THE UNITED REPUBLIC OF TANZANIA
MINISTRY OF ENERGY

NATIONAL CLEAN COOKING COMMUNICATION STRATEGY

MAY 2025

FOREWORD

Tanzania is embarking on a bold and transformative journey that places clean cooking at the heart of public health, environmental protection, and inclusive development. Global data shows that over 2.1 billion people lack access to clean cooking solutions. In Sub-Saharan Africa, nearly one billion people remain reliant on polluting fuels, and Tanzania stands among the countries most in need of an accelerated transition.

With over 80% of Tanzanian households still using traditional biomass for cooking (NBS 2022), it is evident that the negative health and environmental impacts will continue affecting our society should we not institute sound remedial measures. For this reason, the country developed the National Clean Cooking Strategy (2024–2034) under the leadership of Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania, who has been championing the clean cooking agenda both domestically and internationally. The National Clean Cooking Strategy is a robust roadmap aimed at significantly reducing the use of polluting cooking solutions, with a clear ambition to ensure that 80% of households have access to clean cooking solutions by 2034.

This Communication Strategy is a critical lever for change. It aligns with Tanzania Vision 2025, the National Energy Policy 2015, the Nationally Determined Contribution (NDC, 2021), the African Union Agenda 2063, and the Sustainable Development Goals—especially SDG 7 (affordable and clean energy), SDG 3 (health), SDG 5 (gender equality), and SDG 13 (climate action). The strategy also addresses widespread misconceptions, fosters community engagement, and encourages the adoption of clean cooking solutions.

I am convinced that through a collaborative effort with all stakeholders, implementation of the National Clean Cooking Communication Strategy (NCCCS) will serve as an impetus toward enhancement of adoption of clean cooking solutions across all segments of our societies.

I call upon all stakeholders – including Sectoral Ministries, government departments, local governments, Civil Society Organisations, the private sector, research institutions, media houses and the general public to be an active force in the implementation of the strategy.

…………………………..
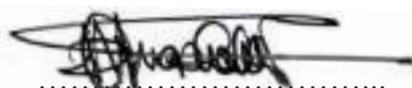
Dr. Doto Mashaka Biteko (MP)
Deputy Prime Minister and Minister for Energy

ACKNOWLEDGEMENT

The Ministry of Energy is pleased to present the National Clean Cooking Communication Strategy (NCCCS), a collaborative roadmap to promote sustainable and inclusive access to clean cooking solutions across Tanzania. This strategy is the result of extensive stakeholder engagement, and its success reflects the collective contributions of all our partners.

I extend my sincere gratitude to the European Union (EU) for their generous technical and financial support, which has been instrumental in aligning this strategy with national, global climate and sustainable agenda.

I also thank the various government communication units whose insights and dedications were vital in the overall development process. Sincere gratitude goes to our partners the private sector, civil society organizations, development partners, academia, and local communities whose engagement and expertise made this strategy robust and people-centered. Special recognition goes to the technical teams within the Ministry of Energy, led by the Clean Cooking Unit and the United Nations Capital Development Fund (UNCDF), for their commitment and hard work in ensuring that the strategy meets the needs of Tanzanians on clean cooking solutions.

I request all stakeholders to actively support the implementation of this strategy, as we work together to advance our clean cooking goals, conserving our environment and improve lives.

…………………………...

Eng. Felchesmi Jossen Mramba
Permanent Secretary

EXECUTIVE SUMMARY

The National Clean Cooking Communication Strategy (NCCCS) presents a strategic roadmap to catalyse the nationwide transition to clean cooking solutions, in support of the broader objectives outlined in the National Clean Cooking Strategy (2024–2034). Guided by the national slogan "***Nishati Safi ya Kupikia, Okoa Maisha na Mazingira***" ("Clean Cooking, Saving Lives and the Environment"), the strategy aims to raise awareness and drive behaviour change towards the widespread adoption of clean cooking solutions. The Ministry of Energy (MoE) serves as the custodian of this strategy, with the overall responsibility to oversee, coordinate, and ensure its effective implementation.

The main objective of the strategy is to increase public and institutional awareness of the importance of using clean cooking solutions. Its specific objectives include: (i) Design and implement targeted communication campaigns; (ii) Ensure consistent and unified messaging across all stakeholders; (iii) Develop and strengthen reliable communication channels; (iv) Raise public awareness on financing mechanisms and affordability options; (v) Support capacity-building initiatives by promoting training, educational content, and knowledge-sharing; and (vi) Integrate clean cooking communication into health, gender, and development programmes.

The development of this strategy is firmly aligned with both international and national policy frameworks. It supports the achievement of the Sustainable Development Goals (SDGs), particularly SDG 7 (Clean Energy), SDG 5 (Gender Equality), SDG 3 (Health), and SDG 13 (Climate Action). It also complements, among others, the National Energy Policy (2015), the National Development Vision 2025, the National Clean Cooking Strategy (2024–2034), the Third Five-Year National Development Plan (2021/22–2025/26), and the country's Nationally Determined Contributions (NDCs) under the Paris Agreement.

Rooted in a detailed situation analysis, the strategy explores the political, economic, social, technological, environmental, and legal dimensions of the clean cooking ecosystem and recommends targeted interventions tailored to distinct audience segments. It also assesses the key factors influencing consumer decisions and perceptions toward clean cooking, such as affordability, accessibility, and cultural norms. These insights shape messages that are relatable, locally relevant, and responsive to real-life barriers.

To ensure effectiveness and sustainability, the strategy places strong emphasis on respectful, inclusive, and culturally grounded communication. All messaging must reflect local language preferences and avoid stigmatizing terms such as "*nishati chafu*" (dirty fuels). Instead, preferred phrases like *nishati isiyo safi ya kupikia* (traditional cooking methods) should be used to uphold dignity and inclusiveness. Communication should also avoid suggesting that one clean cooking solution is superior to others and instead present all viable options as complementary pathways to better health and environmental protection.

The strategy targets diverse groups, including end users, enablers, policy, financial, and research stakeholders, as well as cross-cutting stakeholders such as media houses, CSOs, and FBOs, by delivering tailored key messages that highlight health benefits, cost-effectiveness, time savings, gender equality, and environmental protection.

To maximize impact, the strategy integrates a multi-channel communication approach, incorporating radio, SMS, TV, social media, live events, and trusted local networks. Implementation is supported by a robust monitoring and evaluation framework, which includes quarterly submission of implementation reports by stakeholders and a formal review of the strategy every three years. A bi-annual Clean Cooking Stakeholders Forum will be convened to assess progress, share lessons learned, and align on next steps.

The strategy also includes a Crisis Communication Plan to manage risks, misinformation, and emerging issues that may threaten public trust or derail adoption efforts. In parallel, resource mobilisation involves government entities, development partners, the private sector, and local actors to ensure sustainable financing and long-term impact.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ABBREVIATIONS AND ACRONYMS

AFREC	–	African Energy Commission
CCM	–	Chama cha Mapinduzi
CSOs	–	Civil Society Organizations
DFIs	–	Development Finance Institutions
DPs	–	Development Partners
eCooking	–	Electric Cooking
EPC	–	Electric Pressure Cooker
EU	–	European Union
FBOs	–	Faith Based Organizations
GoT	–	Government of the United Republic of Tanzania
IASES	–	Impact of Access to Sustainable Energy Survey
ICS	–	Improved Cookstove
LGAs	–	Local Government Authorities
LNG	–	Liquefied Natural Gas
LPG	–	Liquefied Petroleum Gas
MECS	–	Modern Energy Cooking Services
MFIs	–	Microfinance Institutions
MoUs	–	Memorandums of Understanding
MoE	–	Ministry of Energy
MP	–	Member of Parliament
NBS	–	National Bureau of Statistics
NCCCS	–	National Clean Cooking Communication Strategy
NGOs	–	Non-Governmental Organisations
PA	–	Public Address
PAYGO	–	Pay-As-You-Go
PSAs	–	Public Service Announcements
RSs	–	Regional Secretariats
SDG	–	Sustainable Development Goal
SMS	–	Short Message Service
TANESCO	–	Tanzania Electric Supply Company Limited
TCF	–	Trillion cubic feet
TV	–	Television
UN	–	United Nations
UNCDF	–	United Nations Capital Development Fund

KEY DEFINITIONS

S/N	ITEM	DEFINITION
1	Clean Cooking Ecosystem	refers to a network of interconnected components, stakeholders, technologies, policies, and practices that collectively work towards improving cooking methods while minimizing harmful environmental, health, and economic impacts.
2	Clean Cooking Solutions	refer to technologies, fuels, and practices that provide safer, more efficient, and environmentally friendly alternatives to traditional cooking methods.
3	Communication Channels	refer to the mediums or methods through which information, messages, or content are transmitted between individuals, organisations, or groups.
4	Efficient Stove	refers to a cooking appliance or device designed to use less fuel while minimizing waste, cooking time while producing same output.
5	Improved Cook Stoves	refer to efficient, safer, and cleaner alternatives to traditional stoves or three-stone-fires, that reduce emissions and enhance cooking performance.
6	Targeted Audience	refers to a specific group of people or demographic that a product, service, message, or campaign is intended to reach or appeal to.
7	Traditional Cooking Methods	refer to long established practices used to prepare food, often passed down through generations and typically relying on locally available fuels and materials. These methods commonly include open fires, biomass fuel such as charcoal and firewood.

Chapter One:
INTRODUCTION

1.1 Background

The Government of the United Republic of Tanzania (GoT), through the Ministry of Energy (MoE) in collaboration with various stakeholders, has developed and launched the National Clean Cooking Strategy (2024–2034) on 8th May 2024. The strategy aims to ensure that by 2034, 80% of Tanzanians have access to clean cooking solutions. This transition is critical to improving health, protecting the environment, and advancing gender equality in Tanzania.

Effective implementation of this National Strategy requires bridging communication gaps among stakeholders, particularly the general public, who are the primary users of cooking solutions. To support this goal, the GoT has developed the National Clean Cooking Communication Strategy (NCCCS) as key to:-

i. Raise awareness on clean cooking and disseminating key information,

ii. Create a platform for policy advocacy;

iii. Promote key priority areas of the Clean Cooking Strategy;

iv. Establish effective and inclusive communication channels; and

v. Mobilise stakeholders' participation through a clear definition of roles and responsibility

The GoT has elevated the promotion of clean cooking solutions to a national agenda, backed by strong political commitment. This priority aligns with national and international policies, laws, regulations, and guidelines related to clean cooking. These guidelines include: the United Nations Sustainable Development Goals for 2030 (SDGs 2030), the African Union Agenda 2063, the Sixth East African Community Development Strategy (2021/22 – 2025/26), the National Development Vision 2025, the Election Manifesto of the Ruling Party CCM for 2020 – 2025, and the Third Five-Year National Development Plan (2021/22 – 2025/26).

Other guidelines include the National Energy Policy of 2015, the National Environmental Policy of 2021, the National Forestry Policy of 1998, the National Health Policy of 2007, the National Policy on Gender and Women Development of 2023, the Education and Training Policy of 2014, Revised 2023, and the Agriculture Policy of 2013, the National Clean Cooking Strategy (2024 – 2034), the National Energy Efficiency Strategy (2024 – 2034), Tanzania National Energy Compact (2025 - 2030), the National Master Plan for Conservation and Environmental Management (2022 - 2032) and Tanzania's Nationally Determined Contribution (2021).

1.2 Rationale of the Communication Strategy

Despite the GoT efforts to create an enabling environment for the transition to clean cooking, the rate of adoption of clean cooking solutions remains low. This is partly due to limited awareness about clean cooking solution options, associated benefits, as well as affordability challenges for most of the households.

Rural, peri-urban, and urban communities are largely dependent on firewood and charcoal. However, the use of charcoal is more prominent in urban areas due to perception that it is cheaper. The long-term health, environmental, financial, and socio-economic impacts of using traditional cooking methods are inadequately communicated. This limited access to information prevents a household's ability to make informed choices. Further, in areas where awareness campaigns and market activities

exist, significant knowledge gaps remain as many consumers cannot differentiate between high-quality and substandard clean cooking solutions or between energy-efficient and inefficient appliances. Consequently, the use of high quality and energy-efficient appliances is not prioritised partly due to misinformation and a lack of trust in the solution.

To address these challenges, a targeted, strategic awareness-raising effort, guided by the NCCCS is imperative. This strategy should tailor engagement approaches for each segment of the clean cooking ecosystem. It should also clearly define the roles and responsibilities of each of the stakeholders. Ultimately, the goal is to enhance awareness, bridge the knowledge gap and accelerate the adoption to clean cooking solutions.

Chapter Two:

SITUATION ANALYSIS

The situation analysis is based on both a literature review of the cooking sector, and consultations and interviews with stakeholders . This included representatives from Public Institutions, Ministries, government agencies and entities, as well as local government authorities and regulators, private sector actors (clean cooking solutions providers, importers and distributors etc), Development Partners, non-governmental and community-based organisations, CSOs, higher learning and research institutions as well as media houses. The analysis focused on assessing different aspects related to communication, perceptions on different clean cooking solutions, clean cooking ecosystems and others. The analysis also reviewed existing programmes and campaigns that stakeholders are currently taking on, to better understand successes and challenges faced in these campaigns.

The formulation of strategic communication goals, the key messages for different solutions and other such points in the communication strategy were all based on findings in the situational analysis.

2.1 Clean Cooking Ecosystem

The clean cooking ecosystem is made up of several actors. The ministries, government departments and agencies, CSOs, are critically important in developing appropriate policies and legislation, setting realistic standards and certification requirements and other such statutory requirements and incentives. Private sector actors, investors, funding and financing institutions, development finance institutions (DFIs) and development partners (DPs), service providers, suppliers, research and data intelligence and end-users are also part of the ecosystem.

The communication strategy will encourage the active participation of all stakeholders, in their specific roles, by maintaining a national-level dialogue on clean cooking solutions. The communication strategy will also provide a platform for gathering concerns and feedback. It should focus on identifying the contributions of each actor within the ecosystem, fostering collaboration, and managing potential competition or misunderstandings between companies and investors.

Figure 1: Clean Cooking Ecosystem

The strategy will ensure that all communication methods and channels are clear, accurate, and well-structured, while also engaging end-users effectively to establish a feedback loop that enhances value chain productivity and reduces errors, ultimately improving efficiency.

2.2 PESTEL Analysis

A PESTEL analysis was conducted in order to assess and understand the political, economic, social, technological, environmental and legal factors that can impact the provision of clean cooking solutions. The specific factors are outlined below:

2.2.1 Political factors

The Tanzanian Government has shown strong commitment by launching major policies such as the National Clean Cooking Strategy (2024 – 2034) and National Energy Efficiency Strategy (2024 – 2034). Communication should leverage high-level endorsements to build trust; for example, national campaigns featuring the President's endorsement will encourage public buy-in. Stable political conditions allow long-term messaging strategies that consistently reinforce clean cooking benefits over a 10-year period. For example, National radio and TV broadcasts with speeches from top leadership affirming the government's commitment to clean cooking.

2.2.2 Economic factors

Affordability remains the biggest perceived barrier to the adoption of clean cooking solutions in Tanzania. This affordability challenge is rooted in broader factors including low and unstable incomes, high poverty rates, inflation, fuel price unpredictability, and the impact of import taxes on clean energy technologies all combine to keep clean cooking out of reach for a large portion of the population. However, increasing urbanization and the emergence of a growing middle class create valuable opportunities to expand the market and target new market segments.

To address economic barriers through communication, campaigns must break down the lifetime value of clean cooking into simple, practical messages. Messaging should emphasize cost savings over time, promote accessible financing options such as PayGo or village savings groups, and highlight the economic empowerment potential of clean energy particularly for women-led small businesses.

2.2.3 Sociological Factors

In Tanzania, the adoption of clean cooking solutions is shaped by sociocultural norms and household power dynamics. While the majority of women are the primary users of cooking energy, they often lack decision-making power over household purchases, including clean cooking technologies. Deeply rooted cultural beliefs further reinforce the preference for traditional fuels like firewood and charcoal, which are often associated with better taste, familiarity, and suitability for local dishes.

To effectively address these barriers, communication must be thoughtfully framed to present clean cooking as a solution that respects and complements cultural traditions. Campaigns should use inclusive storytelling that affirms traditional values while promoting clean cooking as safe, modern, and empowering. Messaging should challenge outdated norms, promote shared household decision-making, and encourage supportive male involvement in the transition to cleaner cooking practices.

2.2.4 Technological Factors

Technology plays a crucial role in enabling the adoption of clean cooking solutions by improving access, efficiency, and user experience. In the country, however, the adoption of such technologies is often limited by several

interlinked barriers such as unreliable electricity supply, limited access to clean cooking appliances, low awareness of how these technologies function, fear of using unfamiliar equipment, lack of technical literacy, and minimal after-sales support further discourage uptake and long-term use. These challenges present an opportunity to position clean cooking technologies as simple, safe, and accessible through targeted communication and practical engagement.

Communication strategies should aim to build user confidence by addressing common fears, especially around safety, which is a major concern for many first-time users. By framing clean cooking as a modern, safe, and manageable solution that improves everyday life, communication efforts can shift public perceptions and support wider adoption across diverse communities.

2.2.5 Environmental Factors

Tanzania faces serious environmental challenges due to the widespread use of traditional biomass fuels, which drive deforestation, soil degradation, and increased carbon emissions. Yet, public awareness of how traditional cooking contributes to environmental harm is inadequate, with many perceiving climate and ecological issues as distant or government-led concerns. This gap presents an opportunity to frame clean cooking as a solution that directly protects forests, preserves natural resources, and strengthens community resilience.

Communication should emphasize the environmental benefits of clean cooking using simple, relatable narratives that connect individual action to visible outcomes. By positioning clean cooking as a patriotic and community-minded choice, campaigns can inspire pride and collective responsibility, making the transition feel meaningful and locally relevant.

2.2.6 Legal Factors

Tanzania has established a legal and regulatory framework that support clean cooking through institutions such as the Tanzania Bureau of Standards (TBS) and laws including the Standards Act No. 2 of 2009 and Consumer Protection frameworks. These systems are designed to ensure the safety, quality, and reliability of cooking appliances and fuels. While the foundational systems are established, there is room to strengthen their implementation and raise public awareness. Enhancing enforcement and outreach efforts will help reduce the circulation of substandard products, promote consumer safety, and build greater trust in clean cooking solutions.

This presents an opportunity to use communication to build public trust in the legal protections that already exist. Campaigns should simplify technical concepts such as standards, certifications, and product compliance into clear, user-friendly messages. Consumer rights must be clearly communicated, including how and where to report faulty or unsafe products.

2.3 Factors Affecting Consumers Decision

The decision to adopt clean cooking solutions is shaped by multiple socioeconomic and behavioural factors. The proposed communication strategy has captured these factors to establish a realistic baseline understanding of these factors. Following this, the strategy will determine the level of effort required, and time needed, in order to achieve the desired change. Some of these factors include:

2.3.1 Employment and Education Levels

Income and education levels significantly influence end-users' exposure to clean cooking solutions, as well as their ability and willingness to transition. Higher levels of income and education are often linked to better employment opportunities, improved marital status, and a higher standard of living. Individuals with these attributes are not only more likely to adopt clean cooking practices but are also more likely to sustain them over the long term.

The paper titled *Determinants of Household Energy Use for Cooking in Tanzania* by Geofrey Mhagama and Elisante Heriel (2023) indicated that education increases awareness of the effects of solid fuels on personal health and the environment. The study

found that household heads who spend more years in school are more likely to use modern energy sources such as industrial gas, electricity, generators, and solar. This highlights the importance of addressing both economic and educational barriers to ensure broader adoption of clean cooking solutions.

2.3.2 Residence

The fact that over 80% of Tanzanian households still rely on traditional biomass fuels and while 64.4% of the population lives in rural areas suggests that traditional energy sources are predominantly used in rural areas. According to the *Impact of Access to Sustainable Energy Survey* (IASES 2021/2022) on Access to Electricity and *Modern Cooking Solutions*, conducted by NBS, a considerable percentage of the households in urban areas use stoves with improved designs. In Dar es Salaam, the report found that almost 35% of households have LPG cooking stoves and are actively using LPG as a part of their cooking energy mix. This can be attributed to several factors including but not limited to, the improvements of general socioeconomic and demographic conditions of the end-users. Residents in urban areas have easier and more consistent access to clean cooking solutions, compared to rural and peri-urban areas.

2.3.3 Income Level

The decision to purchase a clean cooking technology depends on access to a consistent energy source as well as its cost. In Tanzania, lower-income individuals typically rely on traditional energy sources, while higher-income individuals tend to move up the energy ladder, transitioning to modern sources. The study titled *Household Social Economic Status and Adoption of Improved Cook Stoves: the Case of Kilimanjaro Region Tanzania* by Fatihiya Massawe and Kenneth Bengesi (2017) explained that the household switches to more modern energy and appliances as the household income increases. Likewise, it assumes that an increase in the household income leads to attaining higher socio economic status and thus expanding the household choices on goods and services.

2.3.4 Digital Access and Youth Preferences

Like other countries, Tanzania is experiencing digital transformation, with the widespread use of mobile smartphones by 32.59% population as of March 2024 increasing information sharing and learning. This suggests that the communication strategy must include a digital component to effectively reach these end-users and integrate them into the transition process.

A sizable portion of the younger generation (ages 15–35) born in urban areas is aware of the benefits associated with modern clean cooking solutions. The findings of study titled *Determinants of Household Energy Use for Cooking in Tanzania* by Geofrey Mhagama and Elisante Heriel (2023) indicated that the household head's age significantly impacted the choice of the primary source of cooking energy. Most young couples and singles in urban and peri-urban areas prefer LPG and electric cooking solutions over charcoal and firewood.

2.3.5 Household Size

Household size significantly impacts the choice of primary cooking energy. Larger households are more likely to use firewood and charcoal as their primary cooking energy sources rather than modern fuels. The paper titled Energy Sources for Cooking and the Determinants of Their Choices in Rural Areas of Tanzania by Mangula M. et al. (2019) found that household size positively influences the use of traditional cooking fuels, such as charcoal and firewood, while negatively affecting the use of LPG. As family size increases, households are more likely to rely on firewood or charcoal, as these sources are cheaper and more accessible. Larger families also have more manpower to collect firewood, reducing the necessity of switching to modern fuels.

2.3.6 Culture, Norms and Behaviour

In some cultures, it is believed that the taste of a certain food is attributed to the type of cooking technology which has been used, this has limited the adoption of clean cooking solutions. In some areas women prefer the use of charcoal and open fire for social interactions with neighbours and friends that they benefit from during the cooking process. Other clean cooking solutions may not offer the same communal component.

Many communities and cultures in Tanzania consider cooking as solely a female responsibility

or job. The study titled Explaining the Rise of Economic and Rural-Urban Inequality in Clean Cooking Fuel Use in Tanzania by Magashi Ntegwa and Lulu O'lang (2024) found that female-headed households are more likely to adopt clean cooking fuel, owing to the role that women play in the household when it comes to issues related to cooking. While women often lead the shift to clean cooking, especially in female-headed households, engaging men as allies and co-decision-makers is equally vital. Campaigns should promote shared responsibility, with women as co-creators and men as active supporters of healthier, safer cooking choices.

2.3.7 Accessibility of Clean Cooking Solutions

Households' decisions to purchase clean cooking stoves depend on the availability of a consistent fuel supply and access to affordable after-sales services. A report titled *Sustainable Scaling: Meeting the Clean Cooking Challenge in Africa* by African Energy Commission - AFREC (2024) indicated that in regions where electricity supply is unreliable, households may hesitate to switch to electric cooking solutions due to concerns about consistent access during cooking times. Likewise, the National Clean Cooking Strategy (2024 – 2034) indicated that LPG is predominantly used in urban areas compared to rural areas due to the ease of access among other factors. Adoption rate of LPG is low in rural areas due to low income levels and inadequate distribution infrastructure forcing consumers to walk long distances to refill their cylinders.

The distribution points and retail outlets for clean cookstoves are primarily located in urban areas. As a result, after-sales services, spare parts, and repair technicians are not always accessible, making adoption more difficult. In many cases, the inconvenience of traveling long distances or waiting for fuel to become available leads households to revert to traditional cooking methods.

2.3.8 Cost of Clean Cooking Solutions

A major factor that limits a consumer's decision is financial. All other factors remaining constant, a consumer's purchasing power is a determinant in whether or not that household will transition or continue to use clean cooking solutions. According to the National Clean Cooking Strategy (2024 – 2034), it has been explained that the upfront costs of purchasing modern stoves, such as electric or LPG stoves, are relatively high, and the costs of LPG refuelling and electricity (measured in kilowatt-hours) impact decision-making in low-income households.

However, the cost of running e-stoves, such as efficient induction cookers or electric pressure cookers (EPCs), may be low and affordable depending on the appliance's energy efficiency. Additionally, digital technologies which allow the upfront cost to be amortized over time including PAY-AS-YOU-COOK methods, are increasingly being adopted in various communities, enhancing affordability.

Understanding public perceptions of cooking solutions in Tanzania is essential for designing effective communication strategies. With only 15.9% of households that used clean cooking solutions in 2022 according to the 2022 Population and Housing Census: Basic Demographic and Socio-Economic Profile; Tanzania Mainland, conducted by the National Bureau of Statistics (NBS), many households still rely on traditional biomass fuels, and the transition to cleaner alternatives is influenced by cost, availability, cultural practices, and safety concerns.

To note, many households in urban and peri-urban areas make use of multiple cooking solutions, through fuel stacking. The selection of cooking solution is based primarily on availability and cost, with households opting to minimize the use of what they consider to be "more expensive" solutions in an effort to get their value for money. The less expensive solution is more commonly used as the cost to replace/refill is low and thus considered affordable.

Overall the energy mix is defined in Figure 2, According to the *2022 Population and Housing Census: Basic Demographic and Socio-Economic Profile;* Tanzania Mainland, conducted by the National Bureau of Statistics (NBS) shows that firewood accounts for 56% of the fuel used in cooking. Following that, charcoal accounts for 25.8% of the energy mix. In third behind charcoal is LPG which has a more aggressive growth pace (9.1%). Electricity and other energies complete the energy mix with 4.2% and 4.9% respectively.
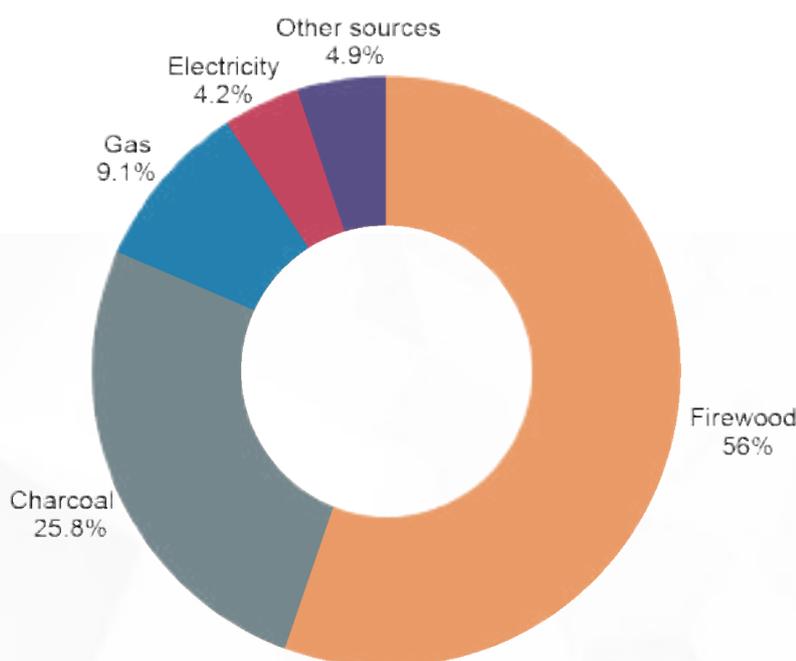
Figure 2: Household Cooking Energy Use

Source: 2022 Population and Housing Census

2.4.1 Firewood

According to the 2022 Population and Housing Census conducted by the National Bureau of Statistics (NBS), 56% of households use firewood as a primary cooking fuel. Firewood remains the most commonly used cooking fuel, especially in rural Tanzania, due to its widespread availability and low or no direct cost. Used in the traditional manner, a three-stone stove is often perceived as smoky, leading to respiratory health concerns, particularly for women and children who spend extended hours in poorly ventilated kitchens. Despite these concerns, many rural households continue to rely on firewood because of cultural cooking preferences and the belief that it enhances the flavor of food.

Given the right circumstances coupled with the appropriate type of appliance, the efficient use of firewood and charcoal can achieve a cleaner cooking outcome than the traditional method and can therefore be considered an important part of the transition process. Communication of such options such as the use of Improved Cookstoves would have an impact in the 80% targeted transition percentage.

2.4.2 Charcoal

According to the 2022 Population and Housing Census conducted by the National Bureau of Statistics (NBS), 25.8% of households use charcoal as a primary cooking fuel. Moreover, with over 50% of the charcoal produced in the country consumed in Dar es Salaam, as noted in the National Energy Efficiency Strategy (2024–2034), charcoal remains widely used in urban and peri-urban areas due to its relative affordability, ease of storage, and accessibility. However, it is perceived as a major contributor to deforestation and environmental degradation. Users acknowledge that charcoal produces less smoke than firewood, but many still view it as a dirty fuel that leads to indoor air pollution. Rising charcoal prices and government policies aimed at reducing deforestation are also influencing public perception and adoption rates.

Communications on the use of appropriate appliances would allow for a cleaner use of charcoal compared to the traditional charcoal stoves. Communications around this should reflect the potential for benefit given the right appliances.

2.4.3 Liquefied Petroleum Gas (LPG)

According to the 2022 Population and Housing Census conducted by the National Bureau of Statistics (NBS), 9.1% of households use LPG as a primary cooking fuel. LPG is perceived as a modern, fast, and convenient cooking solution, particularly in urban areas. However, many Tanzanians consider it expensive and unaffordable as one needs to buy the full cylinder. Additionally, inconsistent supply and distribution challenges, especially in rural areas, hinder wider adoption.

There is a segment of the urban population that believes the use of LPG cylinders is explosive and dangerous for household use. This segment of end-users can afford to purchase LPG cylinders and related devices but chooses not to due to a preconceived notion about the risk of explosions. Additionally, the lack of an indicator showing the remaining fuel level leads to the gas running out without warning, posing a challenge to consistent adoption.

With these stigmas, the communications strategy addresses the use of LPG gas, through a live demonstration of the technology and innovation that has been implemented to assure safety and security of use.

2.4.4 Electricity

According to the 2022 Population and Housing Census conducted by the National Bureau of Statistics (NBS), 4.2% of households use electricity as a primary source of energy for cooking. Electricity is seen as a clean and efficient cooking option, but the high upfront cost of electricity appliances limits its widespread use. Many Tanzanians also express concerns about unreliable power supply, particularly in rural areas. Furthermore, there is limited awareness of energy-efficient appliances that could make electricity a more viable cooking solution.

The unreliability of the electric grid has been identified as a major factor limiting the adoption of eCooking. Households that have adopted or considered using electric cookstoves often keep a backup option in case of power disruptions. Moreover, in off-grid areas, the use of electric cookstoves is particularly difficult.

The second barrier to ecooking is the high upfront costs of eCooking appliances. The operating costs of e-stoves like induction cookers or electric pressure cookers (EPCs) can be quite affordable, especially when using energy-efficient models. Moreover, the growing use of digital payment solutions, such as Pay-As-You-Cook systems, allows users to spread out the initial cost over time, making these appliances more accessible in many communities.

The third barrier to eCooking is the perception of high electricity costs. While traditional hot plates are not cost-effective, modern appliances like electric pressure cookers (EPCs) and induction hobs are more efficient and affordable. Data from the 2025 UKAid-funded MECS Programme taken over a one-month time period shows that, for a household of four in Dar es Salaam and Dodoma, eCooking with modern appliances can be cheaper than using LPG or charcoal (See Figure 3). Cost of fuel data was gathered in February 2025 (LPG, charcoal in Dar es Salaam) and April 2025 (charcoal in Dodoma).
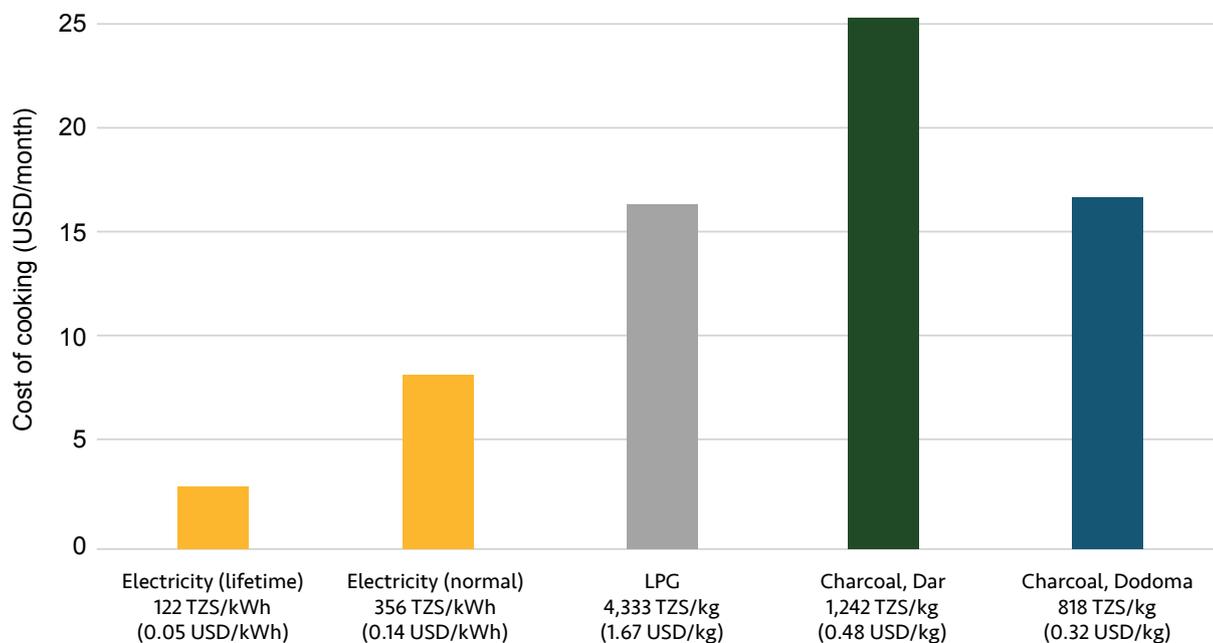
Figure 3: Cost of Cooking (USD/Month) Gathered and analysed by the UKAid funded MECS Programme

As much as most consumers appreciate the cost savings because of using Electric Pressure Cooker (EPC), certain users pointed out the limitations on cooking using only one type of food at a time as compared to other e-cooking stoves with more than one plates i.e. economies of operations. For these users, induction hobs with two plates could be more desirable, stacking an EPC and an induction hob, or making an eCooking stove as part of a modern cooking fuel stack with other modern fuels.

The lack of understanding and education around the costs related to eCooking is a factor that will be addressed and effectively communicated.

2.4.5 Bioethanol

Bioethanol is an emerging clean cooking alternative, but it remains relatively unknown in Tanzania. Some households perceive it as safer than LPG, but concerns about supply consistency and affordability persist. Additionally, misconceptions linking bioethanol to alcohol create cultural hesitations regarding its use for cooking. Faith-based beliefs also influence perceptions, as some individuals and communities associate bioethanol with alcoholic beverages, making them reluctant to use it for cooking due to religious and moral concerns.

The lack of education on the use of bioethanol as a viable clean cooking solution can only be combatted with accurate information and clear communication. This would have to be complemented with a public viewing/demonstration as part of the community engagement. Being able to see the clean cooking solutions in operation would have a much more positive impact on behavioural change.

2.4.6 Biogas

Biogas is widely regarded as a sustainable cooking option for rural households with livestock, but its adoption is slow due to high initial installation costs and the need for technical knowledge. According to the paper titled Factors Affecting the Adoption and Non-Adoption of Biogas Technology in Semi-Arid Areas of Tanzania by Anna Wawa and Shadrack Mwakalila (2016), the poor performance of biogas plants associated with technical problems, high installation costs that are unaffordable for the majority of the rural population, unreliable feedstocks, and water shortages poses challenges for long-term use. Additionally, some users report that biogas flames have an unpleasant smell caused by a small amount of hydrogen sulfide, which has a rotten-egg odor, leading to the perception that it is dirtier compared to other clean cooking alternatives.

To address stigma around biogas, communication should highlight improved technology, cost savings, and environmental benefits. Emphasis should be on the proper maintenance that eliminates odor issues, and share success stories from local users to

build trust. Use of radio, demos, and community champions can make biogas feel accessible and reliable for rural households.

2.4.7 Natural Gas

Tanzania has discovered approximately 57.54 trillion cubic feet (TCF) of natural gas. Natural gas is recognized as a reliable and cost-effective cooking fuel, where 529 households in Mtwara, 451 in Lindi and 820 in Dar es Salaam are connected. However, limited pipeline distribution restricts access for most Tanzanian households. While it is considered safer than LPG by some, others still have concerns about potential gas leaks and explosions.

The institutional nature of natural gas use in clean cooking limits both the messaging content and communication approach. Communication efforts should focus on long-term goals and objectives, given that investment in and development of the natural gas sector is a long-term process.

2.4.8 Improved Cookstoves

Improved cookstoves are perceived as an affordable and efficient alternative to traditional cooking methods. They help reduce charcoal and firewood consumption, contributing to environmental sustainability. However, some users doubt their durability and effectiveness. Additionally, there is limited awareness of their long-term cost benefits and proper usage techniques.

Communication on the availability of improved cookstoves using a combination of traditional media as well as live engagements such as roadshows would help address the negative narratives. These live shows or demonstrations would aim to showcase the efficiency of the devices along with their ease of use and innovation in design and usability.

2.4.9 Briquettes and Pellets

Both these cooking solutions are viewed as cost-effective and environmentally friendly options compared to traditional charcoal. However, their adoption is hindered by concerns about availability, quality inconsistency, and the misconceived perception that they cook more slowly. Many Tanzanians are unfamiliar with the best practices for using briquettes and or pellets effectively. While they have found a use in commercial settings (i.e. commercial kitchens in public or private institutions), there is still a gap in communication on the effective nature of both of these cooking solutions.

Communication should highlight the benefits of briquettes and pellets, dispel myths about slow cooking, and promote proper usage through demos and testimonials. Showcasing commercial success and ensuring messages on quality and availability reach households via radio, social media, and roadshows will support wider adoption.

2.4.10 Solar Cookstoves

Solar cookstoves are recognized as a sustainable and clean cooking solution with no fuel cost. However, they are incorrectly perceived as unreliable during cloudy or rainy days despite the availability of technologies that store the energy. Additionally, their high initial cost discourages widespread adoption. Many Tanzanians have limited knowledge of their benefits and practical applications, leading to slow uptake.

Communication on this solution would have to inform and educate the public on the benefits, current efficiencies, innovations as well as the overall benefits.

2.5 Media Landscape Analysis

The media landscape analysis is essential in developing an effective clean cooking communication strategy, as it helps identify the most suitable platforms for reaching target audiences. By evaluating factors like reach, accessibility, and audience preferences, the analysis ensures that campaign messages are delivered through the most effective channels, maximizing impact and engagement. The following table presents the results of this exploration, highlighting the channels best suited for promoting clean cooking solutions.

Table 1: Channel Analysis

S/N	CHANNEL	ANALYSIS
1.	Print	Tanzania has 284 print media platforms (newspapers and magazines) currently in circulation. The circulation varies from daily with newspapers and gazettes, up to quarterly. Print media is the third most popular news source, behind radio and television. Ideal Audience: Print media is more likely to reach older, educated, and urban audiences who regularly engage with newspapers and magazines. It is also effective in targeting decision-makers, business professionals, and policy experts who rely on print for in-depth reports and analysis.
2.	Radio	The country has 210 radio stations and 45% of the population relies on radio as their primary source of daily news. This media platform is the most predominant and widely utilized in Tanzania. Ideal Audience: Radio is best suited for rural and peri-urban populations, including those with limited access to internet or television. It reaches a broad cross-section of the population, and is an excellent platform for reaching the general public in areas with lower literacy levels.
3.	Television	56 TV Stations based in Tanzania, with major barriers being affordability of devices and access. Majority of Tanzanians do not get their news and information from TV stations; however, the medium is still useful in conveying the transition message. Ideal Audience: Television is more effective for targeting urban populations, particularly in middle-to-high income households, who have access to TVs. It can also reach policy makers, business leaders, and decision-makers who engage with televised content for both entertainment and news.

S/N	CHANNEL	ANALYSIS
4.	Mobile and Internet Usage	Over 70 million active mobile connections in the country, with an estimated 99% of Tanzanians having access to a mobile phone. While data connectivity is still low at around 40% of the population able to access data through their mobile devices. Overall, internet penetration is at 55%, with 35 million internet users actively connected. Ideal Audience: Mobile and internet platforms are ideal for reaching tech-literate, younger populations, especially in urban areas. Youth and business professionals who engage with digital content are key users of mobile services. Additionally, entrepreneurs and small business owners who rely on mobile communication for business transactions are an important target group.
8.	Social Media Usage	Majority of Tanzanians in the rural areas use SMS and regular voice calls, compared to most urban residents who use WhatsApp, SMS and voice calls to communicate. Majority of social media users are on Facebook, followed second by Instagram and YouTube. Currently there are 575 online content licence holders. These include blogs, online forums, online radio, simulcasting radio, online TV simulcasting TV and other such online platforms. Ideal Audience: Social media platforms are ideal for targeting younger, tech-literate urban populations, particularly those in middle-to-high income brackets. These platforms also allow engagement with youth, entrepreneurs, influencers, and social activists who drive trends and discussions.
9.	Live Engagement	The use of national events, road shows, demonstrations, activations and other such community-based engagement gives stakeholders an opportunity to engage directly with end users and showcase the available clean cooking fuels and solutions. As the end user demographic is quite wide, the use of such community-based engagement is a well-recognized engagement channel. Ideal Audience: Live engagements are perfect for reaching rural communities, local leaders, and household decision-makers, who benefit from hands-on demonstrations. These events create an interactive platform for engaging women, community groups, and local organisations who are often directly involved in decision-making and family-based activities.

Source: Ministry of Information, Culture, Arts and Sports (April, 2025)

2.6 Key Communication Issues and Gaps

Based on the detailed Situation Analysis presented, the following are the key communication issues or gaps that the NCCCS addresses:

Table 2: Communication Gaps

S/N	ISSUE	DETAILS
1.	Coordination Gaps	While strong political will exists, there is inadequate coordination across ministries, leading to fragmented messaging. Communication efforts must unify and streamline government voices at all levels. There is also inconsistent commitment at the local levels, requiring tailored communication approaches to motivate local leaders and LGAs to actively champion clean cooking initiatives.
2.	Affordability Misconceptions	High upfront costs and limited understanding of long-term savings hinder adoption. Communication should clearly articulate the affordability and financing mechanisms (e.g., PayGo models) through relatable examples.
3.	Limited Access to Financial Information	Many potential users are unaware of available subsidies, loans, PAYGo options, or flexible payment models. The strategy will communicate these options through trusted networks such as savings groups, MFIs, and local champions. It will also engage banks and fintech firms to co-design promotional content and mobile financing options.
4.	Resistance from Deep-Rooted Cooking Traditions	Traditional cooking methods are deeply entrenched in social and cultural norms. Communication strategies must respectfully frame clean cooking as an enhancement rather than a replacement of traditions.
5.	Gender Imbalance in Messaging	Past efforts have not fully engaged men, despite women being the primary users. Future campaigns must ensure gender-inclusive communication to make clean cooking a household—not just a women's—issue.
6.	Low Health Risk Awareness	There is limited public understanding of the health dangers posed by traditional cooking practices. Compelling storytelling that links indoor air pollution to family health risks, is urgently needed.
7.	Technology Access Gaps in Rural Areas	Despite high mobile penetration nationally, rural areas still have limited access to quality appliances and connectivity. Communication strategies must adapt content and platforms to bridge this digital divide.

S/N	ISSUE	DETAILS
8.	Underutilization of Digital Tools	Digital education tools and mobile platforms are not yet fully leveraged for awareness raising. The strategy must incorporate interactive, mobile-friendly, and gamified content to enhance learning.
9.	Environmental Awareness Gaps	There is limited public perception connecting clean cooking to climate change mitigation. Communication should create strong visual and emotional links between clean cooking and environmental protection.
10.	Confusion Around Product Quality	Many consumers are unaware of or confused about the standards for safe and efficient stoves. Communication must educate users about certified products and where to find and verify them.
11.	Consumer Protection Information Gaps	There is low awareness about rights regarding faulty products and warranties. Campaigns must include clear consumer rights messaging and helpline promotion.
12.	Investment Guidelines Gap	There is a lack of clear, widely communicated investment guidelines and procedures for private sector actors interested in clean cooking. This may create uncertainty and discourage potential investors. Communication efforts should clarify regulatory requirements, incentives, and processes to attract and guide investments in clean cooking technologies and infrastructure.

Chapter Three:

COMMUNICATION STRATEGY

The National Clean Cooking Communication Strategy (NCCCS) provides a structured roadmap to drive the adoption of clean cooking solutions. It promotes behaviour change through systematic awareness raising efforts that highlight the benefits of clean cooking solutions.

It aims to address widespread misconceptions, foster community engagement around clean cooking solutions and ensure that key messages reach the targeted audience.

3.1 National Slogan

The NCCCS will be led by the slogan "*Nishati Safi ya Kupikia, Okoa Maisha na Mazingira*" ("Clean Cooking, Saving Lives and Environment"). This slogan captures the core essence of the clean cooking campaign, highlighting its dual benefits; improving health by reducing harmful smoke and pollutants from traditional cooking methods, and protecting the environment by reducing deforestation and carbon emissions. It conveys the message that clean cooking solutions are essential for both individual well-being and broader environmental sustainability.

The slogan will be consistently applied across all communication platforms to maintain a unified message throughout the campaign. It will be prominently featured in all awareness initiatives and messaging, ensuring broad visibility. By using engaging formats, the message will resonate more with the audience, encouraging them to embrace clean cooking solutions. This approach will not only raise awareness but also drive action and foster lasting behaviour change.

3.2 Main Objective and Specific Objectives of the Communication Strategy

Main Objective

Increase public and institutional awareness on the importance of using clean cooking solutions.

Specific Objectives

1. Design and implement targeted communication campaigns to highlight the health, environmental, and economic benefits of clean cooking solutions.

2. Ensure consistent and unified messaging across all stakeholders to reflect a shared national vision and align with clean cooking policies.

3. Develop and strengthen reliable communication channels to deliver accurate, timely, and accessible information while addressing myths and misinformation.

4. Raise public awareness on financing mechanisms and affordability options to encourage wider adoption of clean cooking technologies.

5. Support capacity-building initiatives by promoting training, educational content, and knowledge-sharing for communities, institutions, and market actors.

6. Integrate clean cooking communication into health, gender, and development programmes.

3.3 Communication Approaches

Comprehensive approaches will involve a mix of traditional, digital, and grassroots communication channels to ensure maximum reach, engagement, and impact. Each approach will target specific segments of the population (urban, rural, men, women, youth, local leaders, etc.) and take into account the media consumption behaviours of these groups. For this NCCCS, the following approaches will be used.

Table 3: Communication Approaches

S/N	APPROACH	GOAL	MESSAGE FOCUS	CHANNEL
1.	Ideation & branding	Establish a strong and cohesive brand that resonates with the values of health, sustainability, and innovation.	Create a clear, recognizable brand identity that communicates the values of clean cooking	Logo, tagline, visuals across all media platforms, promotional materials and merchandise
2.	360 Media campaigns	Provide a fully integrated and immersive experience across multiple media platforms to create maximum reach and brand consistency	Reinforce clean cooking messages across all platforms	TV, radio, print media, social media, mobile apps, outdoor ads, live events, email campaigns, digital platforms and influencer partnerships
3.	Mass Awareness Campaigns	Raise widespread awareness of the importance of clean cooking, its health, environmental, and economic benefits.	Health risks from traditional cooking methods, benefits of clean cooking solutions, financing options, and the role of clean cooking in climate change mitigation.	TV, radio and newspapers with national reach
4.	Digital and Social Media Campaigns (Youth and Urban Focus)	Engage urban populations, especially youth, tech-literate individuals, and middle-class households.	Convenience, cost-effectiveness, and modern appeal of clean cooking solutions	TV, radio, social media, bulk messaging and influencer partnerships

S/N	APPROACH	GOAL	MESSAGE FOCUS	CHANNEL
5.	Community-Based Outreach (Local Engagement)	Foster community buy-in, encourage adoption, and address local-specific concerns, especially in rural and peri-urban areas.	How clean cooking improves family health, saves time, and contributes to environmental sustainability.	Community radios, live engagements, workshops, seminars, religious teachings, community influencers advocacy and Public Service Announcements (PSAs)
6.	Educational and Capacity Building Programmes	Empower communities with knowledge, skills, and resources to make informed decisions about clean cooking.	Empowering individuals with the practical skills to improve health, save money, and protect the environment.	Training and certification programmes, schools and colleges engagement, organized groups (Vikoba, Bodaboda associations etc)
7.	Corporate Social	Engage businesses in promoting clean cooking solutions through their CSR initiatives.	Social good, enhanced reputation, and a sustainable future through CSR support for clean cooking solutions.	Public-private collaborations
8.	Leveraging local and international platforms and events	Raise awareness of Tanzania's clean cooking initiatives on the local and global stage to attract support, funding, and partnerships.	Benefits of clean cooking solutions, investment opportunities	Newsletters, promotional materials, conferences, exhibitions and networking sessions

3.4 Communication Channels

Various communication channels will be utilized to deliver the clean cooking message, encompassing traditional media, digital platforms, and community-based approaches. This mix ensures broad reach, engagement, and the effective connection with diverse audiences.

Table 4: Communication Channels

S/N	CHANNEL	KEY USE	CONTENT TYPE	TARGET AUDIENCE
1.	Bulk SMS	One-way dissemination of information (cost savings, health, environmental impact)	Informative, concise messages with statistics, facts, and benefits of clean cooking solutions	Nationwide audience (urban, peri-urban, rural)
2.	Radio	Presentation of national clean cooking strategy, policy changes, and solution engagement	Conversational content answering frequently asked questions, engaging with local dialects	End users, private sector, policymakers, NGOs, development partners
3.	TV	In-depth news coverage and interviews with stakeholders and experts	Interviews, facts, concise news bulletins, and detailed discussions on clean cooking solutions	End users, private sector, policymakers, regulators, funding partners
4.	Print (Newspapers and magazines)	Fact-based, informative reporting on progress and transition to clean cooking	Articles on clean cooking benefits, environmental, health, and socio-economic impact	Regular readers, end users, private sector, political leaders, corporate executives, policymakers, NGOs
5.	Social media	Engage with online audiences through audio-visual content	Short videos, compelling pictures, infographics, posts showcasing progress and impacts of the transition	Nationwide and international audiences (YouTube, Blogs, WhatsApp, Facebook, Instagram, X (Twitter), LinkedIn, etc.)
6.	Live engagements	Localized events, roadshows, cooking demonstrations, community engagement	Live cooking demos, exhibitions, songs, dramas, and cultural presentations	Local communities, CSOs, local influencers, and end users

S/N	CHANNEL	KEY USE	CONTENT TYPE	TARGET AUDIENCE
7.	Events (National, Regional and	Showcase clean cooking initiatives and innovations at key events	Panel discussions, expert presentations, documentaries, showcasing clean cooking progress	Policymakers, government officials, private sector, development partners, academia
8.	Meetings, Workshops and Seminars	Facilitate knowledge sharing, policy discussions, and capacity building	Presentations, technical discussions, case studies, and best practices on clean cooking	Policymakers, private sector, funding partners, development partners, researchers
9.	Influencer Engagements	Engage both local influencers (in rural areas) and social media influencers to reach diverse, engaged audiences.	Authentic, relatable content showcasing the benefits of clean cooking.	Local influencers (mainly traditional, community and religious leaders) and social media influencers
10.	Hotlines and call centres	Provide real-time responses, clarify information, and address public inquiries on clean cooking	FAQs, myth-busting, personalized guidance, referral to services and financing options	End users, households, vendors, and interested stakeholders

3.5 Audience Segmentation

Audience segmentation categorizes stakeholders into distinct groups based on their unique needs, and assigns appropriate messaging tailored to those needs. It also determines the most effective communication channels to engage each group, ensuring targeted and impactful outreach. For this communication strategy to be effective, the audience segmentation is as detailed below.

Table 5: Audience Segmentation

S/N	AUDIENCE GROUP	ROLE	NEEDS	CHANNELS	KEY MESSAGES
1	**Primary Audience (End Users / Behaviour Change Focus)**				
	Rural Women (Low-income, biomass-dependent)	Primary cooks; most affected by traditional methods	Affordable, safe, accessible, culturally appropriate solutions	Community radio, village meetings, drama groups, local leaders, health centers	Health, environmental, social and economic benefits of clean cooking, fuel and time saving, safety, dignity, empowerment
	Urban & Peri-Urban Women (Middle- to low-income)	Transitioning to modern cooking solutions	Financing models, reliability, safety assurance	TV, WhatsApp groups, social media, women's groups, neighborhood events	Health, environmental, social and economic benefits of clean cooking, convenience, cleanliness, cost-efficiency, modern lifestyle
	Youth (Rural & Urban)	Household influencers; potential entrepreneurs/ advocates	Education, job opportunities, tech integration	Social media, schools, peer campaigns, youth clubs, music/TV	Health, environmental, social and economic benefits of clean cooking, innovation, opportunity, climate action, community pride
2.	**Secondary Audience (Influencers / Enablers)**				
	Community Leaders	Gatekeepers, behaviour influencers	Evidence of benefits, social proof, community alignment	Stakeholder workshops, training sessions, advocacy toolkits	Health, environmental, social and economic benefits of clean cooking, community well-being, leadership for change, environmental stewardship

S/N	AUDIENCE GROUP	ROLE	NEEDS	CHANNELS	KEY MESSAGES
	Men (Household decision-makers)	Financial decision-makers	Economic justification, health/safety understanding, after-sales support	Radio, marketplaces, sports clubs, work sites, forums	Health, environmental, social and economic benefits of clean cooking, protect your family, save money, invest in a better life, standards and safety, customer protection, energy efficiency
	Healthcare Workers & Teachers	Trusted messengers	Training and tools for advocacy	Clinics, schools, outreach programmes	Health, environmental, social and economic benefits of clean cooking, Clean cooking saves lives
	Social Influencers (Traditional & Digital)	Local community leaders, digital influencers, and trusted voices who influence opinions and behaviours	Authentic content creation, engagement tools, training for advocacy	**Traditional**: Community events, religious gatherings, village meetings, local radio **Digital**: Social media	Health, environmental, social and economic benefits of clean cooking, social change, convenience, cost-efficiency, modern lifestyle, innovation
3.	**Tertiary Audiences (Policy, Financial and Research Stakeholders)**				
	Policymakers & Government Officials	Enablers of scale and regulation	Data, case studies, development alignment	Policy briefs, forums, government media, memos	Health, environmental, social and economic benefits of clean cooking, National prosperity, SDG alignment, leadership legacy
	Development Partners & NGOs	Supporters of scaling and awareness	Coordination platforms, impact data, success stories	Donor roundtables, reports, conferences, joint campaigns	Health, environmental, social and economic benefits of clean cooking, high-impact investment, gender and climate outcomes
	Private Sector (Suppliers, distributors, manufacturers)	Drivers of innovation, access, affordability	Market intelligence, demand generation, policy incentives	Business forums, B2B media, SMS platforms, partner events	Health, environmental, social and economic benefits of clean cooking, business opportunity, public-private synergy, growing demand

S/N	AUDIENCE GROUP	ROLE	NEEDS	CHANNELS	KEY MESSAGES
	Financing Institutions	Enablers of access to affordable finance for clean cooking solutions.	Risk mitigation strategies, market opportunities, partnership frameworks.	Financial forums, investment roundtables, targeted outreach.	Health, environmental, social and economic benefits of clean cooking, expand green finance portfolios, support sustainable development, unlock new markets.
	Research Institutions	Providers of data, innovation, and evidence-based solutions for clean cooking.	Research funding, collaboration opportunities, data sharing platforms.	Research conferences, academic journals, policy dialogues.	Health, environmental, social and economic benefits of clean cooking, evidence for impact, innovation leadership, knowledge advancement.
4.	**Cross-cutting Stakeholders**				
	Media Professionals	Message amplifiers	Training on clean cooking narratives	Media kits, workshops, press briefings	Health, environmental, social and economic benefits of clean cooking, clean cooking as a development, humanitarian, and climate story
	CSOs/FBOs	Mobilizers of action and trust	Messaging aligned with moral and social values	Sermons, religious events, radio, social groups	Health, environmental, social and economic benefits of clean cooking, stewardship of creation, family care, health and dignity

Key Messages

3.6.1 Primary Audience

The primary audience for this communication strategy includes women and youth across rural, peri-urban, and urban areas, who are either directly affected by traditional cooking methods or influential in household energy decisions.

3.6.1.1 Rural Women (Low-income, biomass-dependent)

Rural women, who are the primary cooks in low-income, biomass-dependent households, are most affected by traditional cooking methods. They need affordable, safe, accessible, and culturally appropriate solutions to improve their health and well-being. Key communication channels to reach them include community radio, village meetings, community groups, local leaders, and health centers.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment and enhances socio-economic well-being.

ii. Fuel and Time Savings: Clean cooking is more efficient, saving both time and money spent on gathering fuel.

iii. Safety & Dignity: Clean cooking solutions offer a safer, healthier cooking environment for women and children.

iv. Empowerment: Transitioning to clean cooking enhances women's health, dignity, and quality of life, empowering them within the family and community.

3.6.1.2 Urban & Peri-Urban Women (Middle-to low-income)

Urban and peri-urban women, transitioning to modern cooking solutions such as LPG and eCooking, need financing models, reliability, and safety assurance. They can be effectively reached through TV, WhatsApp groups, social media, women's groups, and neighbourhood events.

Key Messages:

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment and enhances socio-economic well-being

ii. Convenience: Clean cooking solutions are convenient, save time, and fit into a modern, busy lifestyle.

iii. Cleanliness & Health: Modern cooking solutions such as LPG and energy-efficient electric stoves are cleaner and reduce health risks compared to traditional cooking methods.

iv. Cost-Efficiency: Over time, clean cooking is cost-effective, reducing fuel consumption and long-term costs.

v. Modern Lifestyle: Clean cooking reflects a modern, sustainable lifestyle, improving quality of life.

3.6.1.3 Youth (Rural & Urban)

Youth, both rural and urban, act as household influencers and have the potential to become entrepreneurs or advocates for clean cooking solutions. They require education, job opportunities, and access to technology. Key communication channels include social media, schools, peer campaigns, youth clubs, and music/TV platforms.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment and enhances socio-economic well-being.

ii. Innovation & Opportunity: Clean cooking represents a growing sector for innovation, job and entrepreneurial opportunities.

iii. Community Pride: The shift to clean cooking can be a source of community pride, as it promotes a healthier and more sustainable way of living.

3.6.2 Secondary Audience (Influencers / Enablers)

The secondary audience comprises enablers and influencers who play a critical role in shaping attitudes, decisions, and behaviours around clean cooking. By supporting and advocating for clean cooking solutions, they help create a favorable environment that accelerates adoption and drives sustainable change within households and communities.

3.6.2.1 Men (Household Decision-Makers)

Men, as household decision-makers, are responsible for financial decisions and need economic justification, information on product reliability and efficiency, after-sales services along with an understanding of the health and safety benefits of clean cooking. They can be effectively reached through radio, marketplaces, sports clubs, work sites, and forums.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment and enhances socio-economic well-being.

ii. Save Money: Clean cooking solutions reduce long-term fuel costs, helping families save money.

iii. Invest in a Better Life: Adopting clean cooking is an investment in the health, safety, and future of their families.

iv. Standards and Safety: Certified clean cooking appliances ensure reliable performance and offer a safer, healthier cooking environment.

v. Customer Protection: Consumers are entitled to quality products backed by warranties and reliable after-sales support.

vi. Energy Efficiency: Efficient stoves use less fuel, reduce cooking time, and lower monthly energy expenses, thus maximizing value for money.

3.6.2.2 Community Leaders

Community leaders, as gatekeepers and behaviour influencers, need evidence of the benefits, social proof, and alignment with community values to advocate for clean cooking solutions. They can be engaged through stakeholder workshops, training sessions, and advocacy toolkits.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment and enhances socio-economic well-being.

ii. Community Well-Being: Clean cooking promotes the well-being of the entire community, improving health and quality of life.

iii. Leadership for Change: As community leaders, their endorsement and leadership in promoting clean cooking can inspire behaviour change.

3.6.2.3 Healthcare Workers & Teachers

Healthcare workers and teachers, as trusted messengers, need training and tools for effective advocacy on clean cooking solutions. They can be reached through clinics, schools, and outreach programmes to help spread the message and promote the benefits of clean cooking.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment and enhances socio-economic well-being.

ii. Clean Cooking Saves Lives: Clean cooking technologies prevent diseases caused by indoor air pollution, reducing respiratory and cardiovascular illnesses.

iii. Empower Families: By promoting clean cooking, they are directly improving the health and well-being of their communities.

iv. Advocacy Tools: Provide them with tools and information to advocate for clean cooking in their communities and workplaces.

3.6.2.4 Social Influencers (Traditional & Digital)

Traditional and digital social influencers play a vital role in shaping public opinion and influencing behaviour change around clean cooking. Their voices can build trust, amplify key messages, and inspire wide-scale adoption of clean cooking practices. They require relevant content, compelling narratives, and platforms to engage their audiences effectively. Key communication channels include social media, community events, radio, TV, and cultural platforms.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment, and enhances socio-economic well-being.

ii. Power of Influence: Influencers can drive positive change by promoting clean cooking as a modern, responsible lifestyle.

iii. Inspire Change: Sharing real stories and experiences with clean cooking can motivate communities to adopt safer, healthier practices.

3.6.3 Tertiary Audience (Policy, Financial and Research Stakeholders)

The tertiary audience includes institutions and stakeholders that influence the broader ecosystem for clean cooking through policy, funding, innovation, and research. As key enablers of scale and sustainability, their involvement is critical in shaping supportive frameworks, unlocking investment, and generating evidence to guide decision-making. Engaging this audience ensures that clean cooking is integrated into national agendas, financial systems, and knowledge networks for lasting impact.

3.6.3.1 Policymakers & Government Officials

Policymakers and government officials play a crucial role as enablers of scale and regulation in the clean cooking sector. They require data, case studies, and evidence that align with national development goals to drive policies and regulations that support the adoption of clean cooking solutions. Key channels for engaging this group include policy briefs, forums, government media, and memos.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment, and enhances socio-economic well-being.

ii. Influential Leadership: As key decision-makers, their leadership has the power to drive large-scale adoption of clean cooking solutions, and facilitate the achievement of the National Clean Cooking Strategy (2024 – 2034).

iii. National Prosperity: Clean cooking contributes to national development by improving public health, reducing environmental impacts, and creating economic opportunities.

iv. SDG Alignment: Clean cooking is essential to achieving SDGs, particularly Goal 7 (Affordable and Clean Energy), Goal 5 (Gender Equality) and Goal 13 (Climate Action).

v. Leadership Legacy: Supporting clean cooking solutions positions them as leaders in sustainable development and climate action.

3.6.3.2 Development Partners & NGOs

Development partners and NGOs play a vital role in supporting the scaling and awareness of clean cooking solutions. They require coordination platforms, impact data, and success stories, and can be engaged through donor roundtables, reports, conferences, and joint campaigns.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment, and enhances socio-economic well-being.

ii. High-Impact Investment: Investing in clean cooking initiatives results in high social and environmental impact, particularly in terms of health and climate outcomes.

iii. Gender and Climate Outcomes: Clean cooking helps address gender inequality and climate change simultaneously, providing a dual benefit.

iv. Scaling Opportunities: Partnering in clean cooking initiatives can scale the impact to reach millions, improving the lives of vulnerable populations.

3.6.3.3 Private Sector (Suppliers, Distributors, Manufacturers)

The private sector, including suppliers, distributors, and manufacturers, plays a crucial role as drivers of innovation, access, and affordability in the clean cooking sector, requiring market intelligence, demand generation, and policy incentives to foster growth and adoption.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment, and enhances socio-economic well-being.

ii. Opportunity: Clean cooking presents a growing market with increasing demand for efficient, affordable cooking technologies.

iii. Public-Private Synergy: Collaboration between the private sector and government creates a robust ecosystem for scaling clean cooking solutions.

iv. Growing Demand: The clean cooking market is expanding, driven by health and environmental concerns as well as government initiatives.

v. Climate Finance Opportunities: Clean cooking projects can tap into climate finance mechanisms, including carbon credit markets, offering new revenue streams and enhancing the financial viability of clean energy investments.

3.6.3.4 Financing Institutions

Financing institutions are key enablers of access to affordable finance for clean cooking solutions, requiring risk mitigation strategies, market opportunities, and partnership frameworks to drive investment.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment, and enhances socio-economic well-being.

ii. Expand Green Finance Portfolios: Investing in clean cooking solutions supports sustainable development and expands green finance portfolios.

iii. Unlock New Markets: Clean cooking represents a new market opportunity for financial institutions to support and grow.

iv. Support Sustainable Development: Financing clean cooking projects contributes to achieving national and global climate goals.

3.6.3.5 Research Institutions

Research institutions play a vital role as providers of data, innovation, and evidence-based solutions, requiring research funding, collaboration opportunities, and data-sharing platforms to advance clean cooking solutions.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment, and enhances socio-economic well-being.

ii. Evidence for Impact: Research and data on clean cooking solutions demonstrate their positive impact on health, environment, and economy.

iii. Innovation Leadership: By supporting clean cooking research, institutions can lead innovation in sustainable energy solutions.

iv. Knowledge Advancement: Clean cooking research opens up opportunities to advance knowledge on energy access, health, and sustainability.

3.6.4 Cross-Cutting Stakeholders

Cross-cutting stakeholders include individuals and institutions that operate across multiple levels of the clean cooking ecosystem, such as media, faith-based organisations, academia, civil society, and regional bodies. Their broad influence supports inclusive engagement, sustained advocacy, and increased awareness of clean cooking benefits.

Media Professionals

Media professionals serve as message amplifiers, requiring training on clean cooking narratives to effectively spread the message. They can be engaged through media kits, workshops, and press briefings.

Key Messages

i. Benefits of Clean Cooking: Clean cooking improves health, protects the environment, and enhances socio-economic well-being.

ii. Clean Cooking as a Development Story: Clean cooking is not just about energy; it's about improving health, empowering communities, and mitigating climate change.

iii. Human and Climate Story: Highlight the human impact of clean cooking solutions and their contribution to sustainable development and climate action.

3.6.4.2 CSOs/FBOs

CSOs and FBOs mobilise action and build trust, needing messaging that aligns with moral and social values. They can be engaged through sermons, religious events, radio, and social groups.

Key Messages

i.   Benefits of Clean Cooking: Clean cooking improves health, protects the environment, and enhances socio-economic well-being.

ii. Stewardship of Creation: Promoting clean cooking solutions is part of caring for the environment and protecting family health.

iii. Family Care: Clean cooking contributes to the well-being of families, making it a moral and social responsibility to encourage adoption.

3.7 Key Considerations for Communication Strategy

The success of the Clean Cooking Communication Strategy relies on understanding key factors that shape the target audience's mindset and behaviours. Effective communication is vital, but challenges like reaching diverse audiences and selecting the right channels can impact success. The following considerations are essential for delivering a unified, impactful message and maximizing engagement.

3.7.1 Size of the Country and Diversity

Tanzania is relatively big in size with an estimated 945,000 square kilometers and a significant culture diversity represented by over 120 tribes. These cultures host different behaviours and norms like unique type of foods, family size, geographical settings, and practices as to who prepares foods for the family, firewood collection, decision to buy appliances etc. All communication must take this diversity into consideration when developing content.

In 2022 the Tanzania's literacy rate was 82.02% which is a 4.13% increase from 2015 for a segment of population with more than 15 years. Combining both the high rate of literacy and use of mobile phones reflect a good foundation of knowledge dissemination on the clean cooking. There is high chance to achieve high percent of information outreach.

3.7.2 Message Content and Framing

Effective communication should go beyond technical and financial aspects to highlight the health, environmental, and social benefits of clean cooking. Messages should be crafted to resonate with diverse audience segments and inspire behaviour change across different contexts.

3.7.3 Language, Tone, and Delivery

The clean Cooking communication should adopt a respectful, inclusive, and culturally grounded approach in its language, tone, and content. All messages must be clearly structured to resonate with diverse Tanzanian audiences and foster the desired behavioural change toward adopting clean cooking solutions.

Communication should primarily be delivered in Kiswahili, with English and local languages used where context demands, to ensure accessibility and deeper community connection. All communication must reflect local language preferences and cultural nuances. Each region should have messaging tailored in both Kiswahili and dominant local dialects. This includes adapting metaphors, idioms, and cooking references to resonate with regional food cultures. Collaborations with local influencers and community champions such as religious leaders, women/youth groups should be prioritised to deepen grassroots resonance.

Language should avoid stigmatizing or polarizing phrases such as "*nishati chafu*" (dirty fuels), and instead use more appropriate terms like "*nishati isiyo safi ya kupikia*" (traditional cooking solution) to maintain dignity and inclusiveness for all stakeholders.

Moreover, messaging should not position one clean cooking solution as superior to others but instead present all viable clean cooking solutions as complementary options toward better health, environmental protection, and energy access, allowing households to make informed, contextually appropriate choices.

3.7.4 The Level of End-user Awareness

This refers to individual, community or public knowledge, perception, consciousness, and insight that transitioning to clean cooking is real. Presently, the end-user awareness of cooking energy especially modern fuel, appliances and practices are limited. Some of the cooking solutions are new and unavailable in many rural and urban areas. For instance, e-cooking and related supply of appliances are common in areas where there is grid or off-grid infrastructures and connections. Equally, the knowledge of LPG, bioethanol, and LNG is limited in areas which have yet to be exposed to those technologies. In some instances, the technologies are sophisticated not only in their installation, but also in operation and maintenance i.e. induction cookers.

Therefore, communication efforts should place greater emphasis on locally available and accessible clean cooking solutions, ensuring that messages reflect practical options within reach of the target communities.

Chapter Four:

IMPLEMENTATION PLAN

This implementation plan outlines how the NCCCS will be executed to achieve its strategic communication objectives. The plan is grounded in a 360-degree, multi-channel communication approach, with tailored activities that engage various audiences at the national, regional, and community levels.

4.1 Implementation Activities

The implementation activities under this section are built around six specific objectives of this communication strategy;

4.1.1 Specific Objective 1: Design and implement targeted communication campaigns

Activities

i. Launch the National Communication Strategy

ii. Produce and air radio and TV programmes and publish news articles on newspapers quarterly

iii. Run interactive digital and social media campaigns

iv. Conduct roadshows and public demonstrations of clean cooking technologies

v. Organize annual awareness campaigns through exhibitions, events, and PSAs

4.1.2 Specific Objective 2: Ensure consistent and unified messaging across all stakeholders

Activities

i. Develop and launch a strong strategy identity including logo, tagline, visuals, and brand guidelines

ii. Refine key messaging and create effective audio-visual materials

iii. Engage with stakeholders to co-create informative content

iv. Produce and disseminate digital/print materials and branded promotional materials and merchandise

4.1.3 Specific Objective 3: Develop and strengthen reliable communication channels

Activities

i. Secure airtime on national and local radio stations to air clean cooking content

ii. Book TV airtime for educational and informative clean cooking segments

iii. Collaborate with traditional and digital influencers to amplify campaign messages

iv. Launch billboard advertising and publish targeted content in print media

4.1.4 Specific Objective 4: Raise public awareness on financing mechanisms and affordability options

Activities

i. Conduct public financing awareness campaigns

ii. Collaborate with financial institutions

iii. Conduct affordability awareness during community events

4.1.5 Specific Objective 5: Support capacity-building initiatives by promoting training, educational content, and knowledge-sharing

Activities

i. Conduct school and youth engagement programmes

ii. Organize clean cooking vendor training sessions

iii. Develop and distribute training manuals

iv. Identify, train, and engage Clean Cooking Champions at community level

4.1.6 Specific Objective 6: Integrate clean cooking communication into health, gender, and development programmes

Activities

i.   Collaborate with health and gender ministries on joint messaging

ii. Incorporate clean cooking in maternal and nutrition programmes

iii. Engage women's groups with testimonials and training

4.2 Implementation Roles and Responsibilities

The implementation of this communication strategy will be led by the MoE in collaboration with all stakeholders including key sector ministries, LGAs, private sector, development partners, NGOs, CSOs and media houses. Each stakeholder group plays a distinct role from policy direction and coordination to financing, technical support, content development, outreach, and media dissemination as seen in Table A-1.

4.2.1 Coordination Roles of MoE

i.   Define priority areas for NCCCS interventions and oversee quality of implementation activities

ii. Set up and maintain information and knowledge sharing platforms and tools for the NCCCS priority areas

iii. Oversee the development of consistent and standardized messages

iv. Coordinate joint planning with stakeholders to reduce overlaps and encourage scale up

v.   Monitor and evaluate implementation progress of the NCCCS

4.2.2 Roles of Partners

i.   Provide technical and resource support, and advice to MoE on NCCCS

ii. Assist the implementation of the Strategy

iii. Contribute best practices and lessons learnt to MoE planning processes and inventories

iv. Assist the development of consistent and standardized messages

v.   Support qualitative and quantitative research for the development of NCCCS interventions and messages

4.3 Risk Analysis and Mitigation

Actions and options have been developed to enhance opportunities and reduce threats to the transition to clean cooking solutions. Key immediate risks are summarised in the table below:

Table 6: Risk Analysis and Mitigation Matrix

S/N	RISK	RISK LEVEL	MITIGATION MEASURES
1.	Political climate, elections and local, regional and national events may overshadow the campaign, limiting visibility and engagement.	High	i. Engage politicians and influencers to integrate clean cooking messaging into their campaign discussions. ii. Engage with media outlets early enough to secure airtime to promote and engage around the transition to clean cooking. iii. Align and integrate clean cooking awareness into the planned events (part of the event/campaigns)
2.	Limited financing for the initial campaign launch due to competing national priorities.	High	i. Engage existing funders to secure long-term commitments. ii. Use initial funding commitments to attract additional financiers. iii. Build strategic partnerships with social clubs and community agencies to raise funds and provide incentives.
3.	Delays associated with coordination among strategic partners in project implementation.	Medium	i. MoE as the lead entity will actively engage with stakeholders and strategic partners to ensure implemented programmess are adhering to deadlines. This will be accomplished through regular follow-ups, meetings and briefing sessions ii. MoE will ensure a streamlined cooperation from government.
4.	Delays in some regions during the implementation of transitional programs and projects.	High	MoE, and strategic partners, will engage with LGAs to promote regional ownership of the programs and projects.

S/N	RISK	RISK LEVEL	MITIGATION MEASURES
5.	Resistance to behaviour change, as some communities may be hesitant to transition to clean cooking.	Medium	i. Partner with credible media outlets and experts to disseminate fact-based information. ii. Use testimonials and case studies from early adopters to showcase real-life benefits. iii. Engage with community leaders and local government authorities to conduct live demonstration sessions in remote areas iv. Conduct regular strategy reviews paired with stakeholder feedback sessions as a spotcheck on behaviour change impact, reporting on adoption/transition rates, as well as any bottlenecks and barriers to transition. Stakeholder feedback sessions to also review end-user feedback from surveys and SMS based questionnaires v. Stakeholder feedback sessions to also review end-user feedback from surveys and SMS based questionnaires
6.	Misinformation and misconceptions about clean cooking solutions, leading to low adoption rates.	High	i. Partner with credible media outlets and experts to disseminate fact-based information. ii. Use testimonials and case studies from early adopters to showcase real-life benefits. iii. Respond to limit the spread of disinformation or misinformation
7.	Supply chain disruptions affecting the availability of clean cooking technologies.	Medium	i. Work with manufacturers and distributors to ensure a stable supply of clean cooking solutions. ii. Encourage local production and distribution networks to reduce dependency on imports. iii. Create strategic partnerships between donor agencies and private sector actors to further promote the availability of clean cooking solutions. iv. Respond to limit the spread of misinformation and provide insight with accurate information

4.4 Crisis Communication Plan

In the instances of unexpected misinformation or disinformation, the crisis communication plan will be implemented in an effort to manage, contain and rectify such unforeseen challenges.

The main objectives of the crisis communication plans are as follows:

i.   Maintain public trust and confidence in clean cooking solutions.

ii.   Respond rapidly and transparently to any incidents or controversies.

iii. Protect the credibility of stakeholders.

iv.   Ensure continuity of the national strategy and prevent misinformation spread.

4.4.1 Sample Potential Crisis Scenarios

Anticipating potential risks is essential for proactive communication planning. The table below outlines possible crisis scenarios that could impact clean cooking initiatives, providing examples to support early identification, preparedness, and response strategies.

Table 7: Sample Potential Crisis Scenarios

S/N	SCENARIO TYPE	EXAMPLES
1.	Product-Related	Stove explosions, fuel leaks, or injuries linked to new technologies.
2.	Misinformation/Disinformation	Rumors that clean stoves cause infertility or are "Western" agendas.
3.	Environmental Backlash	Criticism over biomass briquettes production harming local ecosystems.
4.	Policy Missteps	Sudden changes in subsidies, regulations, or perceived favoritism.
5.	Supply Chain Disruptions	Fuel shortages (LPG, ethanol), import delays, or price hikes.
6.	Opposition from Traditional Stakeholders	Charcoal vendors or local leaders resisting change.

4.4.2 Roles and Responsibilities

To maintain an efficient team that can track, react and respond quickly to minimize any potential fall out, the following structure would be the most ideal:

Table 8: Roles and Responsibilities

S/N	ENTITY	RESPONSIBILITY
1.	MoE	Oversee and provide guidance
2.	LGAs	Activate community-level alerts, facilitate rumor control, and mobilize local leaders
3.	Manufacturers/Suppliers	Verify product incidents, initiate recalls if necessary, and communicate directly with customers
4.	Media Houses	Verify and relay information, avoid sensationalism, and support awareness clarification efforts
5.	CSOs/NGOs	Provide ground truth, support victim outreach, and bridge community engagement gaps
6.	Technical Regulators (such as TBS, EWURA)	Provide safety assessments, testing data, and certification clarifications

4.4.3 Crisis Response Steps (Protocol)

i.   Detection – Identify the crisis early (via media monitoring, field reports, community feedback and surveys).

ii.   Verification – Confirm facts with relevant stakeholders or experts.

iii. Initial Holding Statement – Acknowledge the issue, promise investigation and updates.

iv.   Assessment – Gauge severity and impact. Decide whether national, regional, or local response is needed.

v.   Response Execution:
   a.   Clear, culturally appropriate messaging.
   b.   Designate spokespersons.
   c.   Use media for wider audience reach.

vi.   Monitor and Adjust – Track response effectiveness and public sentiment.

vii. Recovery & Learning – Investigate and present the root causes, fix issues, report transparently, and document lessons learned.

4.4.4. Preparedness Actions

As the communications strategy is implemented and end users are engaged, efforts can be made to compile and collate frequently asked questions (FAQs) to provide clear responses to common queries and concerns. At the same time, spokespersons and local communication officers can be trained to ensure they are well-equipped for effective communication. Crisis scenarios can also be simulated through tabletop exercises to strengthen overall preparedness.

Beyond preparedness, an early warning mechanism can be established by developing and placing risk thresholds that guide the appropriate scale of response whether national or local.

A budget has already been estimated by the Ministry of Energy and is outlined in the National Clean Cooking Strategy document. This budget accounts for engagement, sensitization and behavioural activities to be conducted through the communication strategy. The total estimated budget will be determined by planned activities and is subject to be changed or modified based on the activities undertaken.

4.5 Funding for Implementation

Effective implementation of the NCCCS requires sustained and well-coordinated financing. Adequate resources are critical to support awareness campaigns, capacity-building efforts, community engagement, and stakeholder coordination across all levels. This section outlines the estimated budget requirements and potential sources of funding needed to deliver the strategy's objectives over the implementation period from 2025 to 2034.

4.5.1 Resources and Budget

A budget for the implementation of this Strategy is approximately Tshs. 130 billion (summarised in Table 9). This budget accounts for engagement, sensitization and behavioural activities to be conducted through the communication strategy from year 2025 - 2034. The total estimated budget was determined by planned activities and is subject to be changed or modified based on the activities undertaken. Table A-1 in Appendix has a detailed budget.

Table 9: Estimated Budget for the Implementation of the NCCCS

S/N	SPECIFIC OBJECTIVE	ESTIMATED COST (TSHS.)
1.	Design and implement targeted communication campaigns	14,400,000,000
2.	Ensure consistent and unified messaging across all stakeholders	48,070,000,000
3.	Develop and strengthen reliable communication channels	40,000,000,000
4.	Raise public awareness on financing mechanisms and affordability options	7,500,000,000
5.	Support capacity-building initiatives by promoting training, educational content, and knowledge-sharing	13,000,000,000
6.	Integrate clean cooking communication into health, gender, and development programmes	7,000,000,000
GRAND TOTAL		**129,970,000,000**

4.5.2 Resource Mobilisation

In addition to engaging in strategic partnerships with entities in and around the clean cooking space, the transition process will require financing in all components to be effectively implemented. Potential funders/financiers include, but are not limited to:

Table 10: Proposed Funders/Financiers Segmentation

PUBLIC SECTOR ACTORS	DIPLOMATIC CORPS	DEVELOPMENT PARTNERS	PRIVATE SECTOR ACTORS	OTHERS
• Central and Local Government Government of the United Republic of Tanzania • Ministries, government agencies, entities and parastatals • Regulation and Standards Bodies	Embassies, High Commissions and other members of the Diplomatic Corps	• UN agencies, and entities • Global Development Partners • Multilateral Organisations • Development Aid Agencies	• Financial Institutions – Banks, Microfinance Companies, Insurance Companies • Energy Companies - multinational, regional and local	• Community Based Agencies • Local Development Agencies • Non-Government Agencies • Research Institutes • Academia

Chapter Five:

MONITORING AND EVALUATION FRAMEWORK

The monitoring and evaluation framework is vital for overall coordination as it provides a mechanism for measuring the overall impact of the NCCCS (including the activities and initiatives proposed), the effectiveness of the activities proposed in the strategy, and identification of any potential weaknesses or points of concern, and enabling the MoE to effectively coordinate all clean cooking campaigns happening in the sector with the overall aim of documenting, disseminating the lessons learnt and promoting continuous improvement. A formal strategy review will be conducted every three years to assess progress, update assumptions, and refine the communication design.

With regard to monitoring, entities adopting the strategy will develop their monitoring frameworks based on organisation-specific requirements. However, at the national level, MoE will have the overall responsibility for monitoring and evaluating the impact of clean cooking awareness campaigns. Stakeholders will report implementation progress to MoE on a quarterly basis using a reporting template in Table A-2 of the Appendix.

Monitoring of the NCCCS will be done at different levels in order to ensure that there is no overlap of responsibilities:

i. **National Level:** At this level, the MoE will be responsible for discharging and monitoring all national communications with regards to the implementation of the NCCCS priority areas. MoE will also be the custodian of the NCCCS and will collaborate with the sectors indicated in the NCCCS to ensure a seamless monitoring mechanism. This includes approving and endorsing awareness projects that align with this strategy.

ii. **Sectoral Level:** The sectors implementing specific priority areas in the NCCCS will be responsible for monitoring their areas and report on the progress and results of such monitoring to the MoE. This will help ensure a clear understanding of what is done in respective area and inform the MoE on what can be done further.

iii. **RSs and LGAs:** At the Regional Secretariat and Local Government level the implementation of specific priority areas in the NCCCS will be monitored in coordination with the coordinating institution and the implementing sectors. This will help in having a clear status of what is done in respective areas and inform MoE on what can be done further.

5.1 Measurement of the Effectiveness of the Strategy

Communication effectiveness and behavior change will be assessed using standardized indicators derived from baseline studies and measured through various methods including periodic household surveys, SMS-based feedback, and annual reporting tools. These assessments will evaluate whether the messages reached the intended audiences, addressed relevant behavioral drivers, and led to desired outcomes.

5.2 Results-Based Management Process

The results-based management process refers to the M&E process for the NCCCS which establishes a systematic approach to track performance, facilitate learning, and promote continuous improvement. This ensures that communication activities are effective, evidence-based, and aligned with the goals of behaviour change.

Under this process, a three-tiered monitoring approach will be used. This ensures that the campaign's reach, impact, and sustainability are measured across different levels of engagement and outcomes. The extract of the proposed structured model is outlined below:

5.2.1 Tier 1: Output monitoring (reach and delivery)

Aim: To track the implementation of communication activities.

Critical Measures:

i. Monitor dissemination of materials (e.g., posters, radio spots, social media content)

ii. Track audience reach (e.g., impressions, viewership, listener ratings)

iii. Record number of events, trainings, or community meetings held

Indicators:

i. Number of people reached per channel

ii. Number of communication materials produced and distributed

iii. Number and type of media channels utilized

iv. Number of community events or public demonstrations conducted

5.2.2 Tier 2: Outcome monitoring (engagement and behavior change intent)

Aim: To assess audience engagement, awareness, and early behavior change signals

Critical Measures:

i. Conduct pre- and post-campaign surveys on awareness, attitudes, and knowledge

ii. Monitor participation and feedback during interactive events or digital platforms

iii. Evaluate audience perception and trust in clean cooking technologies

Indicators:

i. Percentage increase in target audience demonstrating understanding of clean cooking benefits

ii. Proportion of participants who express willingness to adopt clean cooking solutions

iii. Number and proportion of target audience attending events or participating in interactive platforms

5.2.3 Tier 3: Impact monitoring (adoption and sustained use)

Aim: To measure the real-world adoption and sustained behavior change resulting from the communication strategy

Critical Measures:

i. Track sales, distribution, or installations of clean cookstoves or fuels

ii. Monitor long-term use patterns via user surveys or sensor technology

iii. Evaluate health, economic, or environmental outcomes where possible

Indicators:

i. Percentage of target population adopting clean cooking solutions

ii. Percentage of households adopting clean cooking solutions, categorized by type

iii. Percentage of households reporting fewer respiratory symptoms or better air quality

iv. Percentage of households reporting reduced cooking fuel expenses

The detailed reporting structure and indicator breakdown to be used for tracking impact-level results is presented in Table A-3 of the Appendix. M&E tools that will be used to collect data and track progress under all these Tiers, shall be developed by the Ministry of Energy in collaboration with all stakeholders to ensure consistency, inclusiveness, and alignment with the strategy's objectives. Moreover, bi-annual stakeholder reviews and sense-making workshops will be conducted to analyse findings, share learnings, and make necessary adjustments. This adaptive approach ensures that the strategy remains relevant, responsive, and aligned with national goals throughout its implementation.

5.3 Expected Impact

The implementation of NCCCS is anticipated to create significant and measurable impacts across health, environmental, economic, and social domains by utilizing behaviour change communication, targeted messaging, and strategic partnerships. Thus, the strategy seeks to promote the widespread adoption of clean cooking solutions, including;

5.3.1 Increased Awareness and Knowledge

i.   Enhanced public and institutional understanding of the health risks associated with traditional cooking methods, such as indoor air pollution and respiratory diseases

ii. Greater awareness of the benefits provided by clean cooking technologies, including improved health outcomes, reduced household air pollution, and time savings

iii. Improved knowledge among target groups particularly women, youth, and rural households regarding available clean cooking solutions and how to access them

5.3.2 Behavior Change and Adoption of Clean Cooking Solutions

i.   Increased demand and adoption of clean cooking solutions (e.g., LPG, biogas, electric cookers, improved biomass stoves) by households and institutions

ii. Behavioral shifts driven by culturally relevant and gender-sensitive messaging, along with influencer engagement

iii. Reduction in the reliance on traditional biomass fuels, promoting more sustainable and healthier household practices

5.3.3 Health and Environmental Benefits

i.   Decrease in illnesses related to household air pollution, especially among women and children

ii. Reduction in greenhouse gas emissions and deforestation associated with traditional cooking fuels

iii. Improvement in indoor air quality and overall community well-being

5.3.4 Empowerment of Women and Marginalized Groups

i.   Empowerment of women through access to cleaner, time-saving solutions, alleviating the burden of fuel collection and cooking

ii. Greater involvement of women as clean cooking champions, entrepreneurs, and advocates within the clean cooking ecosystem

iii. Inclusion of marginalized populations through messaging and outreach that are accessible and inclusive

5.3.5 Strengthened Stakeholder Engagement and Policy Support

i.   Enhanced collaboration among government agencies, private sector entities, NGOs, and community leader

ii. Increased policy support and resource allocation for clean cooking initiatives, driven by informed advocacy and public demand

iii. Establishment of a supportive environment conducive to market development and innovation in clean cooking solutions

5.3.6 Monitoring and Evidence for Scale-up

i.   Generation of robust data and evidence on the effectiveness of communication, behavior change, and adoption rates

ii. Improved capacity to refine, adapt, and scale communication interventions based on insights from ongoing monitoring and feedback loops.

Appendix

Table A-1: Implementation Matrix

S/N	OBJECTIVE	ACTIVITY	INDICATOR	TARGET	RESPONSIBLE ENTITY	CHANNEL	TARGET AUDIENCE	TIMELINE	EXPECTED COST (TSHS)
1.	Design and implement targeted communication campaigns	Launch the Clean Cooking Communication Strategy Commun Communication Strategy	Number of stakeholders attending the launch event (physical and virtual)	≥ 1000	Ministry of Energy, Sector Ministries, Private Sector, Development Partners, NGOs, Media Houses	Launch event, press conference, Print media, Social media,	Government, private sector, Development Partners, public	May 2025	400,000,000
			Number of partnerships or collaborations formed following the launch	≥ 5					
		Produce and air radio and TV programmes and publish news articles on newspapers quarterly	Number of TV/radio programmes aired and newspaper articles published per quarter	≥ 30		TV, Radio, Social Media	General Public	Quarterly, over 10 years	6,000,000,000
		Run interactive digital and social media campaigns	Social media engagement per quarter	≥ 10,000	All Stakeholders	Facebook, Twitter, Instagram	Youth, Urban and Rural Households	Quarterly, over 10 years	3,000,000,000
		Conduct roadshows and public demonstrations for clean cooking technologies	Number of demonstrations conducted annually	≥ 50	All Stakeholders	Public events, mobile outreach	Communities, End-users	Quarterly, over 10 years	3,000,000,000
		Organize annual awareness campaigns through exhibitions, events, and PSAs	Number of campaigns conducted	20/year	All Stakeholders	Conferences Exhibitions Public events	Communities, End-users	Annually	2,000,000,000
			% of target audience demonstrating understanding of clean cooking benefits	≥ 50%					

S/N	OBJECTIVE	ACTIVITY	INDICATOR	TARGET	RESPONSIBLE ENTITY	CHANNEL	TARGET AUDIENCE	TIMELINE	EXPECTED COST (TSHS)
2.	Ensure consistent and unified messaging across all stakeholders	Develop and launch a strong strategy identity including logo, tagline, visuals, and brand guidelines	A well-defined brand identity (including logo, tagline, visuals, and brand guidelines) is developed	1	Ministry of Energy, Private Sector, Civil Societies and other government authorities and agencies, Media Houses	Meetings and workshops Forums, trainings, engagement sessions and roundtables	Policy advocacy and coordination stakeholders, Facilitators	Conducted in parallel to strategy launch	70,000,000
		Refine key messaging and create effective visual materials	Number of Key messages prepared and audio-visual materials disseminated	5 bi-annually				Bi-annual review over the 10-year period	2,000,000,000
			Percentage of target audiences who understand and recall key messages (pre- and post-launch surveys).	≥ 40%					
		Engage with stakeholders to co-create informative content	Defined content calendar for the different media outlets	1/year				Reviewed bi-annually	6,000,000,000
			Number of stakeholders engaged in co-creating clean cooking content	30/year				Meet bi-annually	
			Number of informative content pieces developed (videos, infographics, blogs, posts).	≥ 1000/year				Reviewed bi-annually	
		Produce and disseminate digital/print materials and branded promotional materials and merchandise	Number of digital/print, promotional materials and merchandise disseminated	≥ 1000/year	All stakeholders	- Print media, radio, TV, bulk SMS, social media, online media - Flyers, leaflets, tshirts, banners and other such branded material - Workshops and conferences - Exhibitions		Reviewed bi-annually	40,000,000,000

S/N	OBJECTIVE	ACTIVITY	INDICATOR	TARGET	RESPONSIBLE ENTITY	CHANNEL	TARGET AUDIENCE	TIMELINE	EXPECTED COST (TSHS)
3.	Develop and strengthen reliable communication channels	Secure airtime on national and local radio stations to air clean cooking content	Number of dialogue sessions booked and aired	≥ 100/year	All Stakeholders	Radio	Rural and Urban Communities	Bi-annual over 10 years	40,000,000,000
		Book TV airtime for educational and informative clean cooking segments	Number of educational TV programmes aired	≥ 50/year		TV, online streaming	General Public	Bi-annual over 10 years	
		Collaborate with traditional and digital influencers to amplify campaign messages	Number of influencer-led campaigns	≥ 20/year		Social media	Youth, Urban Residents	Reviewed bi-annually	
		Launch billboard advertising and publish targeted content in print media	Number of impressions/ readership	≥ 5 million annually		Billboards, newspapers	Public	Reviewed bi-annually	
4.	Raise public awareness on financing mechanisms and affordability options	Conduct public financing awareness campaigns	Number of campaigns conducted	≥ 8/year	Ministry of Energy, MFIs	Radio, social media, roadshows	Households, SMEs	Quarterly, 10 years	3,000,000,000
		Collaborate with financial institutions	Number of active financing partnerships	≥ 20 institutions	Sector Ministries, Private Sector, Banks	Workshops, MoUs	End-users, entrepreneurs	Ongoing	2,000,000,000
		Conduct affordability awareness during community events	% of population aware of financing options	≥ 60% (survey-based)	All Stakeholders	Community events	Low-income households	Annually	2,500,000,000
5.	Support capacity-building initiatives by promoting training, educational content, and knowledge-sharing	Conduct school and youth engagement programmes	Number of students reached	≥ 500,000 over 10 years	All Stakeholders	Workshops, clubs, fairs	Students, youth groups	Quarterly, 10 years	4,000,000,000
			Number of active Clean Cooking School Clubs established	Piloted in 50 schools across regions				1–3 years (short to medium term)	
		Organize clean cooking vendor training sessions	Number of vendors trained annually	≥ 1,000/ year		Seminars, roadshows	Small enterprises, stove producers	Annually	5,000,000,000
		Develop and distribute training manuals	Number of manuals distributed	≥ 50,000	Ministry of Energy, Research Institutions, Private Sector	Print, digital downloads	Trainers, educators	Annually	4,000,000,000
		Identify, train, and engage Clean Cooking Champions at community level	Number of champions trained and active	At least 5 per region	Ministry of Energy, LGAs, CSOs	Roadshows, village meetings, media, Conferences	Local communities (men, women, youth)	Anually	
			Number of champions formally recognized for outstanding contributions	At least 3 annually					

S/N	OBJECTIVE	ACTIVITY	INDICATOR	TARGET	RESPONSIBLE ENTITY	CHANNEL	TARGET AUDIENCE	TIMELINE	EXPECTED COST (TSHS)
6.	Integrate clean cooking communication into health, gender, and development programmes	Collaborate with health and gender ministries on joint messaging	Number of integrated campaigns	≥ 12 over 10 years	Ministries of Energy, Health, Gender	Integrated outreach campaigns	Women, health workers	Bi-annually	2,000,000,000
		Incorporate clean cooking in maternal and nutrition programs	Number of health facilities adopting integration	≥ 500	Ministry of Health Ministry of Energy, Ministry of Community Development, Gender, Women and Special Groups , NGOs Private Sector, Development Partners	Hospitals, health posts	Mothers, caregivers	Over 10 years	3,000,000,000
		Engage women's groups with testimonials and training	Number of women's groups engaged	≥ 100		Community workshops	Women, rural communities	Annually	2,000,000,000
								TOTAL	**129,970,000,000**

Table A-2: Proposed Channel Reporting Template

Communication Channel	Target Audience	Communication Objective	Behaviour Objective	Aggregate Number of People Reached		Total Number Reached
				Female	Male	
Channel						
Bulk SMS						
Radio						
TV						
Print Media – News Papers						
Print Media – Magazines						
Social Media						
Live Engagements						
Events (National, Regional, and International)						
Meetings, Workshops, and Seminars						

Table A-3: Proposed Key Indicator Impact Measurement Reporting Structure

Performance Indicator	Unit of Measure	Baseline Year	Baseline Value	Assumptions	Means of Verification	Indicators
Tanzanians aware of clean cooking benefits	%	2024				
Number of national and international clean cooking events	Number	2024				
Number of trainings, meetings, workshops and seminars on clean cooking	Number	2024				
Number of TV/radio clean cooking programs aired per quarter	Number	2024				
Number of clean cooking public demonstrations and roadshows	Number	2024				
Number of clean cooking awareness materials developed and distributed	Number	2024				