SLIDES: ENVIROFIT: Making the World Fit for Humanity

Jessica Alderman

Follow this and additional works at: https://scholar.law.colorado.edu/energy-justice-conference-and-technology-exposition

Part of the Business Law, Public Responsibility, and Ethics Commons, Energy and Utilities Law Commons, Energy Policy Commons, Entrepreneurial and Small Business Operations Commons, Environmental Engineering Commons, Environmental Health and Protection Commons, Environmental Law Commons, Environmental Policy Commons, Environmental Public Health Commons, International Business Commons, International Law Commons, International Public Health Commons, Power and Energy Commons, Science and Technology Law Commons, Sustainability Commons, Transportation Commons, Water Law Commons, and the Women's Health Commons

Citation Information
https://scholar.law.colorado.edu/energy-justice-conference-and-technology-exposition/10

Reproduced with permission of the Getches-Wilkinson Center for Natural Resources, Energy, and the Environment (formerly the Natural Resources Law Center) at the University of Colorado Law School.
Making the world fit for humanity
**Traditional Cookstoves**

Meet Chukulisa

- Walks 14 kilometers every 2 days to collect firewood
- Spends 35% of her income on cooking fuel
- Uses up to 10 kilograms of wood to cook over a fire each day
- Occupies most of the day in a smoke filled kitchen

*Courtesy Rodney Rascona-All Rights Reserved*
Indoor Air Pollution

IAP causes 2 million deaths globally

80% of IAP deaths occur in women & children under 5

5th largest health risk in the world

Making the world fit for humanity
Deforestation accounts for **20%** of greenhouse gases

Women risk their lives every day to collect firewood
Poor Fuel Combustion

- Adds more than 600,000,000 tons of greenhouse gases every year
- Primary cause of Indoor Air Pollution
- Wastes 50% of the wood’s energy

Making the world fit for humanity
Making the world fit for humanity

Addressing the Problem

Rethinking the Cookstove

Improving the Household

- 80% reduction in smoke & toxic emissions
- 50% reduced cooking time
- 60% reduced fuel requirement
- 50% reduction in fuel costs
- 40% improvement in cooking efficiency

Improving the Environment

- 60% reduction in CO2
- 40% reduction of Black Carbon

Making the world fit for humanity
Envirosfit International was established in 2003 to develop clean technology solutions to improve the human condition on a global scale, with a primary emphasis on applications in the developing world.

Our vision is a world in which people living at the base of the economic pyramid can enjoy durable, affordable, aspirational, well-engineered technology products that offer economic payback incentives, while improving health and the environment.

Making the world fit for humanity
Focusing on Quality

Maximize life
Minimize emissions
Reduce cost

Heat, material, & temperature stressing
Alloy testing and Optimization

Making the world fit for humanity
Making the world fit for humanity

Developing a Product

- G-3300 Wood
- M-5000 Wood
- Z-3000 Built-in Wood
- HM-1000 Plancha Wood
- 3GT Turbo Wood
- EFI-100L Institutional Stove
- CH-2200/2300 Charcoal
- CH-4400 Charcoal
- CH-5200 Charcoal
- Stove Accessories
Localized Factory in Kenya makes for faster, easier and more cost-effective distribution.

Retail cookstoves just under $20.

Making the world fit for humanity.
Having the greatest reach means providing the right **sales incentives** and connecting with quality partners who can successfully communicate the **product value** to consumers.
Making the world fit for humanity

Connecting with Consumers

Work closely with our partners to understand the needs of our consumers

Cultural customization of products during research, development and marketing phases

Making the world fit for humanity
In 4 years Envirofit has enabled 400,000 families to purchase stoves impacting more than 2 million people in over 55 countries.

- $32.5 million in reduced fuel consumption
- 6 million tons of Carbon Dioxide reduced
- 450 direct and indirect jobs created

Making the world fit for humanity
Chukulisa

Protects her family from the harms of Indoor Air Pollution

Spends less time collecting firewood and cooking

Saves enough money to send her child to school

“For me and my family the Envirofit is the best...it saves wood and saves my money, but because I don’t have to walk 14 kilometers every 2 days for more wood it gives me more time with my boys and for me. That's the most important benefit of all...I'm free.”

Making the world fit for humanity
Partner with Us

ENVIROFIT INTERNATIONAL
www.envirofit.org

Jessica Alderman
Director of Communications
Jessica.alderman@envirofit.org

View our Product Catalog:
http://www.envirofit.org/overview/

Making the world fit for humanity