ACTION AGENDA 2022

Sector Development

Market Research

Policy & Standards

Advocacy & Communication

WWW.PIVOTCLEANENERGY.ORG
PARTNER ENGAGEMENT

**Challenge:** Multiple organizations and actors are working independently on bioethanol cooking solutions.

**Solution:** Coordinate and provide leadership for the various actors, which includes working in close collaboration with the Clean Cooking Alliance and other like-minded organizations.

DEVELOPMENT GRANTS

**Challenge:** There is clear interest from entrepreneurs across multiple geographies for bioethanol solutions, however early stage enterprise interested in the bioethanol cooking opportunity often lack the resources and knowledge to successfully launch new businesses. Combined with limited access to capital, the growth of downstream businesses engaged in bioethanol clean cooking has lagged.

**Solution:** Create a grant fund available to development organizations with an expertise in bioethanol clean cooking; this will provide early stage support to multiple downstream businesses in varied geographies interested in delivering bioethanol cooking solutions.

**ACTION ITEMS**
- Contribute to the Clean Cooking Alliance Sector Strategy report as the industry’s representative
- Contribute to the Clean Cooking Alliance’s fuels stakeholder value chain map
- Participate in sector wide clean cooking convenings as the representative for bioethanol
- Recruit additional advisory board members to strengthen the bioethanol coalition
- Convene the advisory board two times

**ACTION ITEMS**
- Develop the grant mechanism with a board approved funding target
- Develop a framework for accepting and disbursing grants
- Identify two locations/early-stage bioethanol businesses
- Identify development organizations capable of providing consultancy to early stage businesses (e.g. Project Gaia, Nexleaf, Garner Advisors)
- Disburse two grants totaling 100-150K to support the launch of 1-2 bioethanol cooking businesses
MARKET RESEARCH

HEALTH DATA & FIELD STUDIES

**Challenge:** Data sets pertaining to the positive health and climate impacts, as well as the emissions profile of cooking with bioethanol is limited, particularly when compared to datasets available for alternative cooking solutions (e.g. LPG, Improved Cookstoves, and electricity).

**Solution:** Design and manage a health study on the positive health and climate impacts of bioethanol cooking. Engage the health community in the bioethanol solution.

TARGETED SECTOR STRATEGY REPORTS

**Challenge:** Robust market insights do not exist for the bioethanol opportunity. The immediate and long term opportunities for target geographies to adopt a bioethanol strategy are largely unknown. Additionally, a clear road map for bioethanol’s growth in the clean cooking sector does not exist.

**Solution:** Work with external partners to identify key areas and locations of research. Lead on the publication of targeted reports with actionable recommendations.

**ACTION ITEMS**
- Recruit health and data insight partners to design a draft study
- Identify 1-2 locations/businesses that can support field studies
- Solicit external funding to fund the report
- Manage external partners
- Health study is designed, location selected, and logistics are arranged
POLICY & STANDARDS

STANDARDS DEVELOPMENT

Challenge: Standards for appliances and bioethanol that support the cooking fuel and transportation sectors are not unified across countries or regions, resulting in a lack of quality control in the marketplace. This can lead to inferior products that are cost-prohibitive with little consideration to consumer protection. Standards organizations often lack the resources or knowledge to apply appropriate regulation.

Solution: Develop global standards in the marketplace by interfacing with local standards organizations and governments for implementation; new standards should offer a range of acceptable options that consider the supplier, distributor, and end user.

ACTION ITEMS

• Lead on the revision development of ASTM Standard E3050, bioethanol cooking fuel standard
• Host 2-3 workshops annually on bioethanol standards in target geographies in partnership with ANSI/USAID

TAXATION POLICIES

Challenge: Bioethanol is typically classified as beverage or pharmaceutical grade, and taxed with prohibitive duties and VAT, while other fuels in the marketplace enjoy favorable policy and exemptions. This prevents bioethanol from competitive pricing, pushing up costs unnecessarily for consumers.

Solution: Work with relevant ministries and trade groups to establish favorable policy for bioethanol that will be utilized in the cooking or transportation industries.

ACTION ITEMS

• Drive the adoption of progressive taxation policies for bioethanol stoves and fuel in targeted geographies through target trade missions, policy workshops, and knowledge exchange
WEBSITE AND SOCIAL MEDIA

Challenge: Bioethanol is often overlooked as a viable option for global household energy due to misinformation or lack of awareness. Organizations and businesses working to deliver bioethanol solutions do not have a platform to promote their work.

Solution: Manage a website with key facts, research, and ongoing work in the sector to provide greater clarity around the bioethanol opportunity for household energy. Promote bioethanol on multiple social media platforms.

CONFERENCES

Challenge: Bioethanol is underrepresented at relevant clean energy conferences.

Solution: Ensure bioethanol is included as a viable option at clean energy conferences and represent the bioethanol industry through panels and speaking engagements.

ACTION ITEMS

- Expand the website to include key facts and current reports to expel myths around bioethanol
- Engage in Twitter, LinkedIn, and other forums to promote Pivot and bioethanol solutions

ACTION ITEMS

- Attend/Present at 2 or more domestic or international conference annually