



**A REPORT FOR THE SURVEY CONDUCTED AMONG MEDIA HOUSE
REPRESENTATIVES**

October 2023

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Executive Summary

The media briefing workshop was a successful one, and was attended by representatives from several media houses. These included representatives from radios, TVs, newspapers, online media and representatives from MEMD, MECS, GIZ and Development partners.

The survey participated by media house representatives revealed high levels of knowledge and interest in clean cooking technologies. Despite low usage by the participants, the interest in acquiring an Electric Pressure Cooker was very high. Due to demonstration during the workshop, participants were highly convinced that the technologies are easy to use. Nevertheless, participants still consider E-cooking appliances as expensive and difficult to find their repair centers in case of appliance failure.

Participants also emphasized the need for more engagements with media houses, through collaborations and partnerships. This will facilitate more public awareness though enabling regular advertisements and talk shows aimed at public sensitization about clean cooking. Furthermore, respondents called for regular promotional events through their opinions towards ensuring a sustainable clean energy future.

1.0 Introduction

The Uganda National Alliance on Clean Cooking (UNACC) was formed in 2013 as an umbrella organization that brings together all individuals, member associations, private companies and development agencies to promote clean cooking. In order to realize its objectives, UNACC partners with the Ministry of Energy and Mineral Development (MEMD), several Development Partners, Faith-based organizations and other Aid organizations as well as NGOs. Among its current activities, the Alliance is engaged in coordination and promotional roles for the clean cooking sector with a view of supporting the development and implementation of national policies and regulations.

The main purpose that UNACC stands for is to reduce the dependence on biomass energy resources through the provision of a joint coordination framework for the different actors in the clean cooking sector. In the pursuit of its mission, UNACC therefore plays a pivotal role in advocating for clean and sustainable cooking practices across the country. It also collects and distributes data and information to all sector players.

The Alliance organized a sensitization workshop with media houses aimed at gaining an understanding of UNACC's brand visibility and engagement with Media Houses. Additionally, the sensitization workshop was aimed at emphasizing the role of media houses in creating public awareness in order to promote nation-wide adoption and utilization of clean cooking technologies. Besides media house representatives, the workshop was also attended by representatives from MEMD, MECS, GIZ and other Development partners.

In order to gain insights into the state of awareness, adoption and utilization of clean cooking technologies, a survey was carried out among the participants of the workshop, particularly the different representatives from several media houses. This report therefore, provides a summary of the results from the survey.

2.0 Results of the Survey

2.1 Participation in the Survey

The survey was participated by 31 respondents who represented their respective media houses (see figure 1). NTV had the most representatives (3), followed by BABA TV, BBS TV, Bukedde TV, Smart24 TV

and UBC TV, all with 2 representatives. There were also 2 participants in the survey from social media.

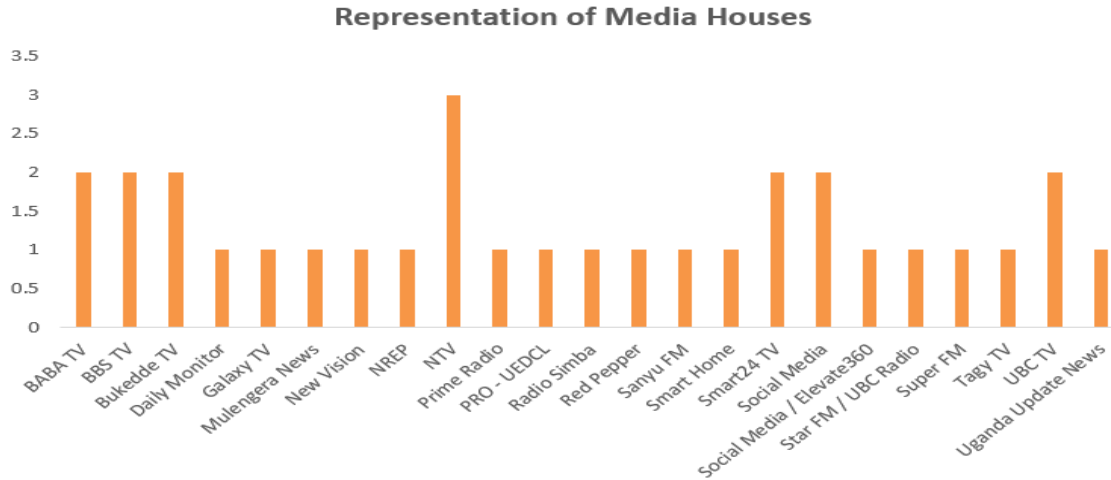


Figure 1: Media house representation

2.2 Knowledge about UNACC and Cooking Technologies

All the participants of the survey indicated their knowledge about clean cooking technologies. However, 6 of them did not know about UNACC and its activities. These were representatives of Sanyu FM, Galaxy TV, NTV, Daily Monitor, Radio Simba and Super FM. These included 3 news reporters, 1 editor and a news anchor.

2.3 Usage of Cooking Technologies

Gas cookers emerged as the mostly used clean cooking technologies with 20 participants using them (see figure 2). These were followed by Basic charcoal stoves (14) and Electric kettles (10). Usage of both kerosene stoves and microwaves was indicated by 8 participants of the survey.

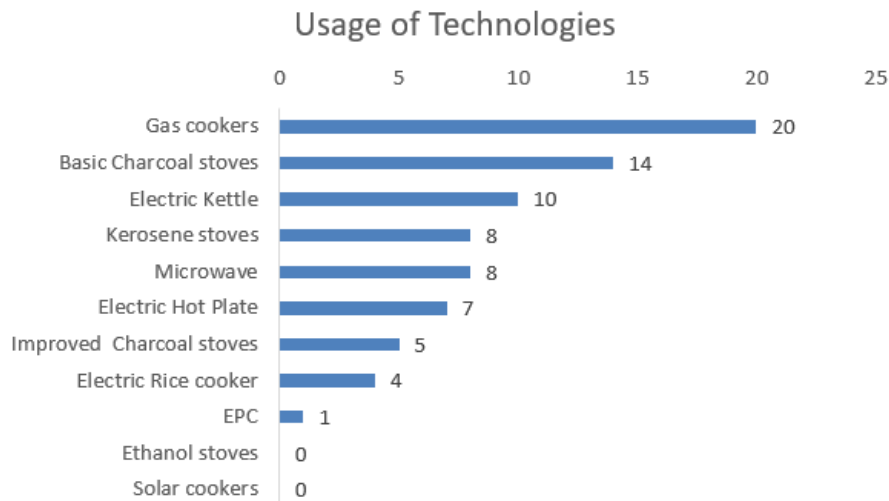


Figure 2: Technology usage

The EPC's usage was indicated by only 1 survey participant. However, interest in the EPC was enormous, with 28 survey participants indicating their interest in the clean cooking technology.

2.4 Barriers to E-Cooking

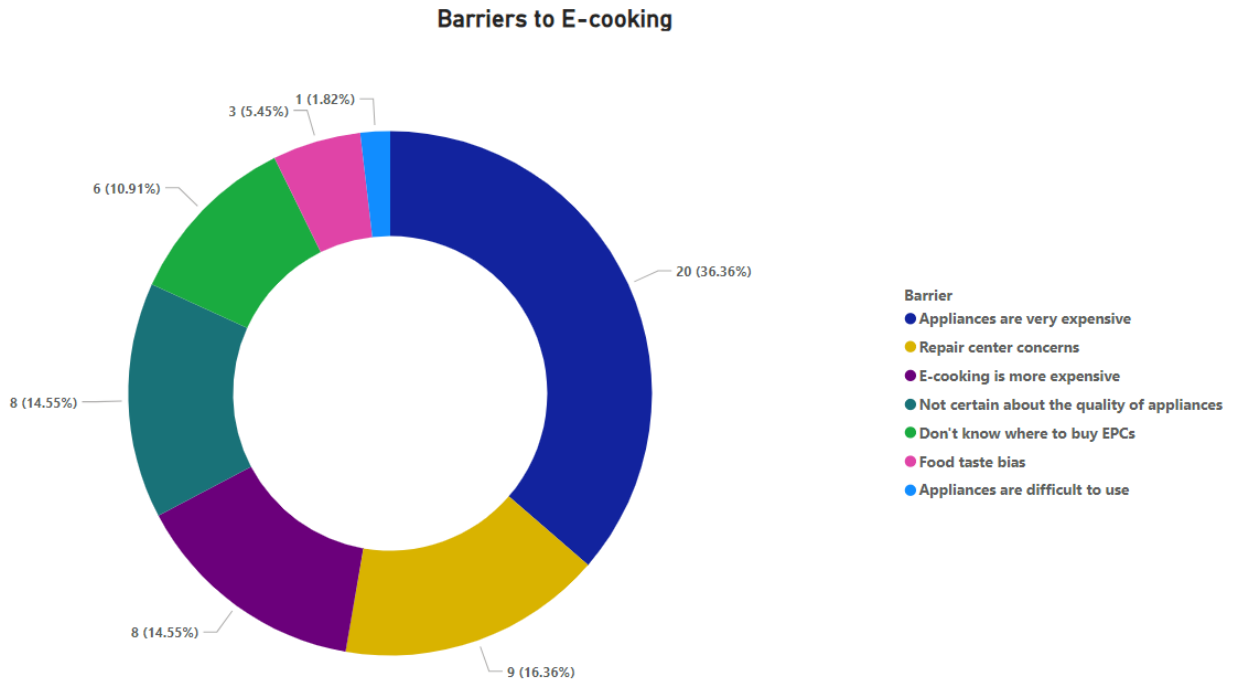


Figure 3: Barriers to E-cooking

Majority of the survey participants indicated that e-cooking appliances are very expensive (20/36.4%) followed by those who are concerned about repair centers for the appliances in case of their malfunction (figure 3). The survey also revealed little bias about the taste of food prepared with e-cooking technologies with only 3 participants indicating this concern. Similarly, there was little indication of difficulty relating to the usage of clean cooking technologies among the media house representatives, with only 1 participant stating this challenge.

2.5 Preferred Content or Resources

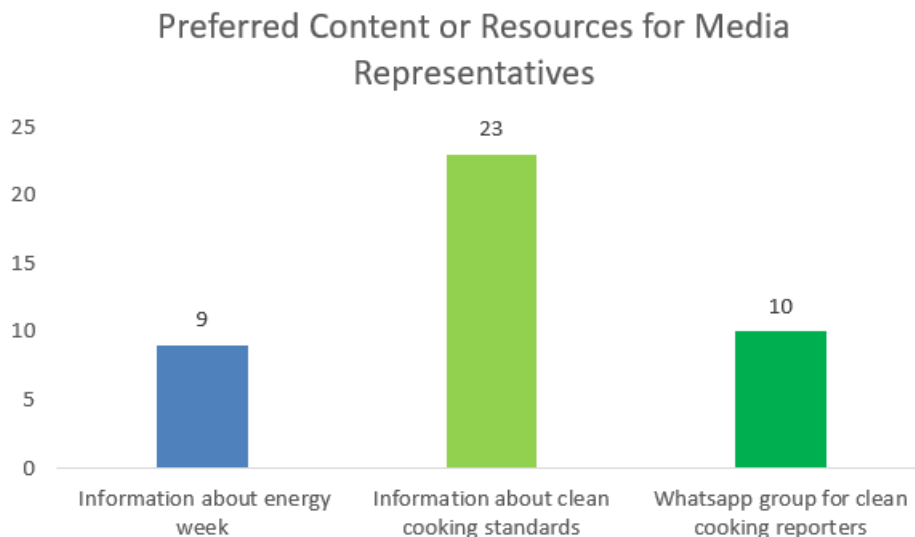


Figure 4: Preferred information format

Media house representatives highly recommended that information about clean cooking standards be made available to them (see figure 4). A section of them also highlighted the need for information about the energy week and activities. This information would easily be disseminated through a WhatsApp group which was indicated by 10 participants of the survey.

2.6 Information format Preferred by Media Outlet's Audience

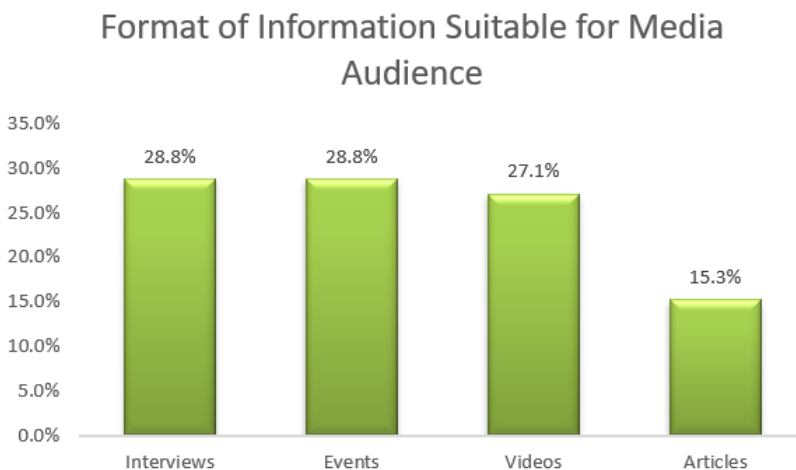


Figure 5: Suitable format of information

Participants also stated the format of information that is mostly preferred by their respective audiences as

