

Envirofit Awarded Grant to Expand Women's Empowerment Program and Increase Clean Energy Adoption in Rural Kenya

Envirofit, a social enterprise that designs, develops and delivers the highest performing, lowest cost clean energy cookstoves, announced today that it has been awarded a grant from the Energy and Environment Partnership (EEP) Program in Southern and East Africa to expand their Women's Empowerment Programs in Kenya. Envirofit pioneered their Women's Empowerment Program as a way to increase the use of clean cookstoves by rural Kenyans, 95% of whom cook with solid fuels. Women, who have completed the empowerment program during the pilot program in Kenya, have proven to sell three times more cookstoves than those who have not participated in the program. In addition, their customers show higher rates of continued clean cookstove use. The EEP grant aims to help train and equip 600 new female entrepreneurs in Kenya over the next 15 months.

"36 million Kenyans still lack access to improved cookstoves," said Jessica Alderman, Communications and Public Relations Director for Envirofit. "Many of these people live in hard to reach rural areas that have been underserved by clean energy technology. By scaling up our Women's Empowerment Program and committing to new, regionally specific efforts to reach these consumers, we will pioneer the rural market for clean cookstoves while creating jobs and reducing household air pollution."

Many rural Kenyans cook indoors with solid fuel over open flames, resulting in Household Air Pollution (HAP), a global health epidemic that kills over 4.3 million people per year – more than malaria, tuberculosis and HIV combined. The EEP Program in Southern and East Africa is jointly funded by the Ministry of Foreign Affairs of Finland, The Austrian Development Agency, and the UK's Department for International Development, and supports projects which aim to provide sustainable energy services to the poor and combat climate change. By empowering women entrepreneurs and decreasing exposure to HAP, the grant-funded expansion of Envirofit's Women's Empowerment Program will help pave the way for sustainable clean-energy markets in rural East Africa and other underserved communities around the world.

About Envirofit

Envirofit is a social enterprise that produces the highest performing, lowest cost biomass cookstoves that are efficient, durable, desirable, and affordable for households and institutions in developing nations. Envirofit's clean energy products empower individuals, transform lives, and ignite aspirations while stimulating prosperity across a global value chain. Pioneering the commercial market for clean cookstoves, Envirofit has reached more than 900,000 households and impacted over 3.7 million livelihoods across 45 countries. <http://www.envirofit.org/>

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