USE OF PROMOTED ENERGY TECHNOLOGIES

Indicator Phrasing

English: number or % of targeted [specify the target group] using the promoted [specify the energy technology]

French: nombre ou % de [spécifiez le groupe cible] ayant recours à la [spécifiez la technologie énergétique promue

Spanish: Número o porcentaje de personas destinatarias [especifíquese el grupo destinatario] que utilizan la tecnología energética promovida [especifíquese la tecnología energética].

Portuguese: número ou % de [especificar o grupo-alvo] que utilizam a [especifique a tecnologia de energia] promovida

Czech: počet nebo % cílových [určete cílovou skupinu] využívajících propagovanou [určete energetickou technologii]

What is its purpose?

The indicator measures the number (or proportion) of the target group members that use the promoted types of climate-smart energy technologies. This includes technologies that either serve as eco-friendly sources of energy (solar lamps or biodigesters) or those that reduce the consumption of environmentally unsustainable energy sources (such as fuel-efficient stoves or housing insulation).

How to Collect and Analyse the Required Data

There are two main ways of collecting the required data and determining the indicator's value:

1) **Review existing data**: If you work with a limited number of sellers that sell the promoted products in the area of your project targets, you can interview their representatives and review their documentation to assess the number of customers they have in the target areas. This option is often easier (and often also quite precise), but it does not tell you whether the people who bought the product are using it or not. Alternatively, if you support a large market (for example, through demand creation efforts), you can consult with relevant industry associations or government bodies for their data on sales (if available).

2) **Individual interviews with target group members**: If you cannot use the existing data, you can conduct individual interviews with a representative sample of target group members. This approach is suitable only if the product is likely to be used by at least 10-20% of the survey respondents so that the data is sufficiently reliable.

RECOMMENDED SURVEY QUESTION (Q) AND POSSIBLE ANSWERS (A)

Q1: *In the past* [specify the time-frame]*, did you purchase or receive* [specify the technology]?

A1: yes / no

(ask the following question only if the previous answer is YES)

Q2: *Do you currently use it?*

A2: yes / no

To **calculate the indicator's value**, divide the number of respondents who use the promoted product by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

Disaggregate the data by the respondent household's wealth, location and other relevant criteria.

Important Comments

1) If the household purchased or received the technology but does not use it, consider asking **why the technology is not used**. The same applies when the technology is used only partially (i.e. it has not fully replaced the original source of energy which is still being used).

2) For some technologies, it is important to know not only whether the respondents are using them, but also **the extent to which they use them**. For example, households that adopt a new cooking technology (e.g. a domestic biodigester) often continue using their old source of cooking energy, albeit to a smaller extent. As a result, reductions in greenhouse gas emissions, air pollution, expenditures, etc. are not as high as you might expect. If this is the case for the technology you are promoting, **consider changing the indicator to a degree of adoption** – reporting on whether the new technology was adopted fully / mostly / or only partially (the degree must be decided based on clear criteria). In such a case, you should include an additional question:

Q3: *To what extent has it replaced the* [specify old technology]*?*

A3: For example: fully (approx. 90-100%), mostly (approx. 65-90%), partially (approx. 40-65%); marginally (less than 40%). The categories must be adjusted so that the enumerators are able to choose the correct one with the information they receive from the interview.

Additionally, consider **assessing why they kept using the old technology**.

3) Consider also collecting **data on how easy it is to use the technology** (see guidance), as the ease-of-use has a considerable impact on people's satisfaction with and demand for the product.

4) If you collect the data by conducting interviews, consider **verifying the response** by asking the

respondent to show you the technology or by asking about how it works, etc.

5) Where relevant, consider also **assessing how often** the respondent uses the promoted technology by asking "*Can you please tell me when did you last use* [specify the technology]*?*". While it is possible that a person used the technology, for example, yesterday but otherwise s/he uses it only once per year, in the total sample of your respondents, such 'accidental' facts cancel each other out. Using this approach will give you more reliable frequency data than you would get if you had asked "*How often do you ...?*".

6) Consider **reporting separately** on 1) the number or % of target households / businesses that purchased and currently use the purchased energy friendly technology; and 2) the number or % of target households / businesses that purchased the energy friendly technology but do not use it.

7) To understand whether the **purchase can be attributed to your project**, consider also asking *"Where did you purchase or receive the* [specify the technology]*?"* For your programming purposes, you can also ask about the **respondent's motivations** by asking *"Why did your household purchase* [specify the technology]*?*

E-Questionnaire

- XLS form for electronic data collection - indicator Use of Promoted Energy Technologies