

PARADIGM COOKSTOVES + VERIFIED SDGs

KENYA

294,000

PEOPLE
IMPACTED

6.2 MILLION

VERIFIED HOURS
SAVED

\$3.2 MILLION

FIREWOOD
COSTS SAVED

Project Type: Efficient Cookstoves

Standard: [Verified Carbon Standard](#)
SDG Verification

The Paradigm Project is a for-profit social enterprise focused on providing products, services, and opportunities that address basic human needs—doing so on financial terms that allow the poorest markets of Africa to participate. In Kenya, Paradigm created EzyLife, a company that leverages carbon and micro-finance mechanisms to distribute locally-appropriate, efficient cooking technologies. By creating local jobs, the project creates economic, environmental, and social benefits including reduced dependence on natural resource consumption and positive impacts on women and girls. In 2019, Paradigm's social outcomes were verified by an independent agency, making it one of the first verified projects in the world.

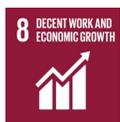
Sustainable Development Impacts



Less the time spent collecting firewood allows families (primarily women) to devote time to other activities. Families purchasing fuel can realize 50% time savings and 35-65% fuel savings. The project has verified 6.2 million hours and over \$3 million dollars saved.



Sales agents go through a comprehensive recruitment and training program, and the majority of EzyLife's managers and sales agents are women. EzyLife's products have female end-users, and the project increases access to credit for low-income women and increases income for women. It also promotes the ability to save money, increases confidence, and teaches transferable skills.



Through its direct sales network, Paradigm has created dozens of full-time EzyAgent sales positions. EzyLife also develops financing mechanisms to enable access to products, particularly by utilizing groups to offset risk. Independent verifications count nearly 300,000 people positively impacted by the program.



The fuel-efficient cookstoves reduce emissions by requiring less fuel to operate than traditional stoves, heating faster and thus burning for less time. In its most recent monitoring period ending in the fall of 2019, the project reduced over 143,000 metric tons CO₂e.



Paradigm has verified approximately 157,000 trees preserved by households using clean cookstoves. These efforts are integral to the protection of the surrounding environment.

