



## BREATHE EASY WITH YOUR UPGRADED STOVE

### Advisory services: Design and implementation of the awareness campaign, promotion of the use of improved stoves adapted to women and indigenous peoples through a national behaviour change communication (BCC) strategy.

Guatemala is the country that reports the highest consumption of firewood in Central America. The energy sector is the second highest emitting sector, accounting for 39% of total emissions; Firewood represents 57% of the total energy matrix. About two million households (69.6% of the population) use firewood to meet their energy needs, raising their total annual demand, according to estimates, to 16 million tons, equivalent to approximately 40 million barrels of oil/year.

In 2010, the fuelwood deficit was 5 million tons, generating approximately 8.7 million tCO<sub>2</sub>e/year (MMtCO<sub>2</sub>e/y) of GHG. About 85% of the fuelwood consumed is extracted from the natural forest.

In addition to climatic and environmental threats, the unsustainable use of firewood causes serious health problems for its users. Guatemala has the second largest population in Central America affected by air pollution: it is estimated that around 69% of Guatemalan households that use firewood are at high risk of respiratory diseases, mostly women and children, resulting in losses equivalent to 1% of GDP and 5,100 deaths/year, of which 1,700 are children. It is estimated that 65,000 new families will start using firewood as their main source of energy annually and this trend is not expected to change in the next 30 years.

In 2019 and for a period of 5 years, Guatemala agreed to a grant from the NAMA Facility for the implementation of a program called **Efficient Use of Firewood and Alternative Fuels in Indigenous and Rural Communities in Guatemala**.

ALTERNA is a non-governmental organization established in Guatemala with extensive experience in accompanying and promoting innovation in companies with social objectives; being designated as the Executing Unit of the program, whose three components are as follows:

1. Promotion of the mass production and use of MS, including the development of a strategy to promote and raise awareness of its use to increase the knowledge of the target population about financial savings, environmental benefits and health improvements.
2. Facilitate access to financing for the production and purchase of MS.
3. Implementation of a Monitoring, Reporting and Verification (MRV) system to account for the emission reductions generated by the Program, based on the methodology of Technologies and Practices to Displace Decentralized Thermal Energy Consumption (The Gold Standard, 2017); these results will be articulated with the National Climate Change Information System (SNICC).

Within the framework of the Program and as part of the Initiative Llamada, Alterna hires HELVETAS Swiss Intercooperation to execute this consultancy, for 36 months.

Photo: Malacatancito, May 13, 2025. Communication and Behavior Change Strategy (ECCC).

## OBJECTIVE

Develop and implement an awareness and promotion campaign for improved cookstoves (MS) with a focus on communication for behavior change (BCC), at the national level, prioritizing 5 departments in order to increase the demand for MS and their correct use in the homes of the target group.

## SPECIFIC OBJECTIVES

- i. Design and execute a **communication campaign (CE) strategy** that manages to inform/sensitize the target group about the benefits of MS, their characteristics, sales details and search for credits; including a *marketing blend approach* that includes traditional and non-traditional media.
- ii. Design and execute a **behavior change strategy (CCS)** transversal to the communication campaign for the implementation, evaluation, adjustment and scaling of the proposed actions, taking into account mechanisms that include decision-makers regarding the adoption of an MS, as well as the various actors of this ecosystem.
- iii. Design and implement a **monitoring, evaluation, and learning plan (MEAL)** that allows defining the influence, evaluating the progress of the results of both strategies, as well as promoting evaluation spaces for the definition of adjustments that ensure a successful implementation of the advisory.

## EXPECTED SCOPE

For Specific Objective One (EC):

- A family reached for communication is a family nucleus in which at least 3 members (father, mother or child) receive 1 message with key information about MS; and through 3 different channels (digital, traditional and face-to-face with on-site activations); in 5 semesters (2024, 2025 and 2026); maximizing the impact and ensuring the understanding and frequency (repetition) of the message. The final goal is 300,000 families.

For specific objective two (ECC):

- A family reached for behavior change is one in which at least one decision-maker (father or mother) participates and is involved in the 4 stages of the process that promotes the correct adoption of an MS in each household involved, through purchase and/or microcredit. The final goal is 25,000 families.

For specific objective three (MEAL):

- It is expected to achieve a monitoring and evaluation plan, designed, prepared and implemented that will define the quality, progress and scope of the actions of the Communication and Behavior Change Strategy (ECCC).

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## FAST FACTS

### Geographical location and population:

5 departments of Guatemala are prioritized, with a total population of approximately 4,893,000 inhabitants (2018 data, INE Guatemala). Based on previous studies carried out by ALTERNA and the experience of the team of key experts, the following municipalities were chosen for the implementation of the actions: the communication campaign is executed at the national level with emphasis on San Marcos, Huehuetenango, Quiché, Alta Verapaz and Chiquimula; and behavior change actions focus on:

- **Department of San Marcos:** San Marcos, San Pedro Sacatepéquez, Comitancillo, Concepción Tutuapa and Tejutla
- **Department of Huehuetenango:** Huehuetenango, Chiantla, Malacatancito and San Sebastián Huehuetenango
- **Department of Quiché:** Santa Cruz del Quiché, Santo Tomás Chichicastenango, Joyabaj, Santa María Nebaj and San Miguel Uspantán
- **Department of Alta Verapaz:** Cobán, Panzós, Senahú, San Pedro Carchá, Santa María Cahabón and Chisec
- **Chiquimula Department:** Chiquimula, Jocotán, Camotán and Olopa

**Phase and duration:** 3 years

**Start date:** May 27, 2024

**End date:** March 27, 2027

**Budget:** USD 682.331

### Key players and partners:

**Beneficiary population:** vulnerable sectors (women, men, girls, boys, adolescents, the elderly, the disabled).

**Municipal governments:** Municipal Councils, municipal officials, mainly the Women's Directorate (DMM) and the Environment Directorate, among others.

**Spaces for civil society participation:** Community Development Councils (CODEDE); networks and platforms of civil society representatives, especially women's organizations, among others.

### Other stakeholders:

- Government entities at the departmental and/or municipal level: Ministry of Public Health and Social Welfare, Ministry of Environment and Natural Resources, National Institute of Forests, among others.
- Local media associations, networks and chambers.
- Private entities.

### Donor:

- Inter-American Development Bank (IDB), through Alterna.

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