

SOLAR COOKERS INTERNATIONAL STRATEGIC PLAN 2023 - 2027



OUR MISSION

The mission of Solar Cookers International is to improve human health, economic well-being, women’s empowerment, and the environment by promoting climate-friendly solar cooking for vulnerable populations worldwide.

GOALS AND OBJECTIVES FOR 2023-2027

GOALS	OBJECTIVES
<p>ADVOCACY Advocate for global recognition and implementation of solar cooking as a critical solution to improving human health, economic well-being, women’s empowerment, and the environment for vulnerable populations worldwide.</p>	<ul style="list-style-type: none"> 1.1 Increase awareness and support of solar cooking by governments, international and regional organizations, businesses, and leaders. 1.2 Increase the number of countries that use public policies and investments to support solar cooking in suitable world regions and countries of greatest need. 1.3 Increase public awareness of and individual support for the solar cooking movement.
<p>CAPACITY-BUILDING Increase the solar cooking sector’s ability to meet the global need through strengthening resources, abilities, knowledge, collaborations, and support within and beyond the solar cooking sector.</p>	<ul style="list-style-type: none"> 2.1 Strengthen and expand the solar-cooking network with resources, education, leadership, and peer support. 2.2 Catalyze, monitor, and evaluate the adoption of solar cooking in communities. 2.3 Encourage the development and use of a more sustainable and scalable supply of appropriate, accessible, and affordable solar cookers.
<p>RESEARCH Develop, gather, and share data on the performance and benefits of solar cookers to support solar cooking awareness, investment, and use.</p>	<ul style="list-style-type: none"> 3.1 Develop and share a strong evidence base for the positive impacts of solar cooking. 3.2 Develop, implement, and promote effective methods to measure solar cooker performance.
<p>STRIVING FOR EXCELLENCE Strive for excellence in all SCI operations, continuing to build the infrastructure to effectively advance our mission and create a productive and positive work environment.</p>	<ul style="list-style-type: none"> 4.1 Build and diversify SCI’s revenue streams. 4.2 Continuously improve internal operations and board engagement. 4.3 Develop and maintain a leadership structure providing the organization with diverse perspectives (including cultural, geographic, and professional) that further the mission. 4.4 Pursue high impact opportunities to achieve our mission.

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STRATEGIES FOR ADVANCING OUR OBJECTIVES

The following are the strategies we will pursue over this time period to advance our objectives.

OBJECTIVES	STRATEGIES
ADVOCACY	
1.1 Increase awareness and support for solar cooking by governments, international and regional organizations, businesses, and leaders.	<ul style="list-style-type: none"> ▪ Participate in UN Events (such as COP, HLPF, and CSW) ▪ Use existing networks to make corporate connections ▪ Integrate into networks/organizations (i.e., presenting at/participating in working groups and events, submitting content for publications, inviting their representatives as guest speakers at SCI events, etc.) ▪ Empower and provide knowledge to organizations with complementary missions ▪ Showcase positive examples of organizations that are including/advocating for solar cooking ▪ Explore joint project opportunities with mission-aligned organizations
1.2 Increase the number of countries that use public policies and investments to support solar cooking in suitable world regions and countries of greatest need.	<ul style="list-style-type: none"> ▪ Promote solar cooking inclusion in Country policies (such as NDCs and VNRs) ▪ Highlight positive examples of solar cooking-friendly policies and supportive governments for example through SCI’s Order of Excellence; positive press; highlights in communications, events, and presentations ▪ Educate and build relationships with government members about solar cooking ▪ Build relationships with entities that influence and help shape government policies
1.3 Increase public awareness of and individual support for the solar cooking movement.	<ul style="list-style-type: none"> ▪ Implement a communications strategy using direct mail, newsletters, and digital presence (emails, website, social media, Blog, Google Ads) ▪ Pursue recognition by credible third parties (such as the Keeling Curve Prize and accountability organizations) ▪ Actively participate in and share (when appropriate) positive press opportunities ▪ Share solar cooking knowledge (such as through demonstrations and guest speaking opportunities)
CAPACITY-BUILDING	
2.1 Strengthen and expand the solar-cooking network with resources, education, leadership, and peer support.	<ul style="list-style-type: none"> ▪ Create, maintain, and share informational resources (such as the Solar Cooking Wiki, guides, recorded webinars, etc.) ▪ Host/participate in events such as webinars, conference sessions, individual meetings and/or networking opportunities that could be organized around regions and/or various topics to facilitate information sharing and networking.

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	<ul style="list-style-type: none"> ▪ Utilize organizational structures such as the SCI Association, Global Advisors, working groups, etc.
2.2 Catalyze, monitor, and evaluate the adoption of solar cooking in communities.	<ul style="list-style-type: none"> ▪ Provide SCI resources to trusted implementing collaborators ▪ Encourage and incorporate monitoring and evaluation tools in solar cooking initiatives ▪ Provide consultancy services
2.3 Encourage the development and use of a more sustainable and scalable supply of appropriate, accessible, and affordable solar cookers.	<ul style="list-style-type: none"> ▪ Share open-source design plans ▪ Promote best practices, provide the rationale, and share successful examples of locally constructed cookers ▪ Support local/regional efforts to scale solar cooking at the grassroots level
RESEARCH	
3.1 Develop and share a strong evidence base for the positive impacts of solar cooking.	<ul style="list-style-type: none"> ▪ Encourage standardized data collection across the sector ▪ Acquire, analyze, and disseminate harmonized sector data (such as the Global Solar Cooking Map, Solar Cooking Economic Impact Summaries, the Quick Needs Assessment, and Solar Cooking Adoption and Impact Survey) ▪ Research, analyze, incorporate, and publicize data (such as GHG emissions, economic impacts, and health impacts) from additional global data sources (WHO, World Bank, EPA, etc.)
3.2 Develop, implement, and promote effective methods to measure solar cooker performance.	<ul style="list-style-type: none"> ▪ Participate with ISO/TC285 for developing and updating testing standards for clean cookstoves and clean cooking solutions ▪ Raise awareness about, encourage, perform, and analyze results from SCI PEP testing of solar cookers ▪ Collaborate with Regional Testing and Knowledge Centers (RTKCs) to perform solar cooker tests ▪ Share test results on SCI’s website, in publications, and with other entities (such as the CCA), etc. ▪ Prioritize showcasing SCI PEP tested cookers through presentations, publications, demonstrations, and exhibitions
STRIVING FOR EXCELLENCE	
4.1 Build and diversify SCI’s revenue streams.	<ul style="list-style-type: none"> ▪ Facilitate individual giving through direct mail, online giving, grants, Legacy Giving, SCI’s President’s Circle, monthly giving, board giving, donor-advised funds (DAFs), 3rd party platforms (such as social media), and stocks

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OBJECTIVES	STRATEGIES
	<ul style="list-style-type: none"> ▪ Facilitate support from institutional and private foundations, corporations, events, consultancy services, and sponsorships ▪ Invest in SCI’s long-term financial sustainability by, for example, funding reserves, ensuring SCI’s fundraising infrastructure, and implementing best practices
<p>4.2 Continuously improve internal operations and board engagement.</p>	<ul style="list-style-type: none"> ▪ Create, update, and utilize policies, internal reports, and organizational guiding documents such as an Operational Plan and annual budgets ▪ Provide professional development and training opportunities for staff and volunteers ▪ Implement timely board and committee processes ▪ Achieve board meeting attendance and board giving (including Legacy Circle) goals ▪ Refine, clarify, and implement appropriate roles and responsibilities for staff and board ▪ Invest in SCI’s infrastructure (such as online tools and software) ▪ Conduct internal evaluations
<p>4.3 Develop and maintain a leadership structure providing the organization with diverse perspectives (including cultural, geographic, and professional) that further the mission.</p>	<ul style="list-style-type: none"> ▪ Conduct board recruitment while addressing of the SCI gaps/needs for diversity in profession, location, etc. ▪ Develop and utilize board recruitment pipelines such as committees, donors, and relevant community groups ▪ Comply with laws, regulations, and best practices regarding board membership (conflict of interest, meeting attendance, giving, knowledge of governing laws, etc.) ▪ Make board and committee meetings accessible (for example with remote options and being cognizant of time zone differences) ▪ Facilitate board meetings in a manner that incorporates and respects different viewpoints ▪ Acknowledge the benefits of clearly defined and complementary/separate roles and responsibilities ▪ Incorporate diverse perspectives across the organization with collaborators, Global Advisors, board, committees, staff, and/or volunteers ▪ Participate in broader humanitarian aid sector-wide discussions about diversity, equity, and inclusion at all levels
<p>4.4 Pursue high-impact opportunities to achieve our mission.</p>	<ul style="list-style-type: none"> ▪ Track high-impact opportunities ▪ Strategize and evaluate based on experience and cost/benefit analysis ▪ Mobilize SCI resources to implement the opportunity ▪ Showcase high-impact opportunities through communications

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EXPANSION PRIORITIES

As our organization’s resources meet sufficient milestones of growth, we will focus expansion investments among the following priorities, all of which align with our goals and objectives:

FOCUS AREA	DESCRIPTION
<i>International Relations and Advocacy Enhancement</i>	Significantly enhance efforts to improve/expand SCI relationships and advocacy capabilities with key internationally-focused organizations, partners, and leaders including UN-aligned groups, international organizations, etc.
<i>Enhanced Research and Information Program</i>	Expand information gathering and dissemination efforts. Could include developing enhanced climate benefit data, solar cooker performance data (could include additional factors such as safety, durability, trends, efficiency), more thorough surveys & repeat surveys of solar uptake in localities around the world and developing information which could be useful in carbon credit work. Could also include qualitative and quantitative research on what facilitates adoption and what facilitates continued use; a review of literature on adoption and impact practices from other sectors.
<i>Solar Cooking Consulting</i>	Expand implementation of SCI’s consultancy program to assist efforts in targeted regions and carry out contracted services with large NGOs or international organizations
<i>Communications Enhancement</i>	Significantly boost outreach to traditional and social media. This could include significant Wiki & website improvement and presence enhancement, a practical applications/demonstration program; increase recognition and credibility of SCI through publications, press, prizes, etc.
<i>Strengthen SCI’s Solar Cooking Network Leadership</i>	This could include facilitating or strengthening working groups, the SCI Association, Global Advisors, global or regional conferences (organizing or facilitating participation), informational webinars, etc.
<i>Target Specific Countries and Regions</i>	Develop and implement a program to more directly and expansively affect solar cooker visibility, sector capacity, and uptake in specific region(s) such as Africa or India. Could include outreach to their leadership to encourage policies that support solar cooking.