



**CLEAN COOKING  
MADAGASCAR**

**MINUTES OF MEETING- WORKSHOP ON SOCIAL  
MARKETING/ BEHAVIOR CHANGE.**

**Date: October, 05 2016**

**Place : Clean Cooking Madagascar office, Ambatoroka.**

**Performed by: Jacqueline Devine/ World Bank- Washington DC**

The workshop on Social Marketing/Behavior Change took place on October 05, 2016 at 8:15 am at Clean Cooking Madagascar offices. Vero Rabehasaina was in charge of taking down the important points in order to elaborate the minutes of meeting.

The workshop gathered eighteen people, names listed below:

- Three employees from Clean Cooking Madagascar (Vero-Narim-Jessie)
- Mampionona AMBOARASOA / World Bank Madagascar
- Two employees from SAFI (Joan, Mbolatiana)
- RASOARIMBOLA Henintsoa / Angovo Man'Eva
- Atana Bevelo Eric / Manager of Madagascar Energy Company
- RATSIMANDRESY Jimmy / Motrovao
- ANDRIANILAINA Six / CRADOI
- Two employees from the Ministry of Industry
- Rakotovao Anten'Aina / FLM
- RAZAKA Janisen / Potential Partner
- RAMANDIMBISOA Cyprien / Potential Partner
- RANDRIANARISOA Eli / Potential Partner
- RAHARIMALALA Delphine / Potential Partner
- MARSON Thierry / Potential Partner



## CLEAN COOKING MADAGASCAR

The workshop started with a brief summary of the role and activities of Clean Cooking Madagascar. Then, Jacqueline Devine followed with a presentation on Social Marketing/ Behavior Change. Below are the three relevant points Jacqueline Devine mentioned in her presentation:

- It is first important to find our target market's behavior,
- Then, we need to define the actions to be adopted in order to change their behavior,
- Finally, it is crucial to help our target market maintaining the behavior they could adopt after our action.

After her presentation, there was a round table or an open discussion between the participants. During that discussion, some potential partners asked questions on how to run well their business and what support can CCM provide them. CCM and the World Bank provided some explanations on those points.

Below is a list of what it was noted through the workshop:

- The ministry of Industry is on their way to set up a committee on ethanol in Madagascar,
- One important point before setting up a business is to make sure of its sustainability,
- The participants were 80% satisfied of the workshop,
- The slides on BEHAVIOR Change will be sent to them after the workshop.

The session ended at 1 :00 pm and it was agreed that the slides presented during the workshop will be sent out to the participants. It was also agreed that they will come back to Clean Cooking Madagascar if they want some additional information on the program or our activities.