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**Abstract Title: Engaging women for grassroots behavior change in clean cooking**
Abstract Text:

There are 3 billion people – or 40% of the world population – who rely on biomass for cooking, lighting and heating. Exposure to household air pollution (HAP) from traditional cooking practices is estimated to kill over 4 million people annually, while millions more – primarily women – suffer from cancer, pneumonia, heart and lung disease, blindness, and burns.   The global community has responded through the development of clean cooking technologies and fuels and significant financial investments in clean cooking initiatives. Yet, adoption rates of technologies have been remarkably slow, with rates between 5 and 10% in nearly all regions except China (where adoption rates are around 40%).  While empirical understanding of the drivers of adoption remains limited, at a global level, there are various challenges to widespread use. The most important challenges relate to the significant behavioral changes required to acquire and use available clean energy solutions, and numerous cultural and economic forces that influence this process.   Cooking is the one of the oldest cultural practices in our world with habits deeply engrained. In order to integrate new technologies into women's homes requires thoughtful examination of their lives, needs and preferences. To most effectively impact behavior at grassroots levels, women need to be engaged women in value chains. Women have unique societal and cultural understandings and can reach new consumer segments, while also being able to better communicate to other women the benefits of cleaner cooking and the importance. As partners, women can lead efforts to develop effective, culturally-appropriate, and sustainable solutions.