

ASChES Convening

Naivasha 2018

Survey Responses

Summary Findings



Above all, participants valued the **community of practice fostered by ASChES.**

- Before the convening, participants had connected with just **3** other participating organizations. After the convening, participants planned to follow up with an average of **13** other organizations.
- **100%** of participants intend to stay active in the community of practice after the event



Participants prioritized – and took advantage of – the unique opportunity to gain **technical knowledge specific to the alternative fuel industry.**

- Participants ranked **fuel technology and production** as the most important knowledge area to improve and the most valuable topic featured at the event. This is also the area in which participants reported the greatest improvement in knowledge.
- After the event, **94%** of participants planned to apply technical skills learned at the event, and **89%** planned to implement quality control measures to improve their projects.



Participants felt that the event was responsive to their needs for **business skills.**

- Participants also ranked **financing, distribution, and marketing** as highly important knowledge areas to improve, and they reported substantial gains in knowledge in all three areas.
- After the event, **89%** of participants plan to implement business skills learned at the event, **78%** planned to leverage social media marketing to reach new clients, and **56%** planned to take steps to access new capital.

Survey Response Rates

20 attendees

- Pre-Survey: 18 respondents (90% response rate)
- Post-Survey: 19 respondents (95% response rate)

Convening Goals & Levels of Success

Goals: (Ranked 1-3, with 1 being the top priority)

How **successful** was the event at achieving these goals? (1-10)

1) To be inspired with **new ideas and tools** for business models, entrepreneurship skills, and production methods **9.5**/10

(Average Weighted Rank: **1.5**)

2) To build a **community of practice** of small-scale alternative fuel producers to exchange best practices and problem solve together **9.3**/10

(Average Weighted Rank: **2.1**)

3) To become an **informed ambassador** for a formalized sustainable fuel industry **9.8**/10

(Average Weighted Rank: **2.4**)

Pre-Survey

Post-Survey

This workshop will be a **success** if...

Learning/knowledge transfer (9)

- “participants actively share and contribute to learning”
- “at the end of the workshop I am able to get information and ideas to solve the current problems facing our production”
- “I can develop a work plan of best practices to implement at my organization”

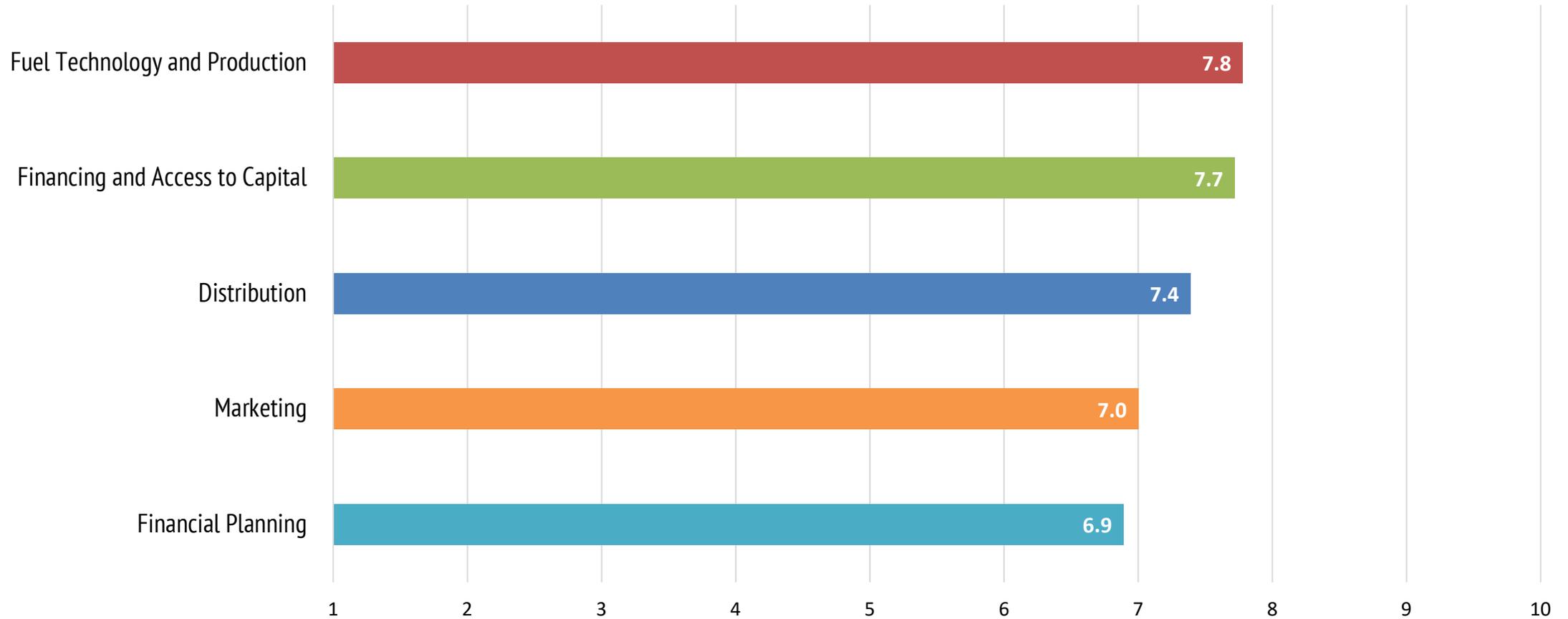
Community/Partnerships (4)

- “I will have established partnerships for future collaborations”

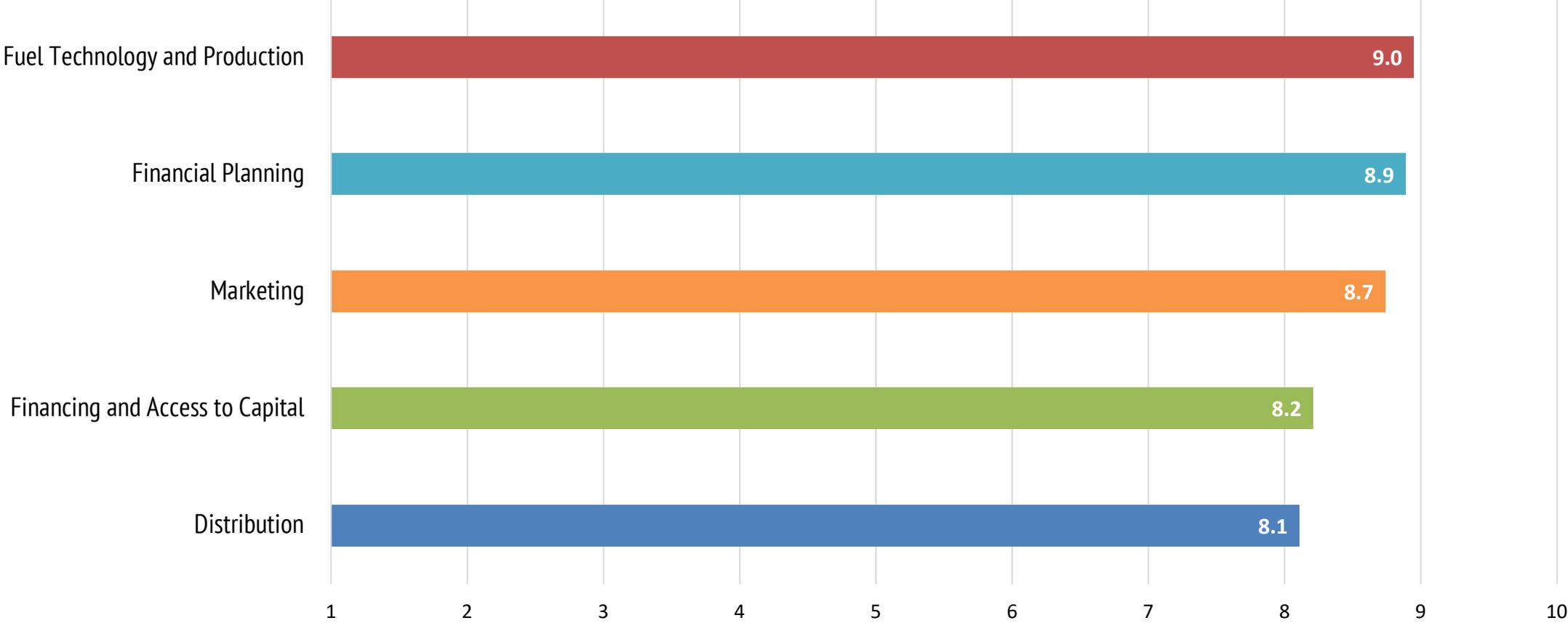
Policy (1)

- “it will put measures towards addressing the challenges the briquette manufacturers are facing...especially in regard to policy framework that will create an enabling environment, supply and demand”

On a scale of 1-10, how **important** is it to improve your knowledge of the following areas?



On a scale of 1-10, how **valuable** did you find each of the session topics?



Is there anything else you'd like to share about your **hopes** and **goals** for this event?



Business skills/knowledge (3)

- “Improve my knowledge on marketing financial and production”
- ”How to manage and lead a successful team”



Technical skills/knowledge (3)

- ”How to keep truck stock in and out”
- “I am looking forward to learn of an efficient low-cost carbonisation method and an efficient low-cost non-carbonised extruder/pellet machine”



Other biomass applications (1)

- ”I believe that looking at waste to charcoal technologies only from the perspective of cooking or heating fuel as the only 'sell-able' products is limiting. Charcoal can have many other interesting applications...and I hope that brainstorming with other members in the group will help evolve this new approach.”



Community (1)

- “It’s rare that I meet anyone working in this field, and it can feel quite insular at times, so I’m excited to collaborate with others working through similar problems and towards similar goals.”

Overall, what did you **value** most about this event?

Connections (10)

- “It was the first time ever I had the opportunity to meet with other char-briquettes producers and with organizations in the sector. (D-Lab & TCP)”
- “It was focused on briquettes, and I could connect with the participants because they were talking briquettes language which I could understand.”
- “I loved the coming together and learn from each other, it's a greater way instead of reinventing the wheel what other members have done so well.”

Problem-solving/skill-sharing (6)

- “Topics covered just addressed the challenges I face in my organisation.”

“Everything” (2)

- “Everything. All the topics covered were crucial. It was holistic.”

Microgrant (1)

- “The microgrant as I was really stuck.”

Outings (1)

Please share your reflections on what you **learned**. What **knowledge, skills, or mindsets** did you gain?

Production (drying, carbonization, etc.) (9)

- “I gained immense insight into production, drying and very motivated going forward.”
- “I gained knowledge on production ratios, technical aspects of different machines”

Big-picture ideas (5)

- “Mistakes to avoid, potential of the briquettes industry and to think big.”
- “I learnt that a good product is one that is continuously tested and research and development never end.”
- “I also learnt that there are people (ASCHES family, charcoal project, MIT-DLAB and other friends) who are focused on seeing the charcoal industry grow and they will give whatever support they can.”

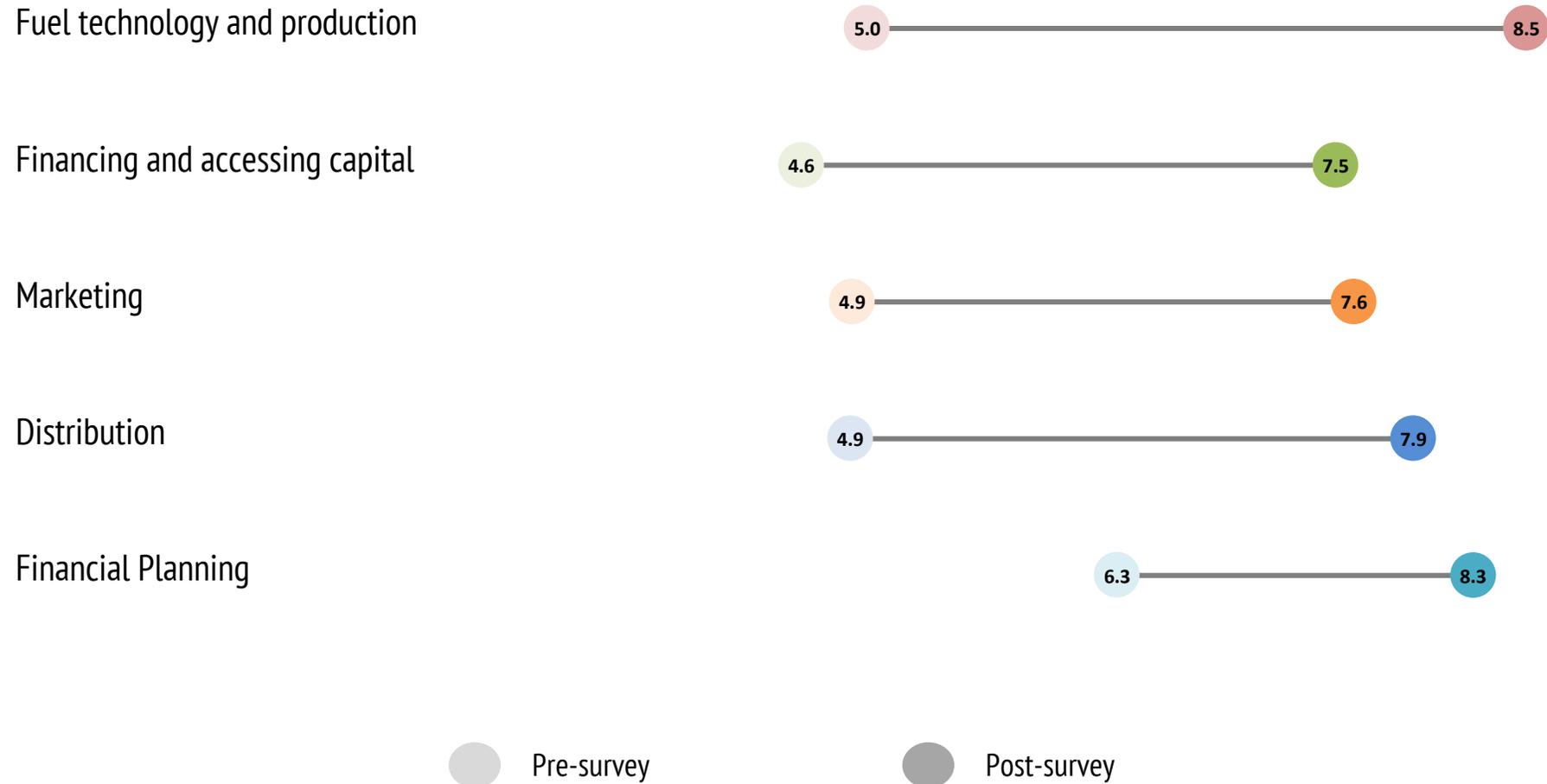
Marketing/branding (4)

- “Customer mapping was so great. It will go a long way help map our customers and serve them better.”

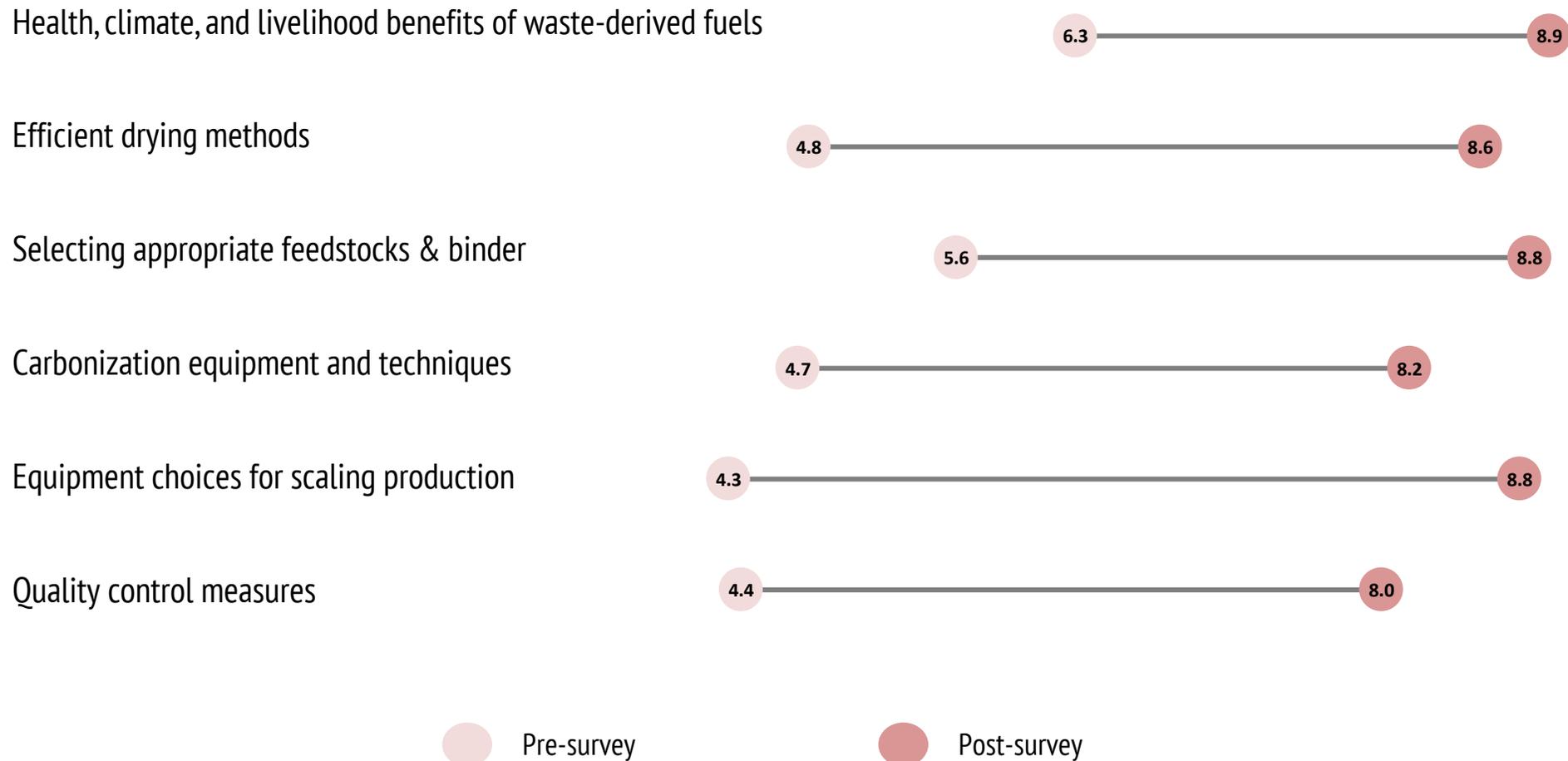
Business strategy/financial performance (3)

- “Forced to challenge our beliefs, and re-evaluate our organisation, models, and strategies.”
- “That I have to go back and look at my business in detail, eg look at the business plan again, look at my profit analysis and make some changes to improve the efficiency of the business.”

On a scale of 1-10, how knowledgeable do you feel about the following **topics**?



On a scale of 1-10, how knowledgeable do you feel about the following aspects of **fuel technology and production**?



On a scale of 1-10, how knowledgeable do you feel about the following aspects of **financing and accessing capital**?

Approaching investors



Understanding the requirements of lenders and equity investors



Carbon finance opportunities



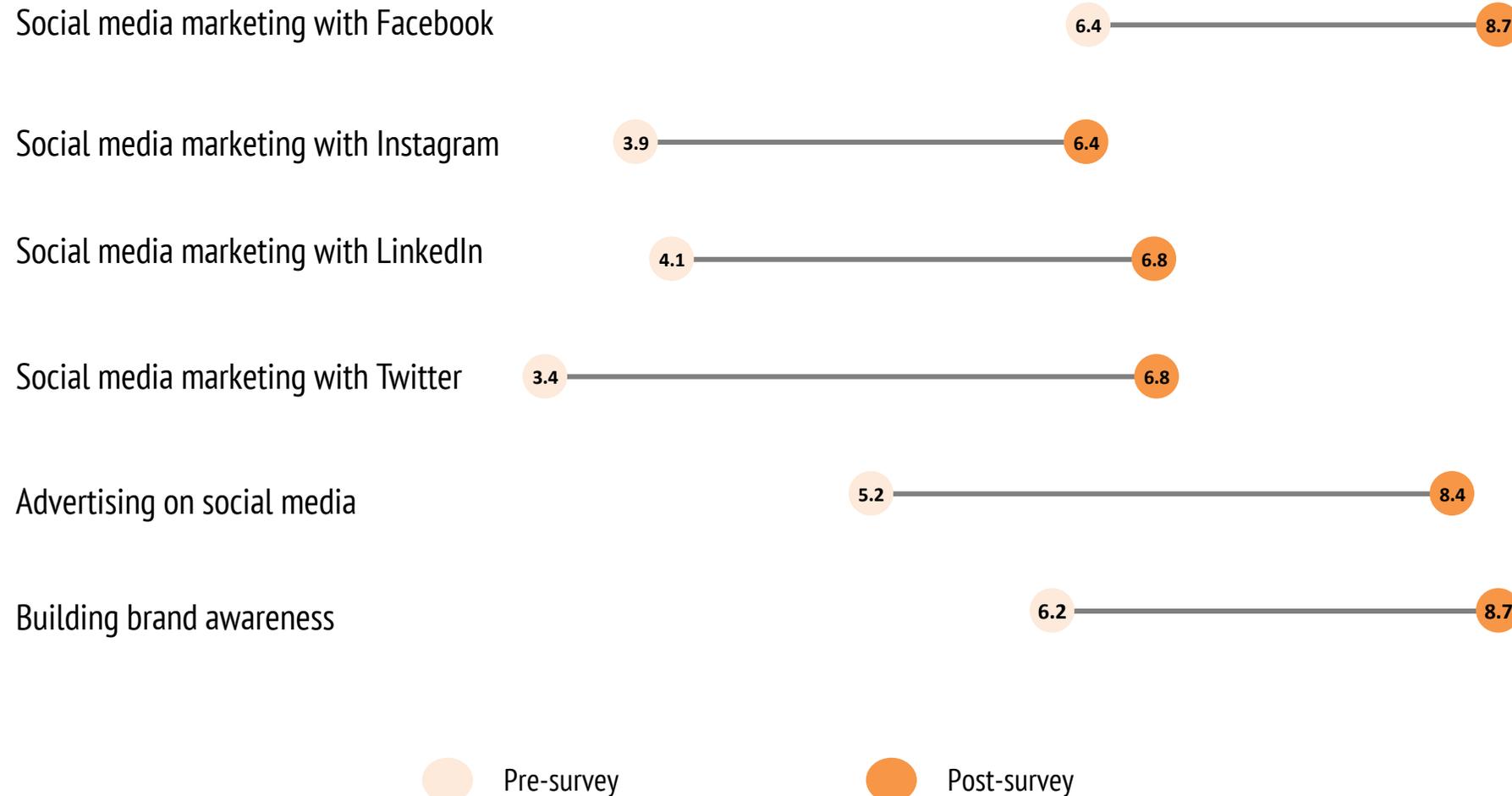
Cost of capital



● Pre-survey

● Post-survey

On a scale of 1-10, how knowledgeable do you feel about the following aspects of **marketing**?



On a scale of 1-10, how knowledgeable do you feel about the following aspects of **distribution**?

Alternative distribution models for fuels and cookstoves



Last mile distribution techniques



Supplying refugee camps with fuel



● Pre-survey

● Post-survey

On a scale of 1-10, how knowledgeable do you feel about the following aspects of **financial planning**?

Product profitability



Cash flow planning



Cost control



Forecasting sales and profitability



● Pre-survey

● Post-survey

Overall, what **worked well**? What elements should we keep for future events like this?

Speakers on specific topics (6)

- “Guest speakers on specific topic (ie finance)”
- “The topics were all helpful”

Informal activities (5)

- “The community aspect was very valuable. I really got a lot from the opportunity to just chat and engage with other participants.”
- “The tours were also great in giving the team steam.”
- “The break away fun sessions should be kept especially talent show. It brought people closer especially those from the same countries; I had never been in a focused team like I was with the Ugandan team as we prepared for the talent show.”

One-on-one sessions (3)

- “The optional sessions, the one on one mentoring.”

Database (1)

- “Creation of a database where members can share skills.”

Overall, what did **not work well**? What should we change to improve future events?

Participant info/geography (2)

- “To have a sort of “who is who” information of the participants before the event (like participant list with company/organization description and photo, to facilitate networking.”
- “More people from other continents.”

Irrelevant Sessions (2)

- “Technology advances that are ground breaking but out of our reach financially.”
- “The audio presentation by the professor on carbonisation was too technical to follow for non-researchers and his prototype seemed to be suitable for big ventures not startups.”

Timing (2)

- “At a certain point some of the sessions seemed rather so tight together.”
- “Topics were given less time. So next time we should allocate more time for topics.”

Session Topics (2)

- “More knowledge of business formation and cost management.”
- “Perhaps fewer whole-group sessions and more breakout sessions would be better.”

Plastic waste (1)

- “I suggest that we try and eliminate the plastics as much as possible, felt quite sad every time I saw plastic bottles especially in the conference room.”

Now that the event is over, which of the following **actions** do you intend to take in the next six months?



“I plan to...

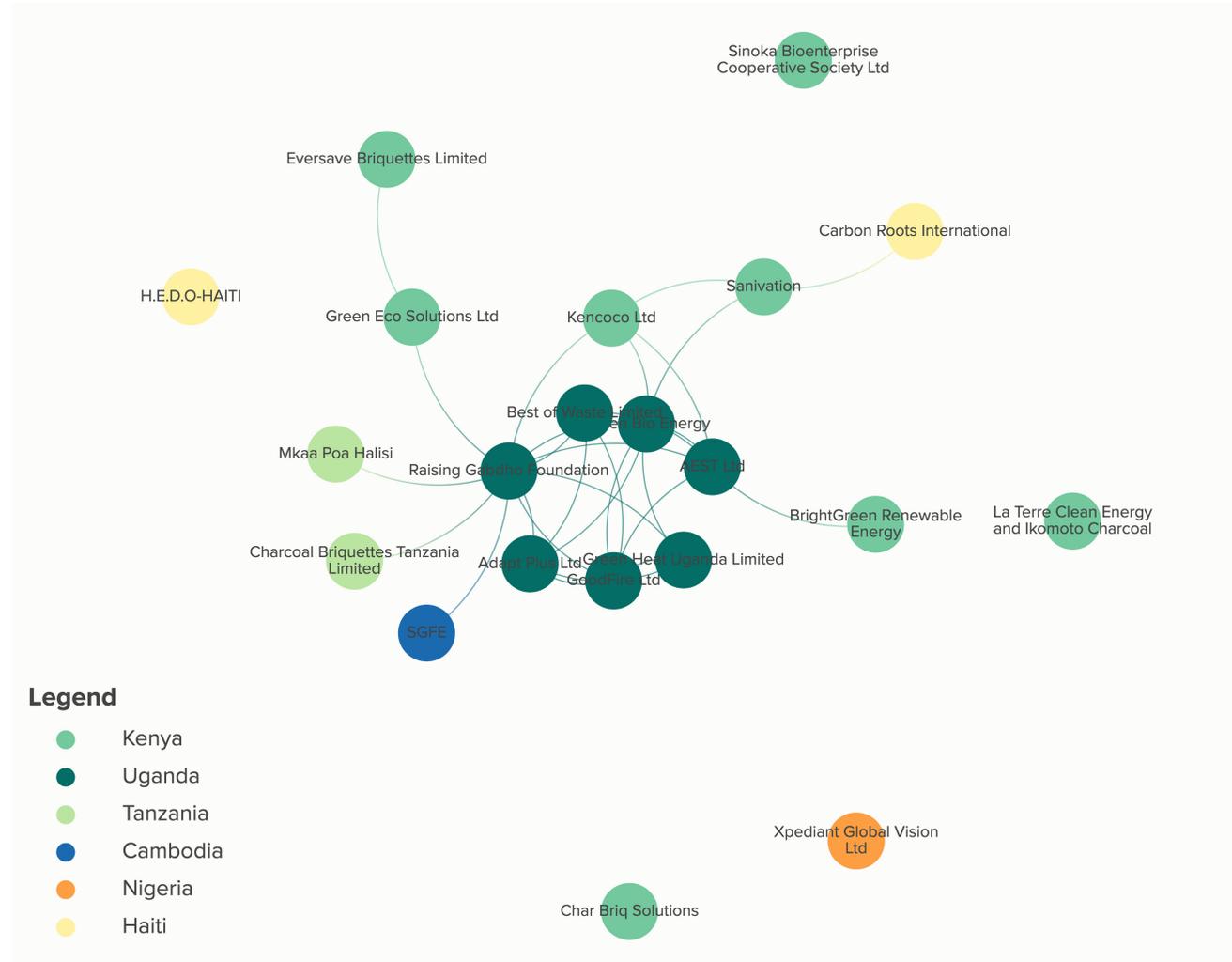
...set up more detailed and regular financial tools, search for aggregators to enhance distribution and reach.”

...construct a new and improved drying rack with the grand and also teach my people what I have learned”

...complete the drier extension and put the racks/shelves. I will also increase the raw material stocking for at least a month.”

Before the convening, participants had connections with an average of 3 other organizations.

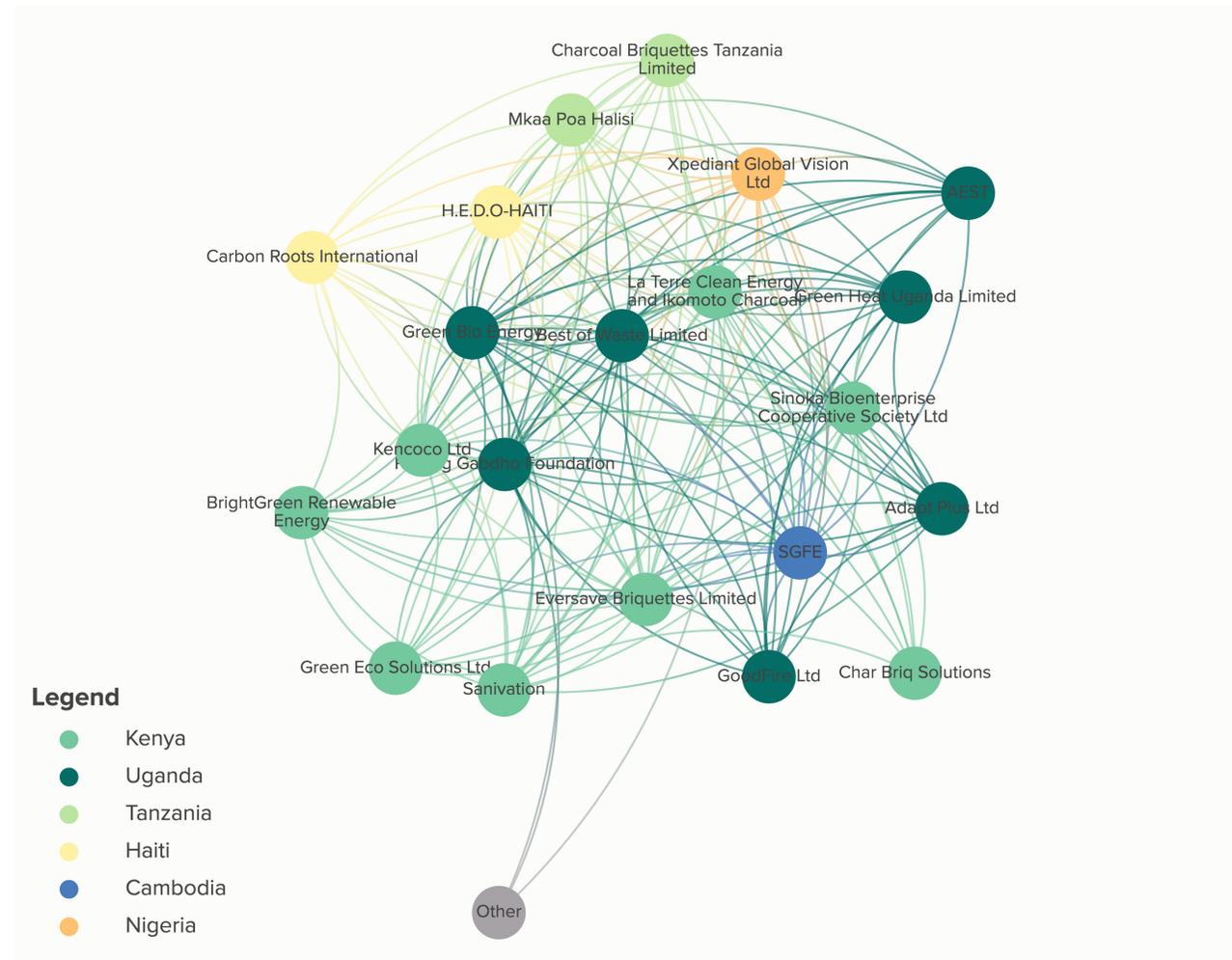
“It’s rare that I meet anyone working in this field, and it can **feel quite insular** at times, so I’m very excited to collaborate with others working through similar problems and towards similar goals.”



“Charcoal can have many other interesting applications...I hope that **brainstorming** with other members in the group will help evolve this new approach.”

After the convening, participants plan to follow up with an average of **13** other organizations.

“I look forward to following up with many of the folks from this event to both **pursue the development of the global charcoal market** and to continue to learn and share ideas and lessons with one and other.”



“We are **already starting to collaborate** with the other Naivasha briquetters to coordinate raw material supply to reduce transport costs.”

Is there anything else you'd like to share with us?

- “Prompt us to **keep the fire burning**. I would appreciate synergies where you are the lead.”
- “**THANK YOU** SO MUCH FOR THIS EVENT”
- “I will appreciate the **vast experience** of D-Lab **technology-wise** to help with rural renewable technologies that we can replicate in my particular region because some of the most vulnerable reside in the **rural communities** and Cottage industry setup assistance will go along way.”
- “Kindly share with the group any **clean energy opportunity** you can come across.”
- “I was blown away with how well this event was organized; so a **massive thank you** is what I'd like to share most.”

Quotes for D-Lab Media

“The togetherness and sharing of ideas between participants was amazing.”

- **Charity Ogeto**, Sinoka Bioenterprise Cooperative Society Ltd (Kenya)

“I gained immense insight into production, drying and [am] very motivated going forward.”

- **Said Twahir**, Kencoco Ltd (Kenya)

“I learnt that a good product is one that is continuously tested and research and development never end, we will continue seeing the developments in quality of briquettes. I also learnt that there are people (ASCHES family, charcoal project, MIT-DLAB and other friends) who are focused on seeing the charcoal industry grow and they will give whatever support they can, we have to work hard to grow the industry with them and support other upcoming players. I have learnt that we can achieve more if we work as a team.”

- **Sarah Basemera**, Raising Gabdho Foundation (Uganda)

“Starting off with such amazingly welcoming hosting - putting this together was clearly a huge amount of work and the Asches team were brilliant at this. The friendliness of everyone has been exceptionally inspiring. The programme was great, detailed and well thought out.”

- **Alistair Nicklin**, La Terre Clean Energy and Ikomoto Charcoal (Kenya)

“Am so happy to be part of this family. I will be willing to offer any support in my ability for any entrepreneur that may be in situation I can help.”

- **David Nkwanga**, Adapt Plus Ltd (Uganda)

“THE ORGANIZING TEAM IS GREAT! GREAT OUTCOME beyond my expectations!”

- **Carlo Figà Talamanca**, SGFE (Cambodia)

Appendix:

Pre-Survey: “On a scale of 1-10, how knowledgeable do you feel about X?”

Post Survey: “On a scale of 1-10, how knowledgeable did you feel about X BEFORE and AFTER the event?”

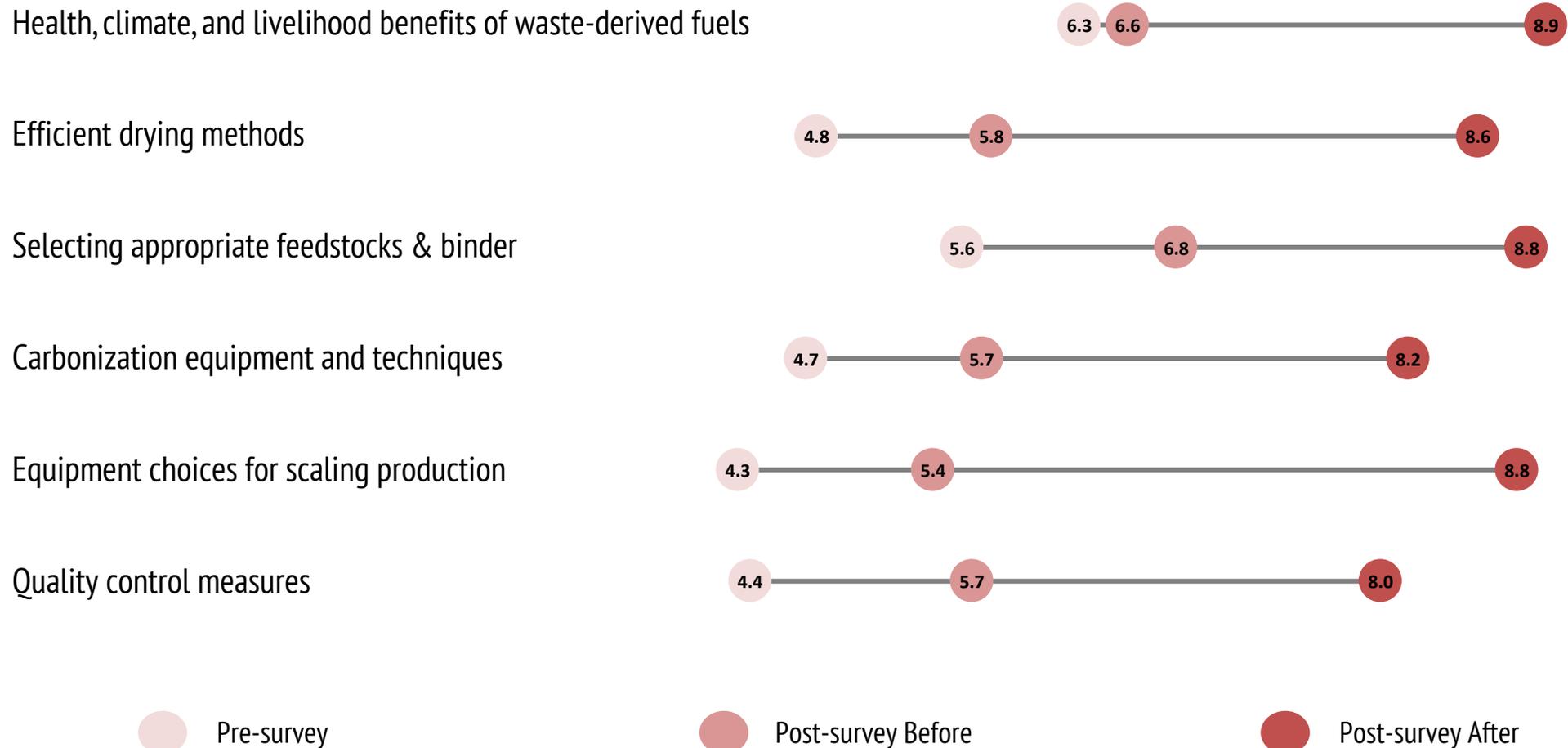
The following graphs contain all three data points:

Pre-Survey

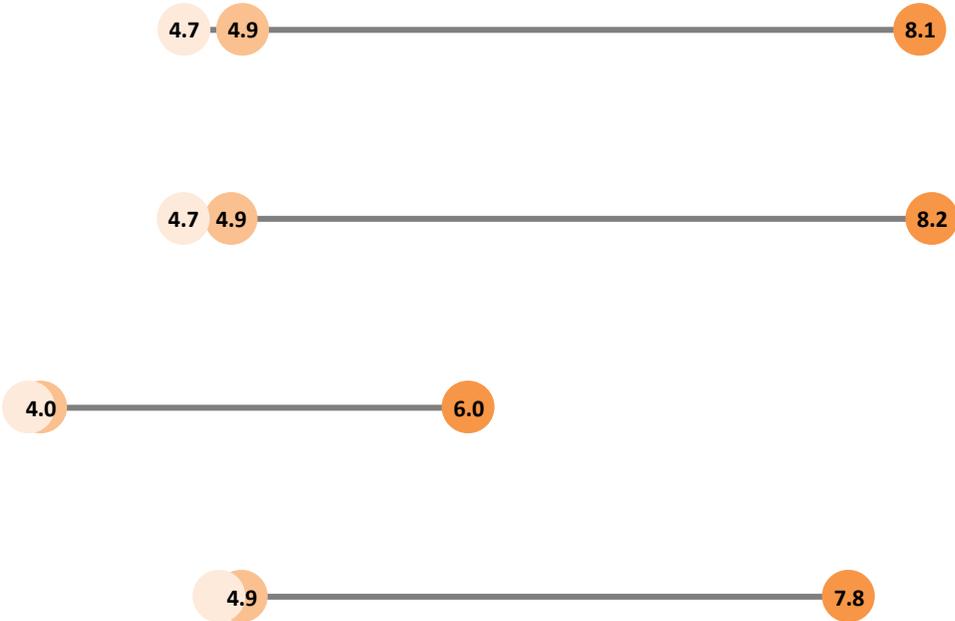
Post-Survey “Before”

Post-Survey “After”

On a scale of 1-10, how knowledgeable do you feel about the following aspects of **fuel technology and production**?



On a scale of 1-10, how knowledgeable do you feel about the following aspects of **financing and accessing capital**?

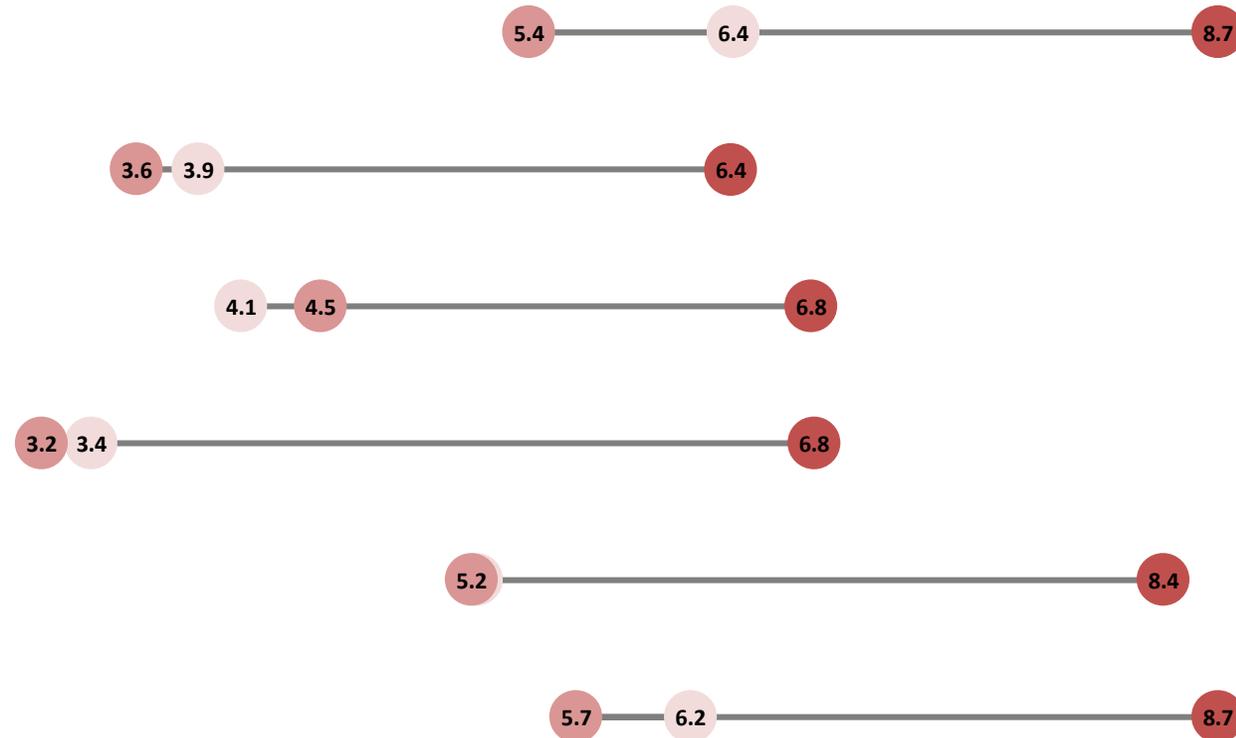


Pre-survey

Post-survey Before

Post-survey After

On a scale of 1-10, how knowledgeable do you feel about the following aspects of **marketing**?

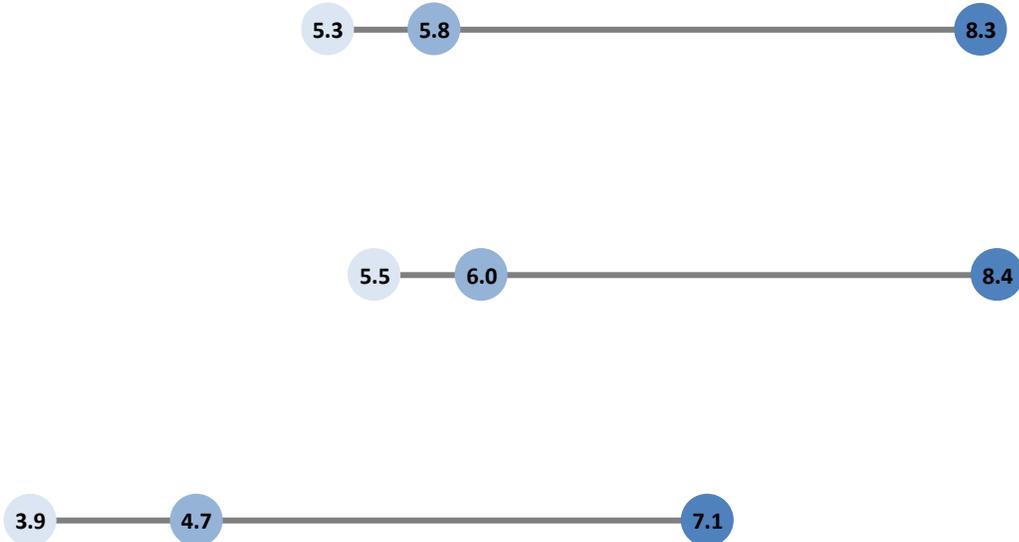


Pre-survey

Post-survey Before

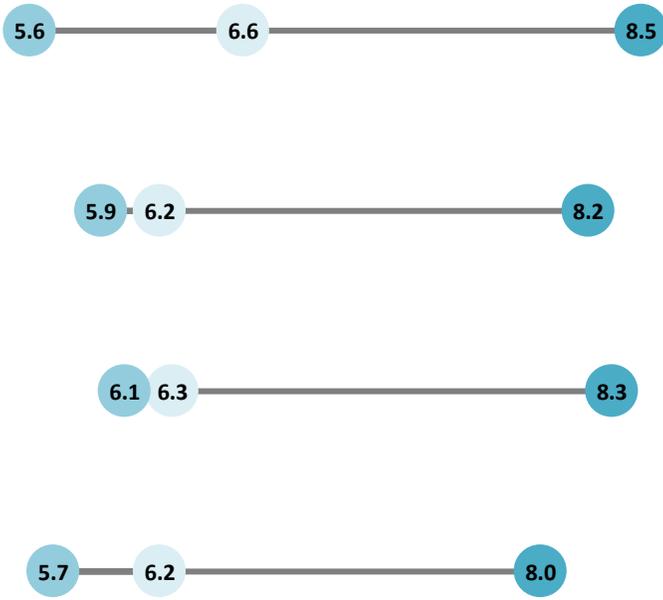
Post-survey After

On a scale of 1-10, how knowledgeable do you feel about the following aspects of **distribution**?



● Pre-survey ● Post-survey Before ● Post-survey After

On a scale of 1-10, how knowledgeable do you feel about the following aspects of **financial planning**?



Pre-survey

Post-survey Before

Post-survey After