



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



AFRICA WINNER 2013

Gogle Energy Saving Stoves produces improved cookstoves and briquettes in Ethiopia. It works in partnership with international agencies and state institutions, helping to reduce deforestation and contributing to the shift towards clean energy while providing income for local communities.



Gogle Energy Saving Stoves, Ethiopia

BUSINESS MODEL

Gogle Energy Saving Stoves produces improved cookstoves. It also recently started producing charcoal briquettes as a source of fuel, to be sold with the stoves or separately. The products are sold to various users in Ethiopia, including international NGOs via pre-ordering and through its own shops across the country.


The enterprise currently produces around 200 improved steel-made cookstoves and 5,000 kg of briquettes a day. It is expanding its operations into neighbouring Somalia.

ENTERPRISE FAST FACTS

Location	Addis Ababa
Year founded	2009
Sector	Biofuels
Product/Service	Energy-saving stoves

CONTACT

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Social impacts:

- Empowering women's groups by training them how to produce clay liners and briquettes.
- Empowering communities by enabling them to avoid the cost of buying firewood.
- Improving the livelihoods of women in rural areas by reducing their workload and saving them time, enabling them to be involved in other social activities.

Environmental impacts:

- Significantly improving community health by reducing indoor air pollution from open fires for cooking.
- Reducing deforestation by enabling the use of alternative fuel sources, such as briquettes made of waste.
- Reducing GHG emissions by avoiding wasteful use of fuel, thereby ultimately contributing to the mitigation of global warming

Economic impacts:

- Delivering energy-saving products – already sold to more than 20,000 households.
- Generating annual income of up to USD 1,800 per person.
- Creating jobs in the production, retailing and distribution of the products – more than 25 people already employed

Google Energy Saving Stoves believes that empowering women and girls is necessary to achieve energy security and foster sustainable development in Ethiopia.

Scaling up activities:

- Double production capacity by purchasing new machinery for stoves, moulds and briquette machines.
- Hire 11 new employees, focusing particularly on women, and train them to produce charcoal briquettes from coffee husks, corn cobs and corn husks.
- Improve the business and financial plan to ensure future sustainability of the enterprise.
- Increase the number of training sessions in production, raw material selection and marketing to ensure technology transfer and product quality.



In two years, Google Energy Saving Stoves has been able to increase production by 400 %. It now produces 200 improved cookstoves and 5,000 kg of briquettes a day.



Partnership

- The **Energy and Resources Institute (TERI)** provides training and supports the transfer and diffusion of energy technologies.
- **Horn of Africa Regional Environment Centre and Network** provides training and uses the enterprise's workshop for producing prototype energy products.
- The **Ministry of Water and Energy** supports the enterprise in many ways, such as providing training, testing new products and granting certification.



The 2013 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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