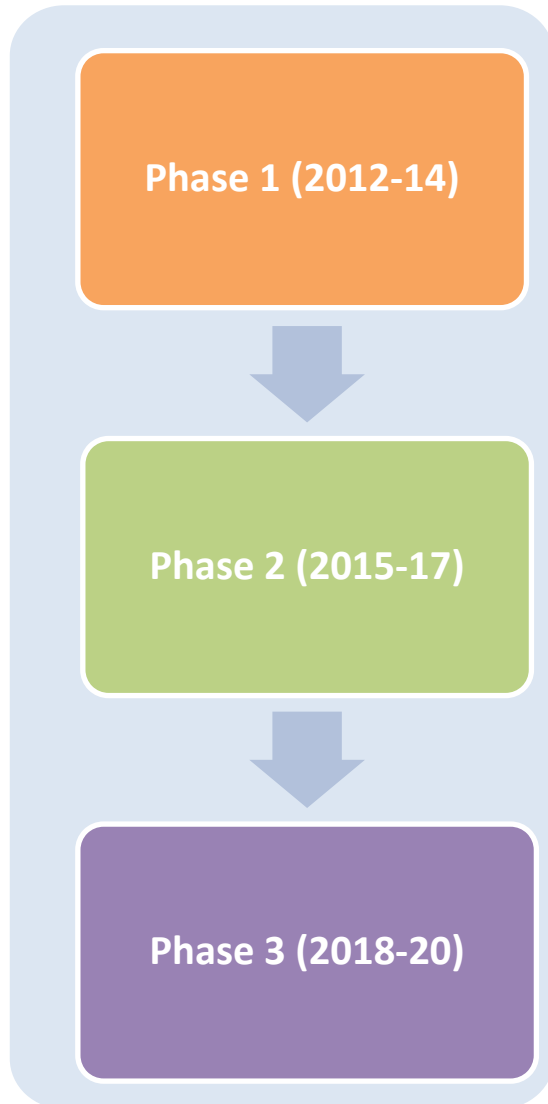


The Alliance will utilize a three-phased approach to achieve its goals.



Launch global and in country efforts to rapidly grow the sector

Drive investments, innovation, and operations to scale.

Establish a thriving and sustainable global market for clean cookstoves and fuels

The Alliance has six global value propositions to enable development of cookstove and fuel markets.



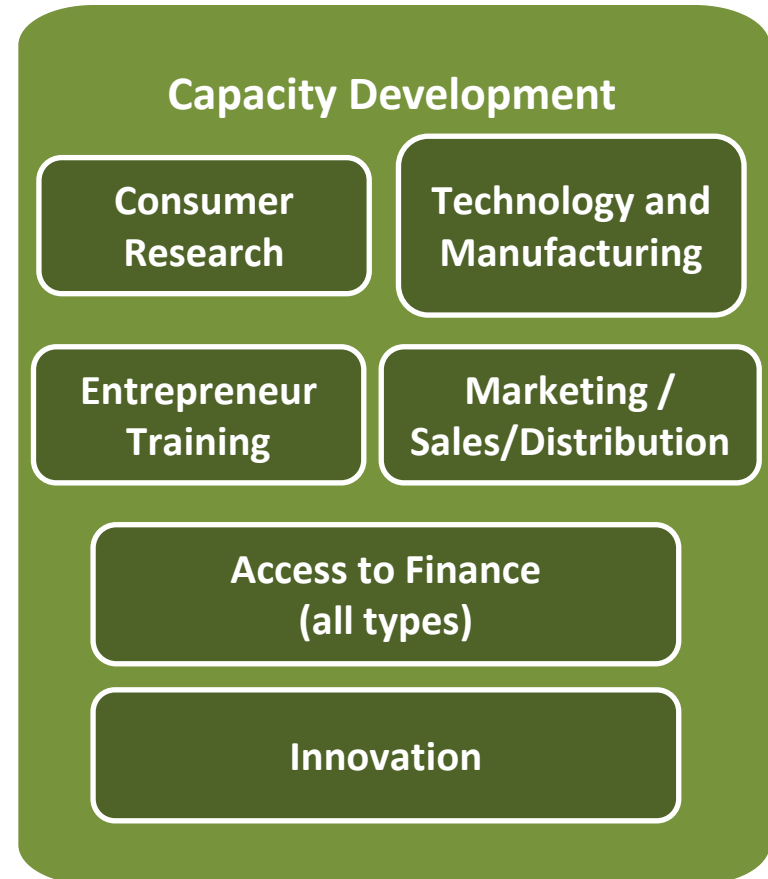
Alliance 2013 Priorities

- **Build awareness among investor community** to ensure a strong flow of investment and finance deals in the cookstoves sector either directly to cookstove manufacturers and distributors or through the **capitalization of two to three funds** that will support working capital, innovation and growth needs of SMEs.
- **Finalize and implement Country Action Plans (CAPs)** in phase 1 target countries with Alliance support (and possible in country presence) in a variety of critical areas.
- **Implement quality and consistent testing** world wide
- Strengthen Alliance as **custodian and hub for testing protocols and sector knowledge**
- **Finalize phase 1 research** to show the correlation between clean cookstoves and improvements in health, environment and empowerment and livelihood creation.
- **Pilot tools and processes for monitoring and evaluation** at the global level and in each priority country.
- Clear strategy for **increasing access of clean cooking solutions for humanitarian populations.**
- Support **clean fuel supply chains**
- **Grow corporate partners** in multi asset partnerships – tapping into Southern based MNCs.
- **Renewal of major national donor partners** in support of Alliance strategies.
- **Two additional Ambassadors** to be recruited and plans developed for retail campaign.
- Execute a **variety of mechanisms** for continuing to **strategically engage partner base – including Forum in March, 2013.**
- Full **Advisory Council in place** and critical roles for Leadership Council members.

Deploy a Two Track Approach to Enable and Catalyze Markets in Priority Countries

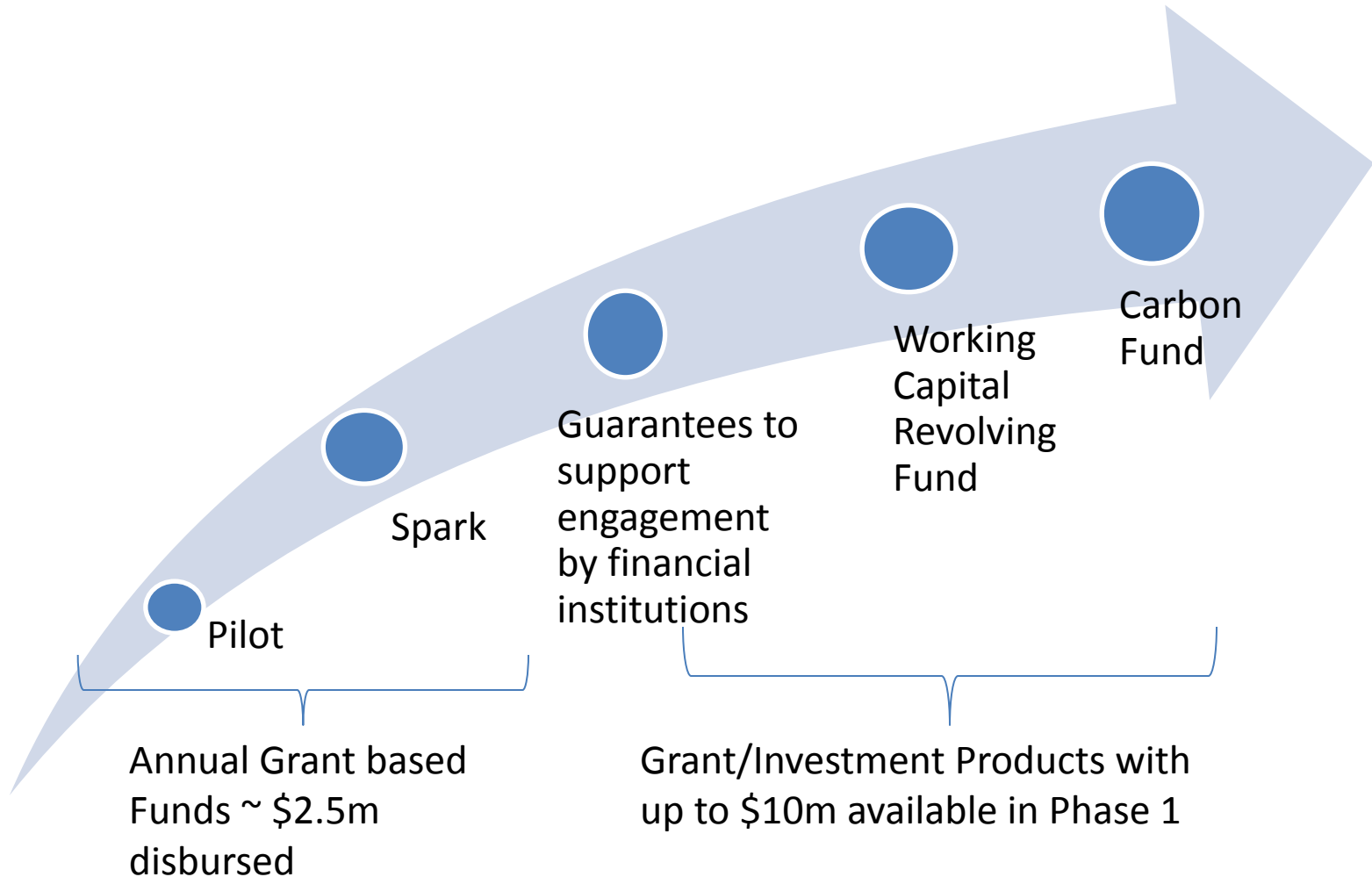


Activities for the public good that benefit the entire sector

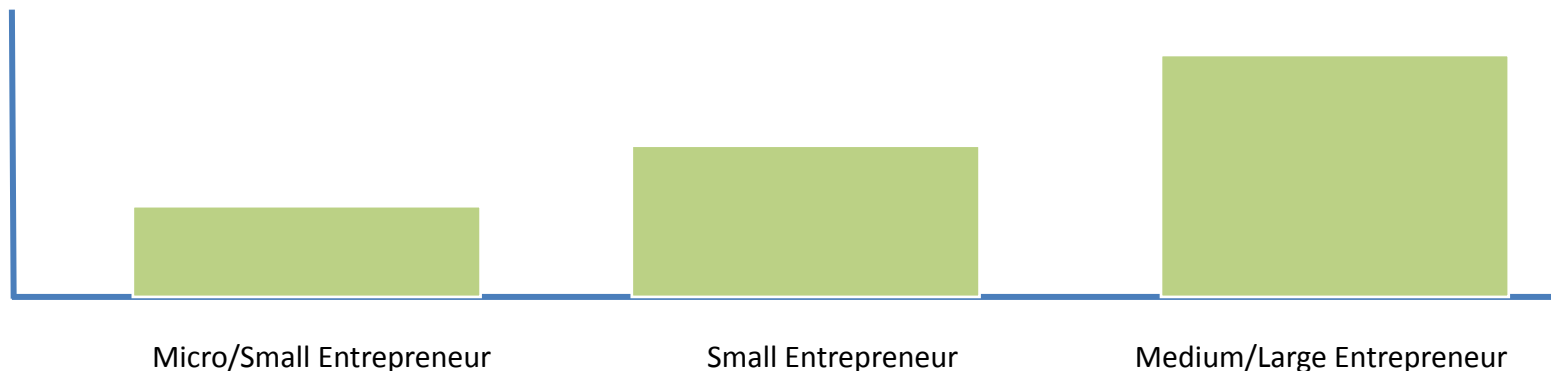


Tailored support that focuses limited resources on driving scale

Alliance has designed five financial products to support enterprise capacity building and to ensure investment readiness.



Alliance has unique roles and critical tools to help stimulate and de-risk investment.



Tailored Capacity Building

Help build capacity in gap area for enterprises with strong potential to scale.

Help build capacity of an enterprises to prepare for scale.

Help build capacity of enterprises to ensure investment readiness.

Direct investment

Pilot, Small Grants

Spark Fund

Guarantees, Working Capital

Broker investment

- Establish repository of business plans to represent sector to potential investors
- Engage investors and raise profile of investment in clean cooking sector
- Develop impact indicators aligned with existing impact investing metrics

Alliance Principles

- Focus on **high quality approaches** that can be brought to **scale**
- Be technology and fuel neutral – but gradually **drive solutions and markets towards advanced or super-clean options**
- **Build on** the ongoing tremendous work, knowledge, and **expertise of our partners** within the sector **without reinventing the wheel** or duplicating efforts
- Bring **new partners and donors** to the table
- **Consumers** and users will be **at heart** of our **efforts**
- Foster a **market-based approach** (without directly selling stoves) to reach and sustain scale, while also **ensuring that vulnerable populations have access** to clean cooking solutions
- **Metrics and evaluation** will be a key component of our approach