



Direct-Marketing of Green Technologies

Enhancing Green Growth through active direct marketing measures for energy-efficient technologies in the Pamir Mountains of Tajikistan

Direct marketing of green technologies aims to reach people in the rural areas of the Tajik Pamirs, enabling them to use and learn about energy-efficient technologies such as thermal insulation, cooking and heating. Local promoters order these products at the cooperative "Zindagi", sell them in rural areas, and receive a certain percentage for each product sold. This creates incentives to establish a marketing system for the members of the cooperative in the long run.

Background:

In Tajikistan, people use primarily biomass, i.e. wood and dung, for cooking and heating at household level. These natural resources are used in an uncontrolled and unsustainable way, which is partly due to a lack of awareness and knowledge, partly due to very poor access to adequate and sustainable technologies as well as to alternative sources of fuel. Especially in the semiarid mountainous region of the Tajik Pamirs, with cold and long winters and short vegetation periods, this has led to a severe degradation of natural resources such as forests and soils.

As a first step to combat this development, GIZ supports the retailer cooperative "Zindagi", which provides locally produced and adapted energy-efficient and irrigation technologies. These include insulated windows and doors, energy-efficient cooking and heating technologies as well as mechanically operating pumps. Although there



behalf of the German Federal Ministry of Economic Cooperation and Development. Its members - wood and metal workers as well as construction workers producing sustainable technologies - receive varied types of support to develop their businesses: technical trainings, supply of quality materials and the marketing of their products.

What is Green Growth?

"Green Growth" describes an economic growth strategy based on the ecological restructuring of existing economic processes, creating jobs and income generation opportunities in "green" sectors of the economy and minimizing environmental impacts. The concept is therefore a key building block for sustainable development as well as for poverty reduction in developing and emerging countries.

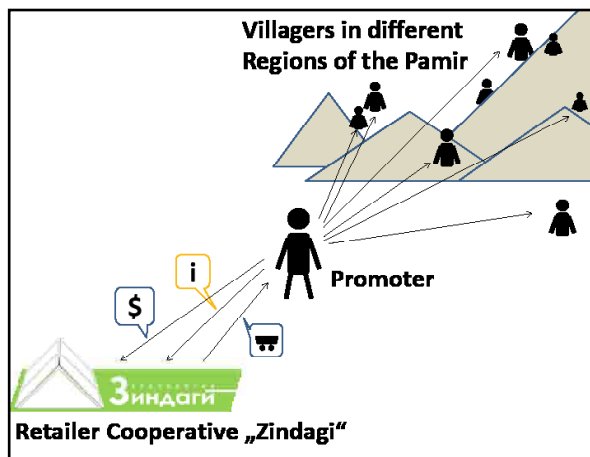
is a high demand on economizing biomass through improved and adequate technologies, the market mechanism for a broad dissemination by a simple supply-demand-system is yet very weak. This is due to the fact that the majority of GBAO's population lives in remote mountain villages, which are hardly accessible due to bad infrastructure. Mass media such as television, radio, newspapers or internet mostly do not reach them. As a result, people neither know about the existence of those technologies nor of the possibilities on where to purchase them. Hence, the need was identified to create a marketing strategy adapted to these specific conditions in order to enhance the turnover of the local craftsmen. At the same time, a reduced use of natural resources through adequate technologies shall be promoted.

Retailer Cooperative "Zindagi"

The Retailer cooperative "Zindagi" is supported by the GIZ projects "Sustainable Management of Natural Resources in GBAO" and "Private Sector Development" on

Approach:

Since the beginning of 2011, a direct marketing approach for the cooperative's craftsmen is implemented in order to bridge the gap between the producing side and potential customers. People, living in local centers of the Pamir region, work as promoters of energy efficient technologies. They introduce the products to the people in their neighborhoods or on the bazaars of their villages. This includes an explanation of the products' effects and advantages as well as an instruction on how to use them properly. The promoter orders the products from the cooperative "Zindagi", facilitates the purchase by cash or via microcredit and organizes the transport of the technologies. For each product sold, the disseminator receives a certain commission, e.g. for a cooking stove the promoter receives 4 % of the product price. This rewards the promoter's work and creates an incen-



Direct Marketing of Green Technologies through promoters

tive to continue marketing and disseminating the cooperative's products in the long run.



Business Lady on Tajik-Afghan Border Market

Soro Ibroimova (42): During the week I work in the accountancy of a driving school in Khorog. My salary is very low so I cook and sell Plov on the Afghan-Tajik cross-border market every Saturday. Working as a promoter of improved stoves and similar technologies I can now easily improve my regular*

income without much extra work load. As I am using an energy-efficient cooking stove of "Zindagi" myself, I save a lot of the expenses I used to spend on firewood, so I can earn more from my cooking business. At the same time, I can easily convince people of the advantages of this product as well as of the other products. Together with "Zindagi", we can provide people with efficient products which make their and our own lives better by increasing our income continuously.

**Tajik national dish with rice, carrots, and meat*

Expected Impacts

Green Growth through direct marketing of green technologies aims to establish a self-sustaining marketing system for the cooperative's members by building up local market driven structures for the dissemination of their products. Thus, the development of local businesses is enhanced. The production and dissemination of energy efficient technologies decreases the pressure on natural resources and reduces the ongoing degradation of forest and land. Using their resources more economically, people can save money and time for other investments and activities, which improves their livelihoods significantly. Furthermore, choosing a market based dissemination approach enhances a self-sustaining quality management as the trained craftsmen have to maintain high quality in their production in order to satisfy the customers.

Finally, the engagement as a promoter creates additional income for parts of the rural population in the Tajik Pamir region. Especially for women it is a beneficial possibility to earn their own money and become economically and socially empowered.



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