

Reaching the cashless

through the Unified Beneficiary
Register

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The context

- Pressure indicators:
 - Fuelwood accounts for 84% of total wood use
 - Charcoal for cooking: 1.7% rural; 43.4% urban
 - 35% increase in population in 10 yrs, 2.9% pa.
 - Increased cultivation
 - Deforestation rates approx. 2.3% per year;
 - Climate change, global greenhouse gas emissions
- Response Indicators
 - National Cookstoves Programme
 - 2 million by 2020
 - Multistakeholder Steering committee.
 - Multiple Players
 - NGO
 - Entrepreneurs
 - Social Enterprises





UBR

- GoMalawi comprehensive characterisation of each community in target district.
- In select districts, follow on for SCT beneficiary identification
- Placed in worth ranks based on a myriad of factors
- Sunfire prefers to reduce to three Categories:
 - Hanging in, Stepping up, Stepping Out

Promotion of ICS vs the cashless.

1. Take the time to understand the target market.:
 - Segmentation and characterisation done by the UBR registration process
2. 2:Target early adopters to build a critical mass.
 - Will normally fit in the higher income bracket in UBR
 - Natural opinion shapers
 - Can act as demonstrators/promoters
3. Utilize creative social marketing techniques
 - Wide marketing creates awareness of this “new cooking tech”
 - The poorest get a promotion stove from us.
 - The Promoters direct potential buyers to “see for themselves” at the village granny
 - Supply is within the village,
4. Leverage existing, trusted distribution networks
 - or create some
5. Connect consumers with innovative financing options.
 - Piggy back on programmes targeting the “Hanging In,Stepping Up and the Stepping Out



Leave no one behind by:

- Developing inclusive cookstove fuel wood programmes that ensures outreach to the underprivileged and underserved.
- Use existing screening/categorisation tools such as used in government social protection drives like Malawi's UBR
- Can employ the “wealth ranks” in Social Protection programmes for creative outreach:
 - piggybacked outreach?
 - 13th Cheque in Public works programmes/LSR?

