

- For Immediate Release -

Press Release - December 11, 2015

Changing Cooking Habits Could Eliminate 1 Billion Tonnes of CO₂ Equivalent per Year

Global leaders are meeting in France at the COP21 conference to debate how countries can curb pollution by businesses and households in order to mitigate the effects of climate change. Discussion is expected to center on the recurring goals of reducing carbon dioxide emissions from industrial manufacturing and fossil fuels. However, an issue that the Stockholm Environmental Institute¹ reports could eliminate 1 billion tonnes of CO₂ equivalent per year may not get the attention it deserves: inefficient cooking and the role carbon credits can play in fighting it.

Nearly three billion people worldwide live in energy poverty, lacking access to clean energy technologies and cooking their meals over open flames with biomass fuels such as charcoal and wood. Cooking this way is incredibly inefficient, wasting 90% of the energy generated and requiring up to one-third of a family's income for fuel. It is also hazardous to the environment, causing 25% of the world's global black-carbon emissions.

To help solve this environmental problem and help families cook better, Envirofit International – a social enterprise that innovates and sells affordable, high-quality clean cookstoves - has spent the last 8 years combating energy poverty by pioneering new markets for more fuel-efficient stoves. Envirofit believes that everyone deserves access to clean cooking technologies, and is committed to overcoming the challenges that have kept communities in the most remote regions of the world living in energy poverty. These efforts are made possible in part by the sale of carbon credits.

Available carbon credits purchased from the sale of clean cookstoves have a direct impact on alleviating energy poverty, and could exceed 1 billion tons of carbon-dioxide-equivalent per year. Credits from Envirofit stoves are certified through United Nations Framework Convention on Climate Change (UNFCCC) and The Gold Standard Foundation, which was possible due to their high efficiency and performance. Envirofit stoves reduce smoke and toxic emissions by up to 80% and reduce fuel consumption by an average of ~60%, which corresponds to a reduction of ~3.5 tonnes of CO₂ equivalent per year. Over its average lifespan of 5 years, each Envirofit stove will help prevent ~17.5 tonnes of CO₂ equivalent from being released. With over 1 million stoves sold worldwide, Envirofit stoves have the potential to prevent the release of 17.5 million tonnes of CO₂ equivalent over their lifetimes.

“Carbon credits from Envirofit do more than offset emissions, they provide buyers with a unique opportunity to give millions of people access to clean-energy technology for the first time,” said Tim Bauer, Envirofit Vice President of Global Sales & Business Development. “Capital from our carbon credits is directly invested into enterprise development for new markets in rural and remote areas. This helps

¹ <http://www.sei-international.org/mediamanager/documents/Publications/Climate/sei-pb-2013-cdm-cookstoves.pdf>

reach underserved communities at the base of the pyramid by building distribution channels at the last mile, and delivering education and enterprise opportunities.”

As a social enterprise serving peri-urban and semi-rural markets comprised of households with income levels of approximately \$2-\$10 per day, Envirofit has been able to use the capital derived from carbon credits to support enterprise development activities – creating sales and distribution channels and developing micro-entrepreneurs to serve ‘last mile’ communities that have lacked access to technologically advanced, clean energy products. Reaching these communities requires significant initial investment to train entrepreneurs and assist with critical ‘demand creation’ activities. In addition, revenues from carbon credit sales help offset the financial risk for working capital necessary to finance the initial sale of the stoves to regional distributors, and the investment of time and money required to perform on-site training for local stove assembly and sales.

The United Nations annual meeting of all countries which want to take action for the climate – also called the 21st Conference of the Parties or COP21 - is being held in Le Bourget, France, from 30 November to 11 December.

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 commercial applications 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 use of a market based approach for clean cookstoves, Envirofit has reached more than 1 million households with a positive impact on the lives of an estimated 5 million people across 45 countries.

info@envirofit.org / www.envirofit.org

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