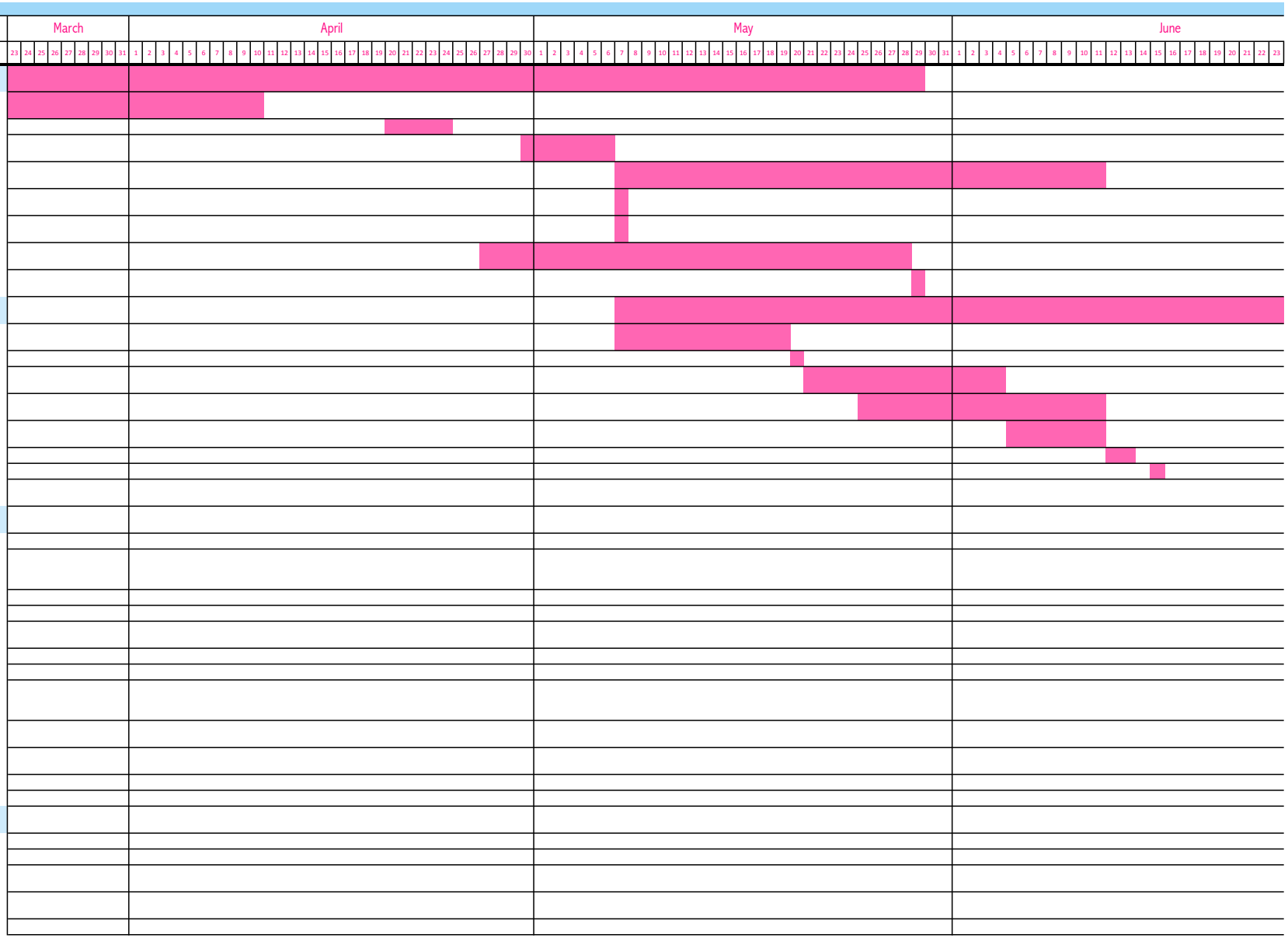
SNV Cookstoves Timeline

Phase & Task	Start	End
Phase 1 - Project Launch & Client Setup	**23-Mar-15**	**29-May-15**
Baseline questionnaire development	Mar-15	10-Apr
Training of interviewers	Apr-15	24-Apr
Background audit and secondary review	Apr-15	6-May
Identification of test communes	May-15	11-Jun
Trigger mapping with sales agents	May-15	7-May
Field research with customers	May-15	7-May
Survey fieldwork, data entry, output, analysis	Apr-15	28-May
Presentation of baseline report	May-15	29-May
Phase 2 - Campaign Development	**07-May-15**	**27-Jun-15**
Creative concept development	May-15	19-May
Field testing	May-15	20-May
Rapid prototyping and design	May-15	4-Jun
Identification of sales agents	May-15	11-Jun
Productions of campaign tools	Jun-15	11-Jun
Training of sales agents	Jun-15	13-Jun
Inception reprot	Jun-15	15-Jun
Second training of sales agents	Jun-15	27-Jun
Phase 3 - Campaign Implementation	**29-Jun-15**	**31-Aug-15**
Campaign launch	Jun-15	29-Jun
Sales agent in-depth interview (IDI) guide development	Jul-15	17-Jul
IDI fieldwork	Jul-15	24-Jul
IDI report	Jul-15	31-Jul
Follow-up calls with sales agents	Jul-15	30-Aug
Group event observation	Jul-15	26-Jul
Door-to-door shadowing	Jul-15	26-Jul
Customer focus group discussion (FGD) screener development	Aug-15	6-Aug
FGD respondent's recruitment	Aug-15	16-Aug
FGD discussion guide (DG) development	Aug-15	14-Aug
FGD fieldwork	Aug-15	21-Aug
FGD report	Aug-15	31-Aug
Phase 4 - Reporting & Presentation	**03-Sep-15**	**01-Dec-15**
Endline QNR development	Sep-15	11-Sep
Training of interviewers	Sep-15	18-Sep
Survey fieldwork, data entry, output, analysis	Sep-15	5-Nov
Health campaign draft report workshop	Nov-15	6-Nov
Final report delivery	Dec-15	1-Dec



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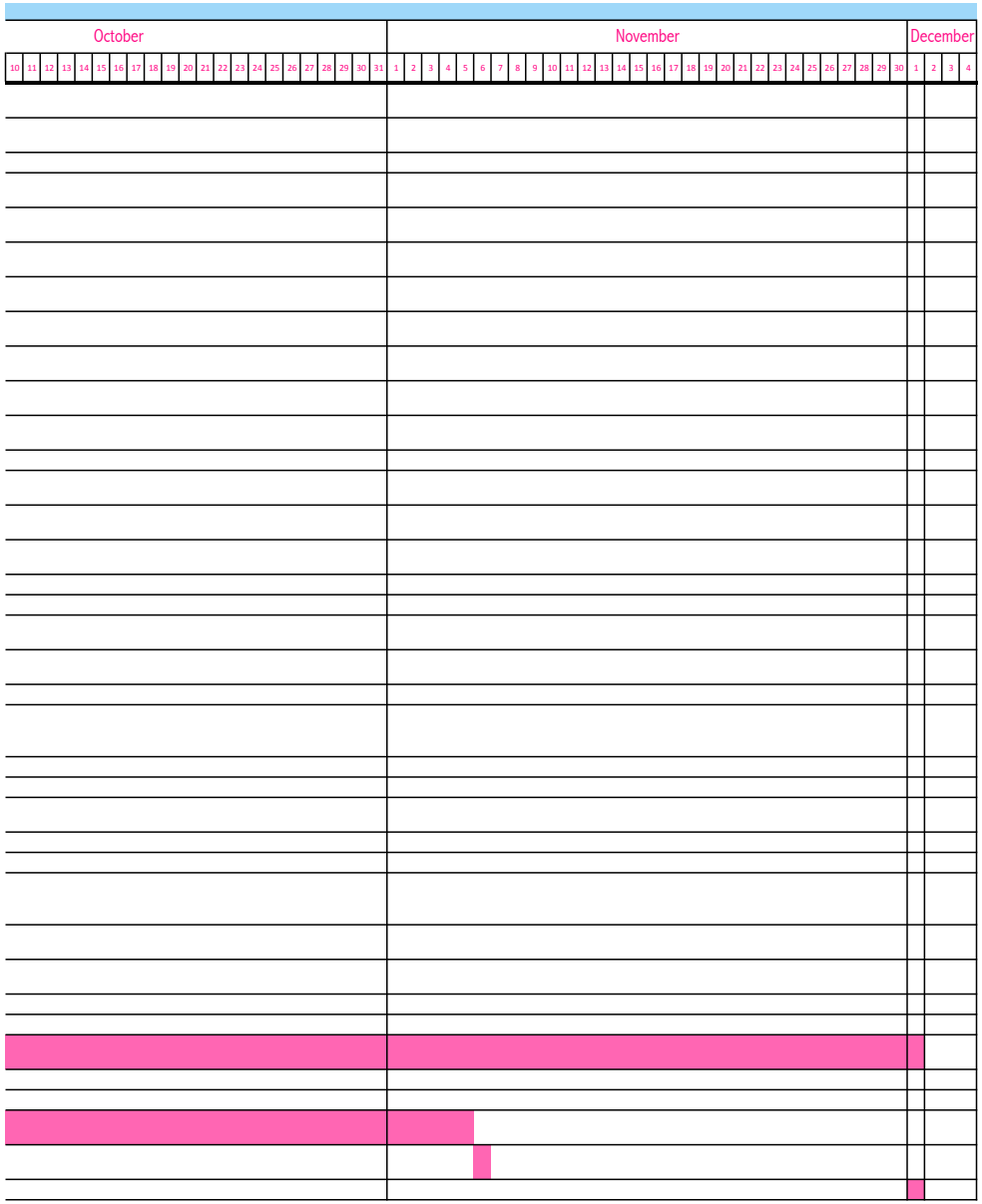
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