



Man and Man Enterprise : Ghana

Efficient, durable cooking stoves for every household in Ghana

Project description

Man and Man Enterprise produces and markets efficient biomass cooking stoves which save 40 % on charcoal compared to conventional stoves. The product thus enables substantial savings on fuel costs while reducing deforestation and GHG emissions.



Business model

Man and Man Enterprise produces and markets highly efficient biomass cooking stoves made from scrap metal. A ceramic lining retains heat, reducing charcoal consumption by 40%. The stoves cost the same as conventional stoves and have a longer lifetime. In the Ashanti region, the initiative sells hundreds of such "Holy Cook" stoves every week.

Man and Man Enterprise plans to increase profitability by integrating lining production into its own operations and by expanding its operations into currently underserved regions in Ghana and neighbouring countries.

Scaling up activities in 2012

- Train 70 additional artisans in metal cladding assembly to support a doubling in stove production (to 1,000 stoves per week) and sales to neighbouring Togo
- Begin ceramic lining production, setting up a kiln and production facilities
- Secure carbon credits on sales in Ghana and Togo in collaboration with investors
- Acquire distribution vehicles and a new manufacturing site

Immediate needs

- Additional capital to invest in a kiln and to prepare for the production of linings (EUR 22,250)
- Additional capital to double production and expand the distribution area (EUR 70,000)
- Additional capital to expand operations to Togo (EUR 30,000)
- Links to investors interested in CDM Gold Standard projects in Ghana





SEED Awards 2011

for entrepreneurship in sustainable development

WINNER

Partnership

- **Man and Man Enterprise Inc.** is responsible for product development, stove manufacturing and marketing
- **Tekman Energy Ltd** supplies scrap metal sheets for stove cladding and distributes the stoves to retailers in the market
- **Ekem Art Pottery Ltd** supplies ceramic liners for the stoves



Social, environmental and economic impacts

Social impact: The initiative will train 70 men and 30 women in manufacturing stove parts, providing an income that is 80% above the local minimum wage. Some 500–1,000 stoves will be sold each week. Users enjoy a 40% reduction in the cost of cooking fuel.

Environmental impact: The stoves use 40% less charcoal for cooking. This relieves pressure on the remaining forests and reduces harmful emissions. The sale of 46,000 stoves in 2012 will result in savings of about 70,000 tons of CO₂e.

Economic impact: The initiative aims to increase its competitiveness by vertically integrating the production of stove linings and by applying for carbon credits. Scaling up from 500 to 1,000 stoves per week is targeted for 2012 to serve growing demand in Ghana and to expand into neighbouring Togo.

Contact

Mr Michael Yaw Agyei

Email: manandman.ent@gmail.com,

www.manandmanenterprise.getafricaonline.com

SEED Partners

SEED's founding partners are the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature) and SEED is hosted by UNEP-WCMC. Other current partners are the governments of Germany, India, the Netherlands, South Africa, Spain, the United Kingdom and the United States of America; the European Union; Conservation International; and SEED's corporate partner, Hisense.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: www.seedinit.org

SEED Secretariat

info@seedinit.org

