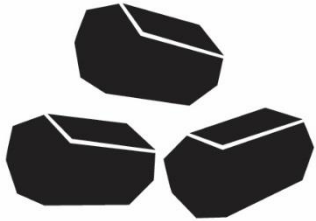




Mkaka



Mkombozi

Okoa Pesa | Okoa Afya | Okoa Mazingira

## *Mkaa Mkombozi is the story of sustainable charcoal briquette business and brand development in Tanzania*

- In 2012, Gaia and ARTI Energy hatched the idea that sustainable charcoal briquettes made out of agricultural and other biomass waste could be a viable alternative to the use of traditional charcoal that continuously accelerates deforestation and jeopardizes long-term energy security
- During 2012 – 2105, with funding from the World bank, Nordic Climate Facility of NDF and NEFCO, and EEP Africa, Gaia and ARTI Energy developed, incorporated and expanded a jointly owned company – Charcoal Briquettes Tanzania Limited (CBTL)
- Today, CBTL markets its products under Mkaa Mkombozi, and with a growing and expanding client base, the company is very well positioned for further expansion

*The business model consists of three major steps*

**1**

**Sourcing**

Distributed raw material (char powder and cassava used as binder), production and collection of charcoal fines

**2**

**Production**

Centralized production and warehousing

**3**

**Marketing,  
sales and  
distribution**







## Socially

- ❖ Reduction of indoor air pollutants: improved health and better households working conditions
- ❖ Gender: Women make up app. 50 % of the staff in char powder production and production

## Environmentally

- ❖ Significant reduction in GHG emissions
- ❖ Decrease in deforestation
- ❖ Fully renewable raw material

Holistic value creation is a key to long-term success

## Economically

- ❖ Building of labour and management skills and capabilities
- ❖ Improved household economies
- ❖ Income opportunities for poor urban youths and char powder producers in rural areas, farmers



# *Mkaa Mkombozi is marketed towards three main target segments*

1

## **Private organizations**

Hotels, restaurants, industry

2

## **Public institutions**

Schools, prisons, educational facilities

3

## **Retail**



*This project has been co-funded and supported by*



NORDIC  
CLIMATE FACILITY

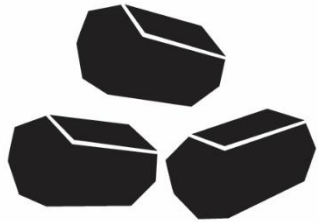


Nordic Development Fund • Nordic Environment Finance Corporation





Mkaka



Mkombozi

Okoa Pesa | Okoa Afya | Okoa Mazingira