Globally, three billion people depend on polluting, open fires or inefficient stoves to cook their food, harming health, the climate, and the environment. Clean cooking enterprises are relatively small-scale with unproven track records and limited access to capital. There is limited political will and low consumer awareness and ability to pay. Research, evidence, and learning still have gaps and are generally underutilized.

**Initial Conditions**

**Theory of Change**

**Barriers**
- Natural and widespread disasters

**Facilitators**
- Economic development
- Urbanization
- Infrastructure improvement
- Increased ease of doing business

**Which Allows Us to**
- Support the growth of clean cooking enterprises
- Increase consumer demand for clean cooking
- Strengthen the enabling environment
- Generalize research, evidence, and learning

**Assumptions**
- Enterprises develop products that are affordable, accessible, and responsive to consumers’ needs and wants.
- Enterprise growth moves toward profitable unit sales.
- Scalable business models are developed.
- Sufficient and appropriate investment capital is available.
- Consumers are able to access products that are affordable and desired.
- Consumer awareness and behavior change campaigns motivate consumers.
- Advocacy and communications are effective at increasing awareness and action among key audiences.
- Decision makers have the budget or access to finance to prioritize clean cooking.
- Research, monitoring, evaluation, and learning are accessible and inform programs, funding, and policy decisions.
- Market intelligence fills knowledge gaps and supports increased resources and planning in the sector.

**With the Goal of**
- Universal Access to Clean Cooking by 2030
- Which means a decreased use of traditional cookstoves and fuels

**Which Leads to**
- Improved health
- Reduced climate and environmental impacts
- Empowered women
- Improved livelihoods

**We Are Building a Dynamic, Financially Sustainable**

**Support the**
- Growth of clean cooking enterprises

**Enterprises develop products that are affordable, accessible, and responsive to consumers’ needs and wants.**

**Enterprise advisory support, technical assistance, and funding**
- Investor advisory support
- Development of investment mechanisms

**Consumer awareness and behavior change campaigns**
- Integration of messaging into complementary initiatives

**Global advocacy and communications**
- Evidence-based policy recommendations, advisory support, and tools
- Coordination, partnerships, events, and other ecosystem-building activities

**Scientific and technical research**
- Market research and intelligence
- Monitoring, evaluation, and learning

**We Complement the Work of**

**Partners**
- Generate research, evidence, and learning
- Develop investment mechanisms
- Increase consumer demand for clean cooking
- Consumer awareness and behavior change campaigns

**Scientific and technical research**
- Market research and intelligence
- Monitoring, evaluation, and learning

**We Are Integrating and responsive approaches**
- Advocacy and communications into complementary initiatives
- Decision makers have the budget or access to finance to prioritize clean cooking.
- Market intelligence fills knowledge gaps and supports increased resources and planning in the sector.