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DARFUR  
STOVES  
PROJECT

## NEWSLETTER

November 29, 2011

# Berkeley-Darfur Stoves™ “Flying off the Shelves”



*Nazik Ismail training women to use the stove in El Fasher, Darfur.*

This October we returned to Darfur to check on the progress of our marketing trial. The trial is being led by our local Marketing Officer, Nazik Ismail of Sustainable Action Group. To date, we have provided more than 20,000 stoves free of charge to Darfuri women. Nazik, a native Darfuri woman, is helping us transition from free distribution to selling the stoves,

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## Did You Know?

Toxic fumes from cooking in poorly ventilated dwellings **kill more people than AIDS** and tuberculosis, and twice as many as malaria. The seemingly simple Berkeley-Darfur Stove™ reduces these toxic emissions by more than half, improving health and saving lives.

## Save the Date

We will be holding a fundraising dinner in **San Francisco on March 8<sup>th</sup>, 2012**. The event will celebrate International Women's Day, and include a sit-down dinner and panel discussion on technology for the developing world. More details to come!

which will ensure that the stoves are valued by users while maintaining the long-term sustainability of the project.

**“There is a huge demand — many people had already heard about the stoves.”**

According to Jan Maes, our consultant who traveled to Darfur, “there is a huge demand — many people had already heard about the stoves (referred to as the 5-Minute Stove) before they attended a demonstration. Selling the stoves was easy, as most women were very eager to own this stove that had a reputation for cooking fast and cutting their firewood expenses by half.”

Customers have the choice of paying for the stove in full or through installment payments. These payment plans make the stoves affordable to all Darfuri women because the stove saves a woman more money in firewood expenses each month than the amount she pays for each installment. Women use the initial savings to help pay for the stove and continue to accumulate lump sums of cash for years afterwards.

The goal of this trial is to learn more about the market potential, so we are starting small — with only 500 stoves. **But as soon as word got out that the stoves were for sale, more than 500 people signed up to receive one, so we already have back orders.**

Volunteers, students and community leaders were trained in using the stove, and then demonstrated the stoves at public events in their communities. Some women had heard about the stove before the demonstrations and were so eager to get one that they came to these demonstrations ready with their first installment payment!

Through this new market-driven approach and Nazik's leadership, we will be able to reach many more women in Darfur and create a thriving, sustainable local market for cookstoves. Based on the success of this marketing trial, we are expanding it to many more communities in Darfur (and soon in Ethiopia!). In each new location, we will donate an initial batch of stoves, which our local partners will sell to women. Our local partners then use this sales revenue to purchase the next batch of stoves for the community. In this way, women are [passing on the gift](#) enabling other women in their communities to receive stoves – stoves that save wood, reduce toxic emissions, improve their health, enable them to save money, and protect them from harm – for generations to come. [With your support](#), we will continue to empower these women to create their own solutions to poverty.

## Our Team Grows



A warm welcome to our newest Board member, **David Selinger**. David is an expert in the field of eCommerce data analytics and is the CEO and co-founder of the company Rich Relevance. David first garnered international recognition as an expert in his field with his groundbreaking work leading the research and development arm of Amazon.com's Data Mining and

Personalization team.

Read more about David [here](#).

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