

YSB Impact Survey

December 2021

OVERVIEW

YSB

[Yunus Funds](#) grows local social businesses that provide employment, education, healthcare, clean water and clean energy to over 13 million people in East Africa, Latin America & India. It has teams in India, Brazil, Colombia, Uganda and Kenya to invest and grow the impact of its social business portfolio. Local country teams focus on identifying and sourcing networks, communities and individual social entrepreneurs or existing businesses built around a strong social mission. Promising social businesses that have the potential to scale quickly can then apply for either financing or an investment readiness programme, to help them prepare for investment.

Survey Goal

To better understand BURN's Kuniokoa wood stove customers around four of the five IMM impact dimensions; customers' resilience and coping strategies (including COVID-19).

Survey Approach Method

The study analyses the impact performance of BURN's Kuniokoa wood stove using as a framework four of the Impact Management Project (IMP) impact dimensions:

- WHAT outcome(s) does BURN's Kuniokoa stove have on customers and how important are they to customers?
- WHO experiences the outcomes?
- HOW MUCH of the outcome occurs? Does it last over time?
- What is BURN's CONTRIBUTION?

A total of 280 Kuniokoa customers distributed across all 47 counties of Kenya were surveyed. To ensure representativeness, customers were selected randomly proportionate to the size of universe per county in relation to the total number of customers.

KEY FINDINGS

Demographic

- 49% of customers fetch wood to burn for their stove; 36% buy and fetch wood, and only 15% buy wood.
- 73% of respondents obtain their income from at least two different economic activities.

Efficiency

- Reduction in time spent cooking and tending: 93% of the customers experienced a 'Strong Decrease' or a 'Decrease' in the time spent cooking and tending to the stove.
- Ease of use: 61% of the users state a strong increase in the stove's ease of use.
- Smoke reduction: 99% of the customers experienced a strong decrease or a decrease in the smoke generated while cooking or using stove.
- Income generation opportunities: 60% of the respondents state the Kuniokoa stove either 'Strongly increased' or 'Increased' their opportunities for income generation using the stove.

Savings

- 78% of Kuniokoa customers state to have experienced a ‘strong decrease’ or a ‘decrease’ in their weekly wood expenditure
- Household spending on wood before using Kuniokoa was USD 5.2 (weekly), after using Kuniokoa is USD 1.8 (weekly) with a saving on spending of USD 3.4 (weekly).
- On an annual basis, this equates to between 8 – 11% of the average annual income of customers.
- Overall, 66% of low-income customers state to have experienced a ‘Strong decrease’ or a ‘Decrease’ in their weekly wood expenditure.
- Nearly half of BURN’s customers’ fetch firewood, so do not pay for wood.
- On average, customers save USD 3.4 on a weekly basis. 51% of customers buy and fetch wood (always or sometimes) and saved between USD 3.3 and USD 3.7 per week, reducing their expenditure on wood by around two thirds

WHAT ?

Time and Safety

- 65% of the customers experienced a strong decrease, and 28% a decrease in the time spent cooking and tending relative to their previous stove. This change was very important or important to 98% of the respondents.
- 99% of the Kuniokoa users said the stove improved safety relative to the previous stove e.g. reduced risks for burns. All the customers consider this change as either very important or important
- 91.4% of the users experienced a 'Strong increase' or 'Increase' in the stove durability relative to the previous stove. This change was very important or important to 99% of the respondents.
- 61% of the users state a strong increase in the stove's ease of use relative to the previous stove. Most of the customers consider this change as either very important or important.
- Most customers experienced a strong decrease or a decrease in the smoke generated while cooking or using stove. All the customers consider this change as either very important or important.

WHAT ?

Expenditure

- Nearly 80% of customers state to have experienced a 'Strong decrease' or a 'Decrease' in their weekly wood use/expenditure.
- The change was 'Very important' or 'Important' for the 222 customers experiencing a 'Strong decrease' or a 'Decrease' in their wood expenditure.

Opportunity

- Most customers experienced a strong decrease or a decrease in the smoke generated while cooking or using stove. All the customers consider this change as either very important or important.

WHO ?

Household Characteristics

- 59% of the respondents are the head of the household with nearly 70% of Kuniokoa customers living with their family in a home owned by themselves or by a household member.
- The average size of Kuniokoa customers' household includes five members including 95% of them have children.
- On average, 31% of the customers have 2 children, and 27% have 3 children. 86% of the customers with children above four years old, send their children to school.

Customer characteristics

- 79% of BURN's Kuniokoa wood stove customers surveyed are women.
- The average age of Kuniokoa customers is 41 years and 80% of customers are between 30 and 58 years old.
- 38% of the customers are self-employed. Half of the customers stated their highest level of education attained was secondary or post primary vocational education.
- 49% of customers fetch wood for cooking; 36% buy and fetch wood, and only 15% buy wood.

WHO ?

Customer Geographical distribution

- The counties concentrate 41% of Kuniokoa stoves' customers surveyed: Meru, Nyeri, Nakuru and Laikipia.
- 94% of Kuniokoa customers live in a small town, village or a rural community including 58% of the respondents grew up in the same community.

Customer Lifestyle

- 71% of the households are moderate food insecure by compromising quality and variety of food , which is typically associated with the inability to eat a healthy and balanced diet. This compares to 56.54% (2017) in the Kenyan adult population.
- 22% of the households are severely food insecure by reducing food quantities or skipping meals to food for a day or more.

HOW MUCH ?

Depth and Duration

- 79% of BURN's customers experienced either a 'strong decrease' or a 'decrease' in their weekly wood use/expenditure
- 27% of the customers experienced savings in their weekly wood use/expenditure immediately; 30% after few days, and 29% after few weeks.
- Overall, savings in wood expenditure have been long lasting. For example, 56% of the customers state changes have been consistent, and 42% express changes have increased.

Contribution

- 64% of the respondents assert there are no similar stoves in the market.
- Most of the customers state the quality of the stove is better compared to the stove they were using before.
- 42.5% of BURN's customers mentioned they adopted Kuniokoa stove as it saves/uses less firewood.

Stressors

- The most significant shock experienced by customers over the last twelve months was the loss of jobs. 21% of customers experienced this event. Most customers have somewhat (but not fully) recovered from income losses.
- The 3 most significant shocks were job losses due to covid, the illness of a household member and food price increases.
- Nearly 60% of customers relied on personal savings while another 15% on family and friends.
- 9% of customers report they have fully recovered while another 58% hope to fully recover soon. However, a small proportion of customers believe they will not be able to recover, or it will take a long time