation of the program. The panelist pointed out that Uganda currently has a surplus of electricity. With the electricity generation capacity exceeding the immediate demand, it would be difficult to justify the free distribution of EPCs to acquire funding.

Given the current electricity surplus in Uganda, the panelist suggested that the way forward might involve a different approach, where instead of providing EPCs for free, a more feasible strategy could be adopted to offer EPCs through a payment plan allowing the consumers to pay in installments.

Question/comment and Answer Session



Dr.Emmy Ewasirwa, WESGAS Compony in question and answer sessions

1. Promoting clean cooking technologies

On the question of how the media can promote clean cooking technologies, it was highlighted by a participant that the media could be a game changer in the energy sector coming in at the level of sensitization through continuous advertising to reshape public perceptions.

2. Engaging with the government

A participant representing the media suggested that journalists collaborate with the government to ensure that clean cooking technologies are included in national policies and programs. It was also mentioned that beyond policy, enabling factors should also be emphasized in the discussion of promoting clean cooking.

3. Awareness about the cooking tariff

The presence of a cooking tariff that many Ugandans are not aware of was highlighted. This raised the question of how the media can educate the public about these initiatives and strategies.

4. Sustainability and target audience

A journalist was keen to understand the sustainability of EPCs and identify the target audience for the technologies, he commented that he did not believe the technologies seemed appropriate for the rural population and seemed more tailored to the urban population.

5. Tracking successes

Journalists were encouraged to track and share success stories related to clean cooking technologies as these stories could serve as compelling examples for the public.

6. Warranty of technologies

A question arose about the warranty periods that would be available for technologies such as the EPC which is an important consideration for potential buyers.

7. Leveraging social media

A proposal was made to expand sensitization efforts to social media platforms and consider the use of brand ambassadors.

Responses by the panel

The panel emphasized the crucial role of the media in sensitizing the public about the benefits of clean cooking technologies. Continuous advertising and education were highlighted as essential tools to bring about a shift in public perception and raise awareness of government initiatives to the masses.

The panel echoes the idea that the media holds the power to reshape mindsets, emphasizing that sensitization should extend beyond initial advertising campaigns.

The panel acknowledged the valuable role of journalists engaging with the government, especially in advocating for clean cooking technologies and related policies.

On the question of the target audience, it was pointed out that the technologies were not developed exclusively for the urban population, but for rural communities as well since they too stand to benefit from the advantages associated with clean cooking technologies.

The panel confirmed that warranties for EPCs are available and that suppliers shall be liable to provide them with their products.

The expansion of sensitization efforts to social media platforms and the use of widely recognized influencers and brand ambassadors to carry out the sensitization was recognized as an effective strategy.

Demonstration of clean cooking technologies

The exhibition commenced with different entities in the clean cooking sector demonstrating the clean cooking solutions they provide. Among the technologies exhibited were cooking bags, electric pressure cookers, ethanol stoves, improved charcoal stoves, Liquified Petroleum Gas stoves and Pressure cookers.





MEDIA LIST OF JOURNALISTS / PUBLIC RELATIONS OFFICERS, UNACC MEMBERS AND OTHER STAKEHOLDERS WHO ATTENDED THE WORKSHOP

	NAME	MEDIA HOUSE
1	Sigoe Dennis	UBC TV
2	Nasir Lubwama	UBC
3	Julius Kitone	NBS TV
4	Dalton Kaweesa	NBS Chief News Editor
5	Williams Kato (News Editor)	NTV
6	Sam Setumba	NTV Chief News Editor
7	EDRIS LUBEGA	Media/Actor
8	Ronah	Smart TV
9	Mbogo William	BBS TV
10	Ponsiano Mukibi morris	BBS TV
11	Peter mwesige	BBS
12	Robinah Nantale	Bukedde TV
13	Polokopiosi Luwumu	Bukedde TV
14	Dominic	URN
15	Jane Nafula	Daily Monitor
16	Tobbias Olwiny	Daily Monitor
17	Benon Ojambo	New Vision
18	John Odyek	New Vision
19	Namatovu Zulfah	Uganda Updates
20	Assad Mugenyi	Deep Earth
21	Amanya Stuart	Social Media Influencer
22	Mike Sebaru	Radio One
23	Zirimala David	Capital FM
24	Fred Kasato	CBS
25	Julius Businge	Independent Magazine
26	Ramathan Senyonga	BaBa TV
27	Sumayiya Namutebi	TAGY TV
28	Sheila	Baaba FM
29	Denis Sigowa	UBC & DW TV Germany
30	Sumayiya Namutebi	Tagy TV

31	Kayanja Ernest	Radio Simba
32	Ojambo Benon	New Vision
33	Edris Lubega	Media
34	Paul Musharizi	New vision
35	Aineweruhanga Martha	Socio-Media
36	Amanya Stuart	Socio-Media
37	Edina	Global News
38	Musa Mbogo	Mulengera News
39	Ibrahim Kasaato	Media
40	Mukalu Muhamed	Baba TV
41	Owora Gabriel	Salt TV
42	Brian Musasizi	Red Paper
	Name	Exhibitor
43	Emuria Rita Alupo	WANA – Exhibitor LPG
44	Matovu Abudu	KOKO Cooker Exhibitor Eternal
45	Beatrice Akello	BSLU – Exhibitor EPC/Biogas
46	Madrine	Up- Energy - EPCs
47	Modesta	Exhibitor - Cooking basket
48	Ronald Kaweesi	Ecoca Exhibitor- Solar Cooker
49	Oboth Micheal	Environbase
50	Stella Kawala	Enersave Ltd
51	Fredirck	Adapt Plus
52	Chris Mwaka	Bukona agro processors ltd
	Name	UNACC MEMBERS
53	Babirye Sarah	Staff
54	Akiteng Ann Grace	Staff
55	Igaga Emma	Staff
56	Achen Betty	Staff
57	Mr.Muvule Micheal	Board Chair
58	Mr.Sebadduka James	Publicity
59	Dr.Emmy Ewasirwa	Wes Gas
60	Mr.Fredrick Bakule	Green fit
61	Mr.Isma Wamala	AES
62	Nabaho Emma	Report team
	Name	Key stake holders
63	Mr.James Baanabe	MECs Representative
64	Mr.Naluwagga Agnes	CREEC
65	Dr.Nicholas Mukisa	NREP
66	Mr.Mwesigwa Peter	UMEME
67	Mr.Patrick Kutembe	ERA
68	Mr.Ben Mulondo	UP ENERGY
69	Mr.Justine Akumu	MEMD

70	Mr.Zainab Kakungulu	FAO
71	Ms. Victoria Butegwa	GIZ ENDEV
72	Ms. Eve Mashoo	GIZ ENDEV