**Designing Cookstove Labels to Influence Consumer Behavior in Ghana**

The Government of Ghana is developing a national performance standards and labeling program for improved cookstoves based on their existing appliance S&L program.

**WHY DO COOKSTOVES NEED PERFORMANCE LABELS?**

- 70% of Ghanaians use biomass fuel for cooking.
- 13k deaths per annum in Ghana from smoke related illnesses.
- Children under the age of five are most vulnerable due to their high exposure to cookstoves in the home.

**WHAT ARE IMPROVED COOKSTOVES?**

<table>
<thead>
<tr>
<th>Quality &amp; Performance</th>
<th>Traditional</th>
<th>Improved Firewood</th>
<th>Improved Charcoal</th>
<th>LPG</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Poor</td>
<td>Low · High</td>
<td>Low · High</td>
<td>High</td>
</tr>
<tr>
<td>Price</td>
<td>$2.6</td>
<td>$5·50</td>
<td>$5·50</td>
<td>$25·35</td>
</tr>
<tr>
<td>Availability &amp; Accessibility</td>
<td>Very High</td>
<td>Low · High</td>
<td>Low · High</td>
<td>Rural: None · Very Low Urban: Low · High</td>
</tr>
</tbody>
</table>

**WHO IS THE TARGET AUDIENCE OF THE LABEL?**

- Rural Households: 3m, Wood 34%, Charcoal 14%, LPG 20%, Other 5%, $1.75/d
- Urban Households: 3.1m, Wood 18%, LPG 20%, Charcoal 5%, Other 5%, $2.33/d

**WHAT WENT INTO LABEL DEVELOPMENT?**

**Setting Performance Thresholds for Label Tiers**

CLASP, in partnership with the Global Alliance for Clean Cookstoves, performed a tier-setting analysis and provided recommendations to the Ghana Energy Commissions of cookstove thermal efficiency and emissions levels for a potential hybrid-style (comparative and endorsement) performance label.

**Label Scope**

- **Recommended approach:** technology-neutral
- **Expected benefits:**
  - Cleaner market
  - Fewer deaths
  - Improved respiratory health
  - Lower PM emissions

**Thermal Efficiency Levels**

- Threshold set primarily using health data, due to non-linear relationship between emissions and health risks.
- To be represented as a voluntary endorsement mark on the label.

**Emissions Levels**

- Threshold set primarily using health data, due to non-linear relationship between emissions and health risks.
- To be represented as a voluntary endorsement mark on the label.

**Consumer Research and Visual Label Design**

Kantar Public Ghana, in partnership with the Global Alliance for Clean Cookstoves, undertook qualitative research to explore household and institutional users’ reactions and attitudes in response to proposed cookstove label designs.

**FUTURE OPPORTUNITIES FOR COOKSTOVE LABELING IN GHANA**

- More data is needed on product performance.
- Consider consumer’s limited understanding of performance labeling concepts.
- Study the impact of endorsement vs comparative labeling.
- Institutional users may be an easier audience to study.

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The Global Alliance for Clean Cooking has partnered with the Ghana Energy Commission to assist their development of a cookstoves labeling program. CLASP and Kantar Public contributed to the design of the label.