

Institutional Stove Solutions

Sustainable Development Campaign

By: Lauren Wellbaum

“As a non-profit, we provide critical technologies to agencies operating in developing countries and support local sustainable enterprise.”



Campaign Overview

Sustainable development: What is sus·tain·a·bil·i·ty?

- **For humans, sustainability is the potential for long-term maintenance of well-being, which has ecological, economic, political and cultural dimensions.**
- **Sustainability economics involves ecological economics where social aspects including cultural, health-related and monetary aspects are integrated.**

InStove creates sustainable businesses both in its factory in Cottage Grove, Oregon as well as abroad. The “Stove-Factory-in-A-box” contains all the components and equipment needed to put together a cost and fuel efficient stove, and then are shipped to a country. Not only is this designed to produce local jobs and a sustainable business, but the stoves themselves reduce carbon dioxide emissions, require less energy, and lower the demand for firewood.

Goals:

- Attract new donors
- Encourage current donors to be involved
- Increase InStove’s online presence
 - LinkedIn, Pinterest, Facebook, Twitter

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Institutional Stove Solutions

How does InStove create sustainable economic development?

InStove generates employment at all levels by shipping a “Stove-Factory-in-a-box” to a country



InStove is able to repair or replace damaged stoves, increasing their life



Lowering the labor and shipping costs of our stoves generates local buy-in

Sustainability creates simple solutions.



Visit instove.org to find out how to connect with InStove!



InStove is a locally owned business that increases economic independence and local expertise

Blog Entry 1

Feeling privileged?

Wrapping up my senior year of college I have been spending a lot of time thinking about my future. What will I do when I graduate? Where will I work? Where will I live? What I do not think about enough are the privileges I am experiencing at this very moment. There are people in many areas of the world that would give up anything for an education or a career. For instance, a person in Nigeria is facing an unemployment rate of almost 30%. If we can do anything to help that percentage decrease, it would create a more stable and sustainable living environment. InStove is here to help. With increasingly innovative technologies, InStove has developed stoves to empower local workers and bring hope to the future of our world. It's your turn to make a difference. Join InStove on its mission to relieve suffering to vulnerable populations worldwide.

Blog Entry 2

Leave Only Footprints

Each morning the average American probably turns their alarm clock off and then turns on the bedroom light when they get out of bed. Next they may go turn the water on to take a warm shower, and then cook an omelet on their electric stove. After breakfast, they will most likely hop into their gas powered vehicle and drive to work. By this time it is only about 8am and they have already added a list of resources increasing the size of their carbon footprint. It is important for the future of our planet that we do the best we can as humans to conserve the resources we have. Billions of people cook on stoves that contribute just as much to climate change as a vehicle. This type of cooking is usually done with wood that has been collected from forests in unsustainable ways. However, InStove assures that our stoves decrease harmful emissions by up to 98% and the demand for wood also decreases by using biomass briquettes made of locally available materials. So, when you wake up tomorrow morning think about the energy and resources you can save and share with others around this beautiful planet.

LinkedIn Post 1


InStove has proudly reached 1,000 stoves in 23 different countries. With the help of our generous supporters, we have manufactured efficient and affordable stoves to bring access to safe drinking water while also reducing environmental effects. Connect with InStove to maintain stove production and sustainable business!

LinkedIn Post 2

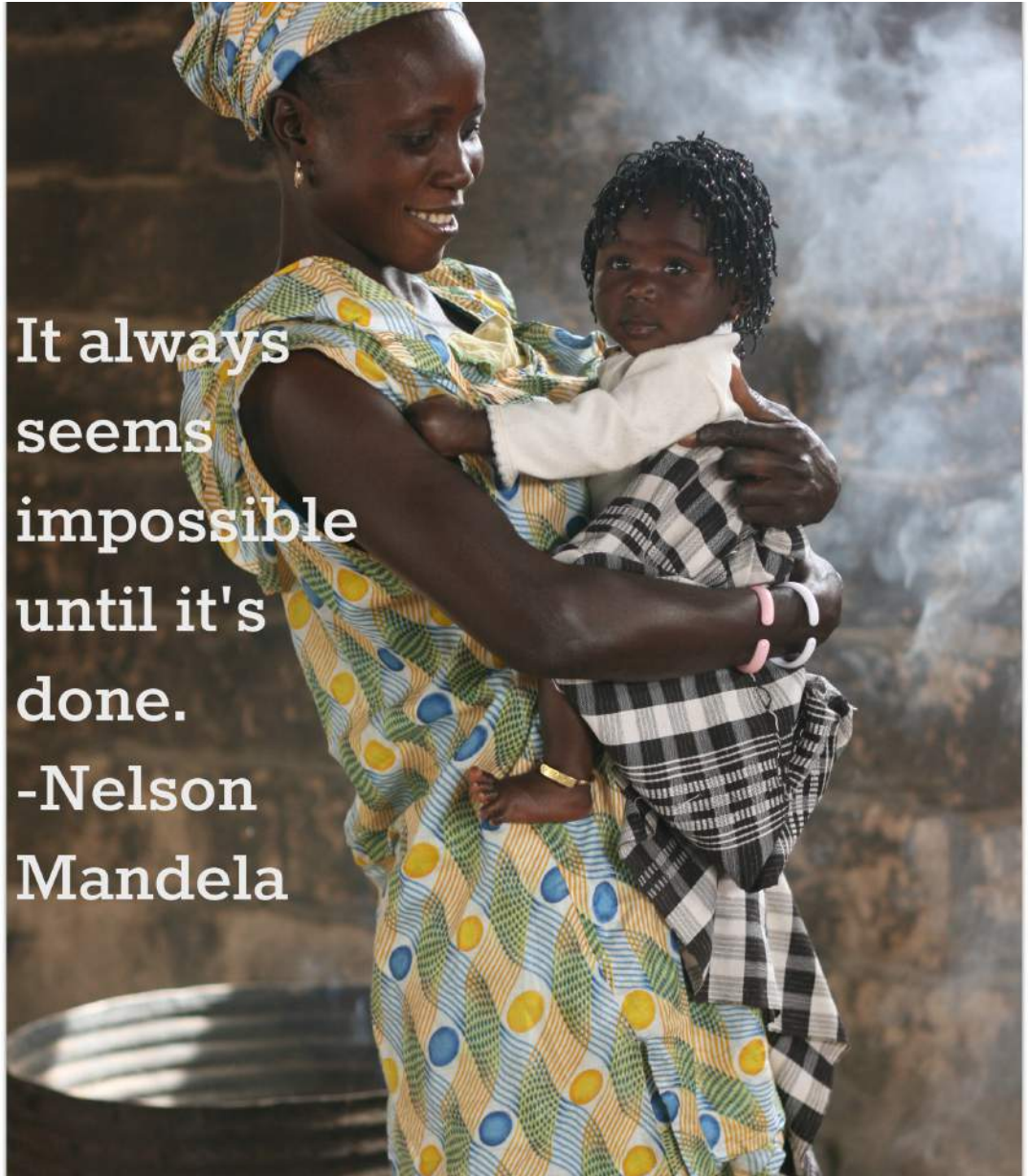
In December 2013, InStove delivered its first stove to a humanitarian setting. The 60-liter stove was placed in a transitional housing community called Opportunity Village in Eugene, Oregon. The villagers are excited to cook community meals and use scrap wood to save on propane expenses. InStove's advanced technologies create an affordable and safe environment for cooking.

Pinterest Post 1

With InStove's highly efficient biomass stoves, harmful emissions are reduced by up to 98%.



It always seems impossible until it's done.
-Nelson Mandela



Pinterest Post 2



Share some love this Valentine's Day.
Make a difference in someone's life
by connecting with [InStove!](#)

Pinterest Post 3



In just a few years these boys may be working at our factory in Nigeria. Get involved with InStove to help supply local jobs. Learn more at www.instove.org

Facebook Post 1

“Stove-Factory-In-A Box” has created more jobs in the local towns and will therefore boost the economy of developing nations. Check out what they are doing in the factory in Nigeria here! <http://vimeo.com/72245034>



Facebook Post 2

The energy potential of the firewood saved each year by **one** 100-liter stove is equivalent to: Over **100,000,000** AA batteries.

Visit www.instove.org for more information.



Facebook Post 3



Women and children are exposed to **90-98%** less smoke due to the advanced technologies of the rocket stove. Therefore, the occurrence of disease caused by indoor air pollution is reduced drastically.

Facebook Post 4



Today is Valentine's Day, share the gift of love and change another person's life. Support sustainable business and donate now. Visit www.instove.org

Facebook Post 5

Being green isn't just about saving the future, it's about saving people's lives today. Visit www.instove.org to find out how to get involved!



Facebook Post 6

Our “Factory-Stove-In-A-Box” model is not only increasing local expertise but ensures repairs, giving the stove a 10 year life span!



Facebook Post 7

How did you hear about InStove? Visit us at www.instove.com to make a difference in the world.



Facebook Post 8

1 Earth: Over 7 billion people

“The world must learn to work together, or finally it will not work at all.” - General Eisenhower



Facebook Post 9

What does being **sustainable** mean to you? InStove uses truly sustainable methods to manufacture and deliver highly efficient biomass cook stoves.



Facebook Post 10

“Our lives begin to end the day we become silent about things that matter.”- MLK



Tweets

- This [#ValentinesDay](#) share your love and [#donate](#) to support sustainability.
- Fight for a [#sustainable](#) world by connecting with [@InStove](#)
- Sustainability creates simple solutions [#sustainability=solutions](#)
- Being [#green](#) isn't just about saving the future, it's about saving people's lives today. [#sustainable](#)
- On [#charitytuesday](#) support [@InStove](#) by creating a sustainable world.

Tweets

- Help [@InStove](#) provide clean air, water and a toxic free [#environment](#) for people everyday. [#sustainable](#)
- [@InStove](#) supports creating [#local](#) jobs and creating economic independence. [#sustainablebusiness](#)
- What does it mean to be [#sustainable](#)? Visit [@InStove](#) to learn more!
- [#Support](#) local jobs and businesses all over the world with [@InStove](#)! [#donate](#)
- Special thanks to [@USAID](#) for supporting [@InStove](#) and our mission to provide solutions for sustainable living!
[#sustainability](#) = solutions

Tweets

- Combat [#climatechange](#) in Africa by supporting renewable energy! [#sustainable](#)
- How big is your carbon footprint? Save energy and save lives around the world. [#sustainability](#) [#energy](#)
- Thanks to all of the supporters of [@InStove](#)! You have made an impact on so many lives. [#volunteer](#)
- “Our lives begin to end the day we become silent about things that matter.” [@MLK](#) [quote](#) [#sustainability](#) [#donate](#)
- [@InStove](#) creates economic [#independence](#) with [#sustainable](#) cook stoves!