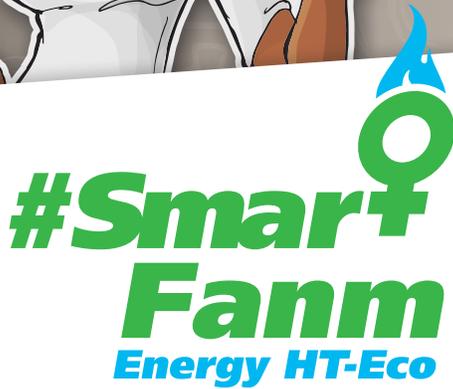




DIGITAL SALES of Liquefied Petroleum Gas (LPG) Stoves and Accessories



**SMARTFANM CALLS FOR
MOST HAITIAN HOUSEHOLDS
TO GAIN ACCESS TO HIGH QUALITY
COOKSTOVES, OVENS AND
PROPANE GAS IN HAITI BY 2030**

CHARCOAL COOKING : A KEY ISSUE FOR WOMEN AND THEIR LIVELIHOODS AND HAITI ENVIRONMENT

Haiti is one of the most exposed countries in the world to natural hazards that include hurricanes, floods, earthquakes, landslides. The absence of trees on steep hills transforms rains into torrents that flow down into the watershed, generating mudslides and leaching arable land. The use of charcoal and wood has been documented as one of the major causes of deforestation in Haiti.

As Haiti continues to urbanize, demand for wood charcoal will grow, putting further pressure on Haiti's biomass stocks. 90% percent of household energy for cooking comes from charcoal and wood, while only 3% of households use LPG, natural gas, or biogas (DHS 2012).

The use of wood fuels has a disproportionate impact on women in Haitian households because they spend twice as much time on domestic responsibilities compared to men, including firewood collection and food preparation (USAID "Gender Assessment". 2016).

The high rate of wood fuel consumption used for cooking leads to negative health impacts. In 2015, approximately 8,000 Haitians, including nearly 1,100 children under 5, died from diseases related to exposure to household air pollution from cooking with solid fuels¹. Most of these deaths, are due to chronic obstructive pulmonary disease, lung cancer, lower respiratory infections, ischemic heart disease, and stroke. Household air pollution (HAP) from cooking is the second-leading risk factor for mortality in Haiti, and the only greater risk factor being high blood pressure. In 2015, women accounted for 58% of the deaths related to exposure to HAP (IHME 2015)².

In low income countries such as Haiti, most of fuel collection and transport is carried out by women and girls, with head loads of 20 kg or more and distances of up to 12 km travelled not uncommon.

1 Source: Global Alliance for Clean Cookstoves and Global Affairs Canada, Haiti action plan for the transformation of the cookstoves and fuels market, September 2017
2 Idem

SMART SOLUTIONS



EMPOWERING WOMEN WITH KNOWLEDGE AND CONTROL OF LPG³

SMARTFANM, a movement which aims to empower women through innovation and technology has launched at the end of 2018, the SMARTFANM ENERGY HT-ECO initiative. The first phase of this initiative encourages women to substitute propane to charcoal as a cooking solution. Women can influence the adoption of propane gas at both the household and business levels integrating the supply chain as digital sales agents, LPG cookstove and accessory distributors, refill centers, and storage depots owners.

PROMOTING SMART ECONOMICS

In September 2018, the average household spent approximately \$ 23 – 24 per month for charcoal. Approximately 10% of annual household income is spent on cooking with charcoal. The average household expenditure on propane gas was approximately \$ 12 per month, which represents 5% of annual household income. This would be approximately 50% reduction of fuel spending from charcoal cooking.

ENGAGING HAITIANS LIVING ABROAD

Most families in Haiti cannot afford the price of an LPG stoves and the refills. Moreover, families receiving financial support from the diaspora are not willing to prioritize this cooking solution as they will always feel the need to put the priority elsewhere. In-kind interventions are at times the best alternatives forcing communities to make changes and simultaneously improve living conditions and the environment. Thus, SMARTFANM is engaging Haitian living abroad in purchasing GPL equipment and refills for family members in Haiti.

INNOVATING E-COMMERCE AND DIGITAL MARKETING

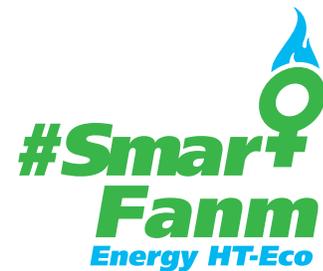
To facilitate purchase of propane cooking appliances and bottle refills by local buyers and the Diaspora, SMARTFANM has developed a digital sales platform www.smartfanm.com. This e-commerce website is accessible via internet and mobile phone application. Given that Haiti has about 6.8 million cell phone holders including more than 3 million smartphones, the digital platform is the quickest and most effective way to facilitate direct marketing and sales.

A robust marketing campaign will be conducted via social networks, door-to-door approach, and the use of radio and TV broadcasting in Haiti and the Diaspora. A network of commission based female marketing agents, media, journalists and registered institutions in Haiti and the Diaspora will facilitate direct sales via their computers, tablets and smartphones. Promotional codes, "SMART CODES," will be generated by the digital sales platform for buyers and end-consumers.

Once they have accumulated enough points, they can redeem them for free gifts such as households' appliances, smartphones, laptop, tablets, smart TV, airfare, car rental and hotel rooms.

3 Liquefied petroleum gas (LPG), also referred to as simply propane or butane, are flammable mixtures of hydrocarbon gases used as fuel in heating appliances, cooking equipment, and vehicles.

MOBILIZING KEY STRATEGIC INFLUENCERS



SMARTFANM AMBASSADORS

SMARTFANM is establishing a mobilization strategy call 20 x 20. In every municipalities of Haiti and Diaspora communities, SMARTFANM will select and mobilize twenty (20) key strategic influencers (10 women and 10 men) leaders of women organizations and networks, Churches, media, universities, farmers associations and cooperatives, and cultural groups. They will act as SMARTFANM AMBASSADORS raising awareness of household air pollution and promoting a market-based approach for the adoption of propane gas.

PROMOTING FINANCIAL INCLUSION OF WOMEN

SMARTFANM has partnered with a local bank to provide affordable micro-loans to low income women to purchase cooking appliances. To access to these micro loans, women should be part of a circle of 20 buyers/borrowers from a same legally registered institution. The circle of twenty (20) women will be divided in four (4) solidarity lending groups. Each group approves the loan request of each member and assumes moral responsibility for the loan.

SAFEGUARDING WOMEN'S FINANCIAL WELLBEING

SMARTFANM through its www.smartfanm.edu platform will also develop financial literacy courses videos for its female clients on topics including mobile banking, borrowing wisely, saving regularly, understanding product terms and conditions, managing loans, credit and debit cards, personal finances, and more.

BE SMART, JOIN US – PARTNER WITH US – GET INVOLVED

BE A SMARTFANM CHAMPION

SMARTFANM sees a future of interconnected Haitians of Haiti and the Diaspora as well as friends of Haiti aware of the power they have to drive solutions to Haiti's most pressing issues. SMARTFANM envisions a community of change-makers connected through technology empowering Haiti's women and improving their status and their family's wellness.



Danielle Saint Lôt
Haiti Women's Foundation



www.smartfanm.com