



## SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



## LOW CARBON WINNER 2013

Sustaintech distributes fuel-efficient, smokeless cookstoves to vendors of street food and to small commercial kitchens. Customers benefit from significant cost savings for firewood and improved health. At the same time, the environment benefits from reduced greenhouse gas emissions and less deforestation.



## Sustaintech, India

### BUSINESS MODEL

Sustaintech offers different types of wood-burning stoves tailored to the needs and cooking habits of small-scale commercial cooks in India. As the company's PYRO stoves require 40 % less firewood than conventional models, and have chimneys, they save costs, help to protect the health of their users and improve productivity.

Sustaintech has PYRO Distribution Centres in strategic locations. It markets stoves directly to customers and offers commissions to customers successfully promoting PYRO stoves to their peers. It also collaborates with financing institutions providing flexible loans.

### ENTERPRISE FAST FACTS

Location	Bangalore
Year founded	2009
Sector	Energy / renewables
Product/Service	Fuel-efficient cookstoves

### CONTACT

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### Social impacts:

- Increasing public awareness of the benefits of resource-efficient, climate-friendly lifestyles.
- Increasing the income of low-income cooks by cutting fuel expenses.
- Improving the health of stove users, thus increasing their productivity and working life.
- Providing technical know-how and marketing skills to new manufacturers and salespeople.

### Environmental impacts:

- Reducing the burning of firewood in commercial cooking by 40 % per cookstove sold, offsetting up to 300,000 tons of CO<sub>2</sub>.
- Slowing down deforestation and reducing greenhouse gas emissions from transporting firewood.
- Reducing resource and energy consumption in stove manufacturing and transport.

### Economic impacts:

- Creating additional job opportunities for new manufacturers and salespeople.
- Increasing economic return through extended sales networks.
- Generating revenues from carbon markets, allowing the stove to be sold more cheaply.
- Improving agreements with financing institutions about low-interest loans for customers.

” Sustaintech’s products create a new mindset among customers, sensitising them to the need for a more resource-efficient and low-carbon lifestyle, as well as its benefits.

### Scaling up activities:

- Sell 10,000 efficient cookstoves to small commercial kitchens.
- Open 6 additional PYRO Distribution Centres and enlarge their distribution networks through direct sales and customer referrals.
- Train 40 people from 5 manufacturers in the production of the cookstove, and train 160 individuals to become salespeople.
- Seek new partnerships with financing institutions so as to provide feasible and attractive financing options to potential customers, and also secure carbon credits, using the revenue to reduce the price of the cookstoves.



” Sustaintech has gained the support of Nexus Carbon for Development in becoming a certified Gold Standard carbon-offsetting project.



### Partnership

- **Sustaintech India Pvt. Ltd** leads the enterprise, marketing, distributing and servicing the cookstoves.
- **TIDE** develops the technology and supports Sustaintech through quality assurance, training and technical advice for manufacturers and salespeople.
- **Villgro** provided the initial financing and now mentors Sustaintech and provides close support for business development.



Federal Ministry for the  
Environment, Nature Conservation  
and Nuclear Safety

The 2013 SEED Low Carbon Awards are supported by the International Climate Initiative (ICI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

### 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](mailto:info@seedinit.org) or visit:

[www.seedinit.org](http://www.seedinit.org)

### Partners



### Corporate Partner

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### Founding Partners



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