

Impact Performance Report of SUSTAINED



Source: Mercy Corps



Transforming
Energy
Access

About This Report

This report was commissioned by Mercy Corps through the Transforming Humanitarian Energy Access (THEA) programme. It was funded by the UK government via the Transforming Energy Access platform.

The THEA programme aims to promote sustainable energy delivery models in humanitarian settings, thereby increasing access to clean energy solutions for displaced communities. It achieves this by combining research, evidence-building, data-driven advocacy, and the implementation of market-based energy interventions. By identifying sustainable, inclusive energy delivery models, THEA aims to facilitate their replication and scale-up, ultimately enhancing energy access in displacement settings.

This report aims to assess the impact of Mercy Corps' SUpporting STronger Access to INnovative Energy Solutions in Displacement Settings (SUSTAINED) programme, which is implemented by Mercy Corps, CARE, and Oxfam, and is funded by the Embassy of the Kingdom of the Netherlands (EKN). This programme aims to address the energy access needs of refugees in Bidibidi refugee settlement in Uganda by promoting the sustainable use of quality, reliable, affordable, clean cooking solutions and solar water pumps for both refugees and the surrounding communities. Energy service companies are supported to access the settlement and establish sales and post-sale service centers to distribute products and provide after-sales services. SUSTAINED also works with financial service providers to develop or adapt existing micro-loans to increase the affordability of the products.

The results are based on impact research conducted with the SUSTAINED programme customers of energy products in the Bidibidi refugee settlement and Yumbe, Terego, Madi-Okollo, Arua, and Koboko districts in Northern Uganda. The sample includes both individuals who have purchased a solar water pump and/or a clean cooking stove. This study examines the profiles of refugees and host communities (referred to as customers in this report) as well as their usage, sources, and behaviours related to cooking and irrigation.

Throughout the report, we have segmented the results by gender (female vs. male) and customer type (refugee vs. host community) to highlight significant differences. This segmentation is based on the full sample, ensuring robust and comparable insights from all groups.

The insights are based on phone interviews with 102 customers, conducted by 60 Decibels' trained researchers. We employed a random sampling method to select customers, ensuring a representative sample. For more information on our methodology, please refer to the [Appendix](#).

Thank you to Megan Taeuber, Oliver Acheng, Purity Gituma, Ronald Otyang Aballa, Ezekiel Owere, and Peter Ojala from Mercy Corps for their support throughout the project.



THEA partners:






Funded by:



This material has been funded by the UK government; however, the views expressed do not necessarily reflect the UK government's official policies.

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60dB Perspective

Top Insights

- 1 The SUSTAINED programme is reaching customers with limited prior access to clean energy solutions.**

9 in 10 customers report they did not have access to products like the one they purchased prior to the programme, and 7 in 10 say they could not find a good alternative. This indicates that Mercy Corps SUSTAINED programme is filling a critical market gap rather than displacing existing solutions, particularly within refugee settlements.

See page: [10](#)

- 3 Clean cookstove adoption is associated with reduced time burdens, lower fuel expenditure, and improved household conditions.**

Among clean cookstove users, reported reductions in time and expenditure are common. Overall, 85% report that weekly spending on cooking fuel has decreased. Customers also report time savings: 97% say daily cooking time has decreased, and 91% say weekly time spent gathering fuel has decreased. Perceived safety improvements are also widely reported, with 88% saying their sense of safety has improved.

See page: [18](#)

- 5 Customer experience is broadly positive, though service remains an area for strengthening.**

Mercy Corps SUSTAINED Programme has a [Net Promoter Score® \(NPS\)](#) – a common gauge of satisfaction and loyalty – of 37, which is good. Customers talk about product efficiency and time savings, reliability, and ease of use. 82% agree they feel safe and comfortable reporting feedback, complaints, and concerns. However, one in three customers report experiencing a challenge, and almost all say these challenges remain unresolved. The most common issues relate to product fragility, limited customer support, and solar dependency, which constrain stronger customer loyalty and word-of-mouth recommendations.

See pages: [25](#), [26](#), [27](#)

- 2 Customers report improvements in productivity, income, and quality of life after adopting clean energy solutions.**

Most customers report improvements in their quality of life following adoption: 92% report an improvement overall with 57% reporting significant improvements - improved agricultural productivity, increased income, and cost savings as the top outcomes. Productive use is common, with 74% of customers reporting they use their product for income-generating activities - among these respondents, 92% report an increase in their income.

See pages: [15](#), [16](#)

- 4 Financial management practices show emerging changes, particularly around savings and budgeting.**

90% of customers report improved ability to manage finances following the programme's financial training. Savings and budgeting are the most commonly cited financial management practices adopted. For solar water pump customers, 81% report increased household savings. Additionally, more than half of customers paid the full cost of their energy solution upfront, suggesting increased financial planning and confidence following training.

See page: [23](#)

- 6 Awareness of irrigation technologies has increased following adoption, particularly among solar water pump customers.**

Baseline awareness of irrigation technologies among solar water pump customers was low, with 64% reporting they were not aware of irrigation technologies prior to adoption. Following adoption, four in five solar water pump customers report improved awareness of irrigation technologies, suggesting increased familiarity with available irrigation and water management options.

This increase in awareness aligns with reported shifts in irrigation practices, with customers moving away from exclusive reliance on rainfall and manual methods, and may help support more informed water management decisions over time.

See page: [20](#)

60dB Perspective

Top Insights

Recommendations

1 Strengthen service recovery and customer support mechanisms.

While customer experience is broadly positive, those reporting challenges indicate that issues are not consistently resolved among those affected. Mercy Corps may consider clarifying customer support pathways, repair processes, and response timelines, alongside proactive follow-up for those reporting challenges, to strengthen service recovery and protect customer satisfaction and advocacy.

See page: [27](#)

2 Scale financial literacy training and tailor it to energy investments.

Financial literacy training is delivering clear behavior change and should be maintained and expanded. Mercy Corps could further tailor modules to focus on planning for energy-related expenses, savings for maintenance or replacement, and reinvestment of energy-enabled income to support long-term sustainability and resilience.

See page: [23](#)



Source : Mercy Corps

Detailed Mercy Corps Impact Performance

Performance Relative to Benchmark indicates where Mercy Corps falls in the ranking relative to other companies in the Energy sector.

Performance vs 60dB Benchmark



| Benchmark Overview | # Companies | # Customers |
|---------------------------------------|-------------|-------------|
| 60dB Africa Off-Grid Energy Benchmark | 104 | 36,000+ |

| Indicator | Description | Mercy Corps | 60dB Benchmark | 60dB Top 20% | Performance Relative to Benchmark |
|-----------------------------|--|-------------|----------------|--------------|-----------------------------------|
| Profile & Access | | | | | |
| First Access | % accessing for the first time | 89 | 82 | 91 | ● ● ● ● ○ |
| Alternatives | % without access to good alternative | 71 | 69 | 84 | ● ● ● ○ ○ |
| Female Reach | % females reached | 45 | 34 | 60 | ● ● ● ● ○ |
| Impact | | | | | |
| Quality of Life | % 'very much improved' quality of life | 57 | 58 | 73 | ● ● ● ○ ○ |
| Income Change (PUE) | % 'very much increased' income, of % using service for income generation | 53 | 39 | 63 | ● ● ● ● ○ |
| Energy Spending | % seeing reduced spending on energy | 34 | 40 | 62 | ● ● ○ ○ ○ |
| Personal Safety | % "very much improved" personal safety | 57 | 68 | 83 | ● ● ○ ○ ○ |
| Productive Use (PUE) | % using service for income generation | 74 | 5 | 17 | ● ● ● ● ● |
| Satisfaction | | | | | |
| Net Promoter Score | NPS, on a scale -100 to 100 | 37 | 53 | 69 | ● ● ○ ○ ○ |
| Challenge Rate | % experiencing challenges | 34 | 28 | 20 | ● ● ○ ○ ○ |
| Unresolved Challenges | % with unresolved challenges | 94 | 72 | 54 | ● ○ ○ ○ ○ |



01: Profile

This section helps you understand your customer base, and if you are reaching a previously underserved population.

The key indicators in this section are:

- **Customer Profile:** What are the demographics of the customers you are serving?
- **First Access:** What proportion of your customers are accessing a similar product/service for the first time?
- **Access to Alternatives:** Do your customers have access to alternatives? Is there competition in the market?

 Profile

A typical customer is a 30–39-year-old male from the host community.

Demographics

| Gender Breakdown | |
|------------------|-----|
| Male | 55% |
| Female | 45% |

| Age Distribution | |
|------------------|-----|
| 20-29 years | 17% |
| 30-39 years | 42% |
| 40-49 years | 23% |
| 50+ years | 18% |

●●●●○
TOP 40% - 60dB Benchmark

| Current Status | |
|-------------------------|-----|
| Refugee household | 1% |
| Refugee business | 27% |
| Host community | 21% |
| Host community business | 51% |

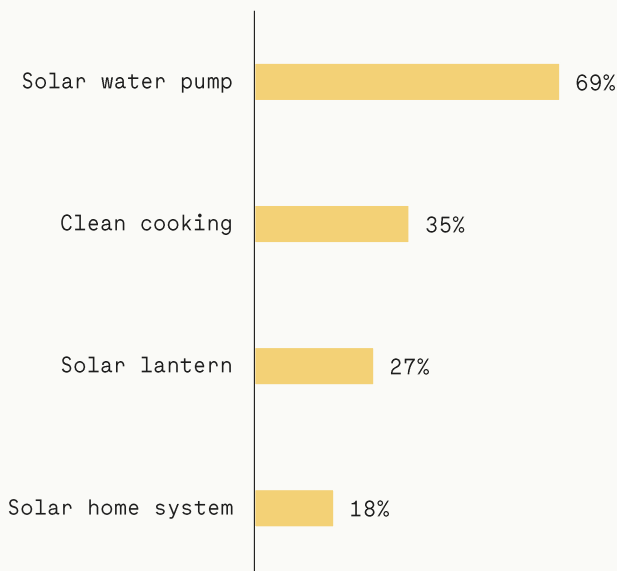
| Category of Energy Product* | |
|-----------------------------|-----|
| SWP | 75% |
| CCS | 25% |

This is self-reported data from the respondents we were able to reach.

Among surveyed SUSTAINED customers, solar water pumps are the most commonly used renewable energy solution.

Current Renewable Energy Solutions

*Q: Which of the following renewable energy solutions are you currently using? (n = 102)



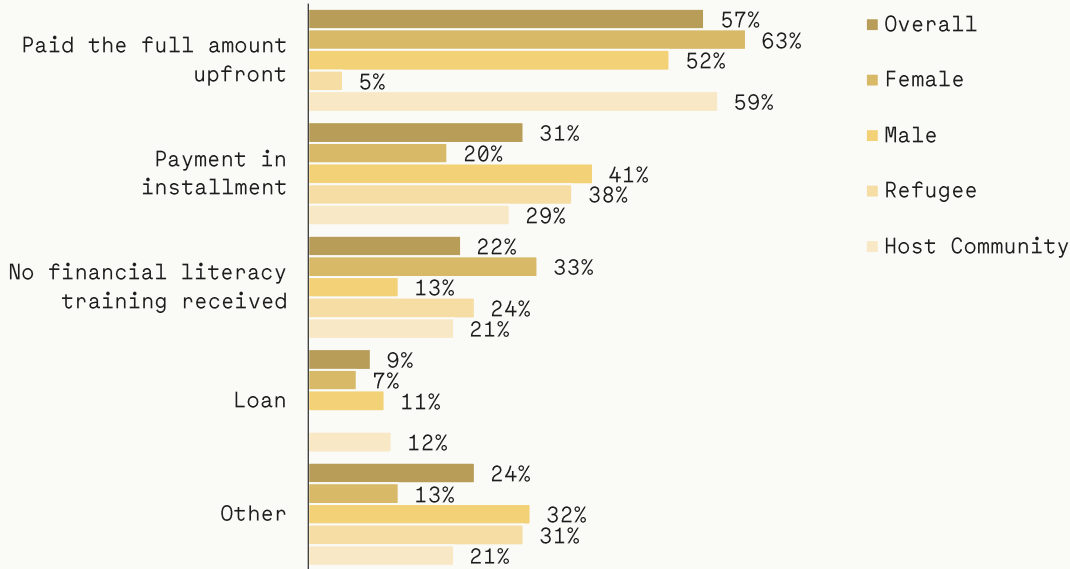
*This split reflects the customers we were able to reach by product. CCS customers were harder to reach.
60 — decibels

Profile

More than half of the customers report paying the full amount upfront for their renewable energy solution.

Financial Options Used to Purchase Energy Solution

Q: After receiving financial literacy training as part of the SUSTAINED programme, which of the following financing options did you use to purchase the renewable energy solution that you're currently using? (n = 102 | Female = 46, Male = 56, Refugee = 29, Host Community = 73, SWP = 76, CCS = 26)



Note: The solar water pumps were subsidised at 60% and the clean cooking stoves at 20%.



“

The solar water pump is very strong, and I purchased it in instalments. I have not found any problem with it. It has saved me from paying for water that I fetch for irrigation during the dry season, so I would recommend it without hesitation.

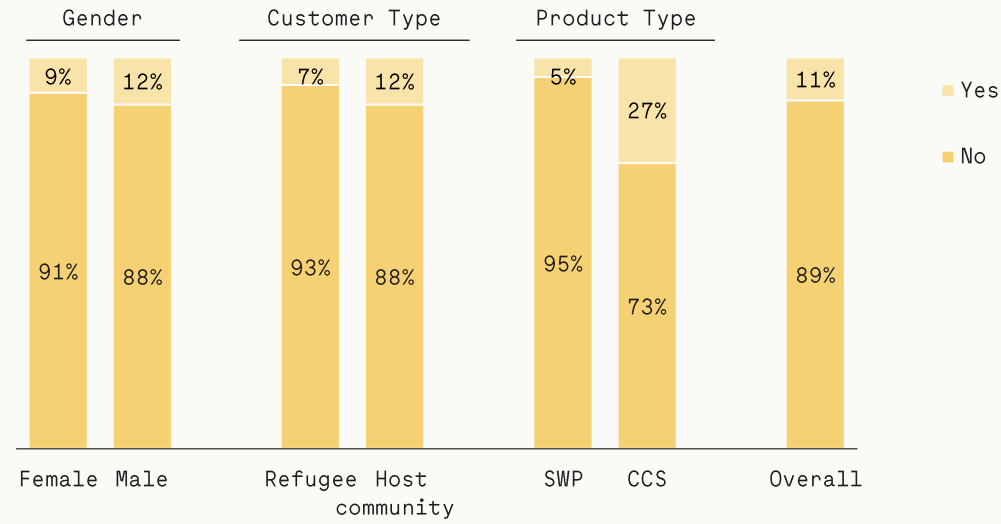
- Female Refugee, 28

Profile

Around 9 in 10 customers report first-time access to clean cookstoves or solar water pumps.

First Access

Q: Before Mercy Corps SUSTAINED programme, did you have access to a Clean Cookstove / Solar Water Pump?
 (n = 102 | Female = 46, Male = 56 | Refugee = 29, Host Community= 73, SWP = 76, CCS = 26)

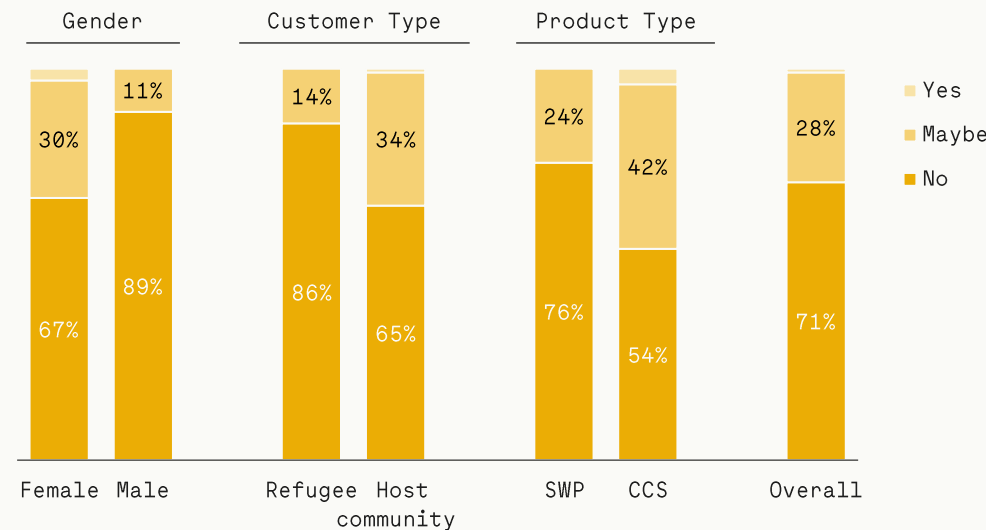


●●●●○
 TOP 40% - 60dB Benchmark

7 in 10 customers say they cannot easily find a good alternative to their clean cookstoves or solar water pumps.

Access to Alternatives

Q: Could you easily find a good alternative to your ECOCA cookstove and Tulima Solar's solar water pump?
 (n = 102 | Female = 46, Male = 56 | Refugee = 29, Host Community= 73, SWP = 76, CCS = 26)



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 MIDDLE 60dB - Benchmark

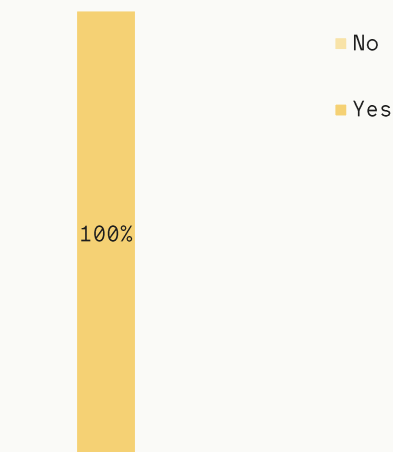
60__ decibels

 Profile

All customers are aware of the benefits of clean energy solutions.

Awareness of Clean Energy Benefits

Q: Are you aware of the benefits of clean energy solutions (e.g., solar energy, clean cookstoves, solar water pump)?
(n = 100)




Customers most commonly cite cost savings as a key benefit of clean energy solutions.

Benefits Stated by Customers

Q: What are the benefits of clean energy solutions (e.g., solar energy, clean cookstoves)? (n = 102 | Female = 46, Male = 56 | Refugee = 29, Host Community= 73) Open-ended question, responses coded by 60dB

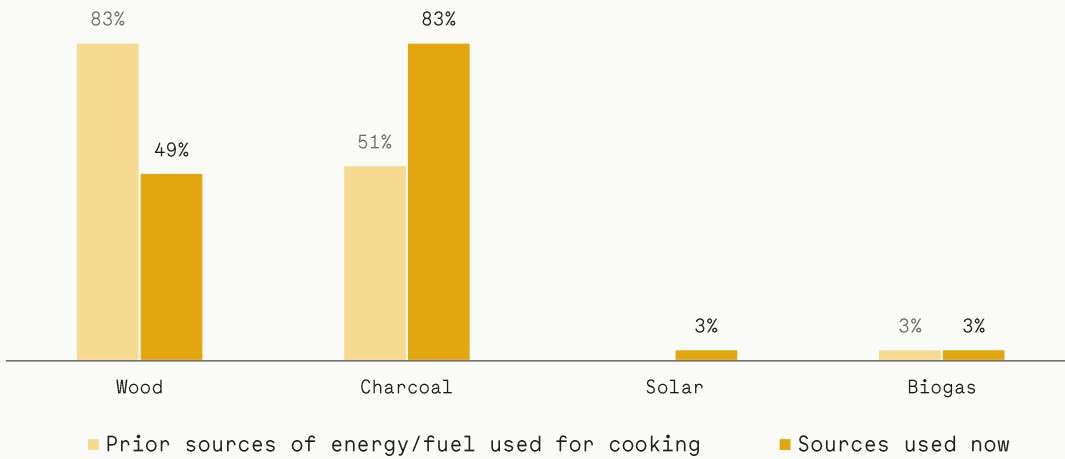
| Top Outcomes | Female | Male | Refugee | Host community | Overall |
|---------------------|--------|------|---------|----------------|---------|
| Cost savings | 59% | 57% | 59% | 58% | 58% |
| Energy independence | 48% | 52% | 41% | 53% | 50% |
| Smoke reduction | 41% | 18% | 28% | 29% | 28% |
| Fast cooking | 20% | 16% | 21% | 16% | 18% |
| Low maintenance | 9% | 14% | 10% | 12% | 12% |

 Profile

Most clean cookstove customers report using wood as their primary cooking fuel prior to adopting a clean cookstove.

Prior & Current Source of Energy

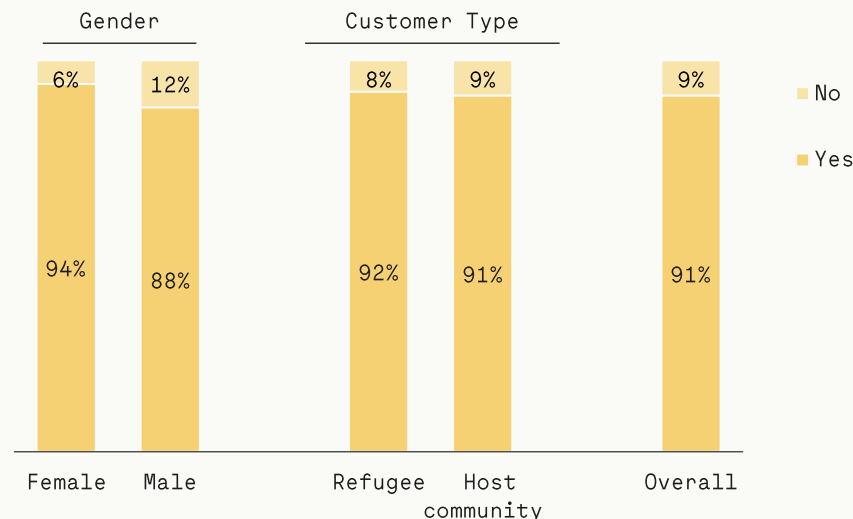
Q: What source of energy or fuel were you using for cooking as a primary fuel before Mercy Corps SUSTAINED programme cookstove? What are you now using for cooking as a primary fuel?* (n = 35)



9 in 10 customers report using the SUSTAINED cookstove as their primary cooking source.

Primary Product

Q: Is the Mercy Corps SUSTAINED programme cookstove your primary product for cooking now?* (n = 35 | Female = 18, Male = 17, Refugees = 13, Host community = 22)



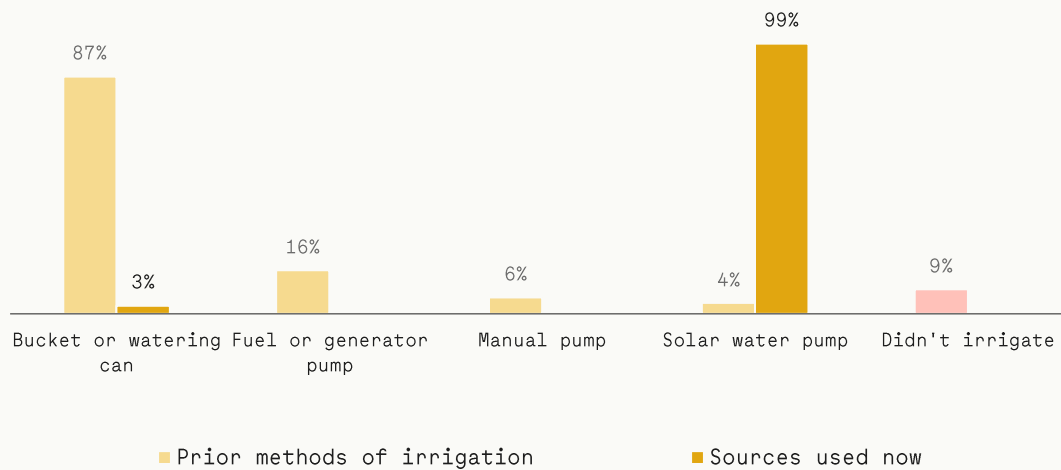
*This question was only asked to customers using the cookstove.

Profile

Prior to adoption, 87% of customers most commonly irrigated using buckets or watering cans.

Prior & Current Source for Irrigation

Q: What were you using for irrigation before purchasing the Mercy Corps SUSTAINED programme solar water pump?* What are you now using for irrigation? (n = 70)



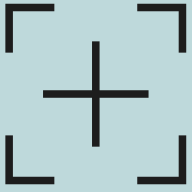
Terracing, catchment areas, and trenches are the most commonly reported water management techniques.

Managing Water on Farm

Q: Which of these do you use to manage water on your farm?* Select all that apply: (n = 70 | Female = 30, Male = 40, Refugees = 22, Host community = 48)

| | Female | Male | Refugee | Host community | Overall |
|---------------------------------------|--------|------|---------|----------------|---------|
| Terracing or catchment area or trench | 40% | 33% | 32% | 38% | 36% |
| Drip irrigation | 33% | 32% | 32% | 33% | 33% |
| Harvesting rainwater | 17% | 18% | 18% | 17% | 17% |
| Saving dirty water from home | 10% | 5% | 5% | 8% | 7% |
| Other | 3% | 8% | 9% | 4% | 6% |
| None | 27% | 30% | 27% | 29% | 29% |

*This question was only asked to solar water pump customers.



02: Impact

We believe that the best way to understand the social impact that you are having is to simply ask customers whether their quality of life has changed as a result of access to clean cookstove/solar water pump, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are customers experiencing, in their own words. In addition, we have specific sub-sector impact indicators to dive into a bit more detail.

The key indicators in this section are:

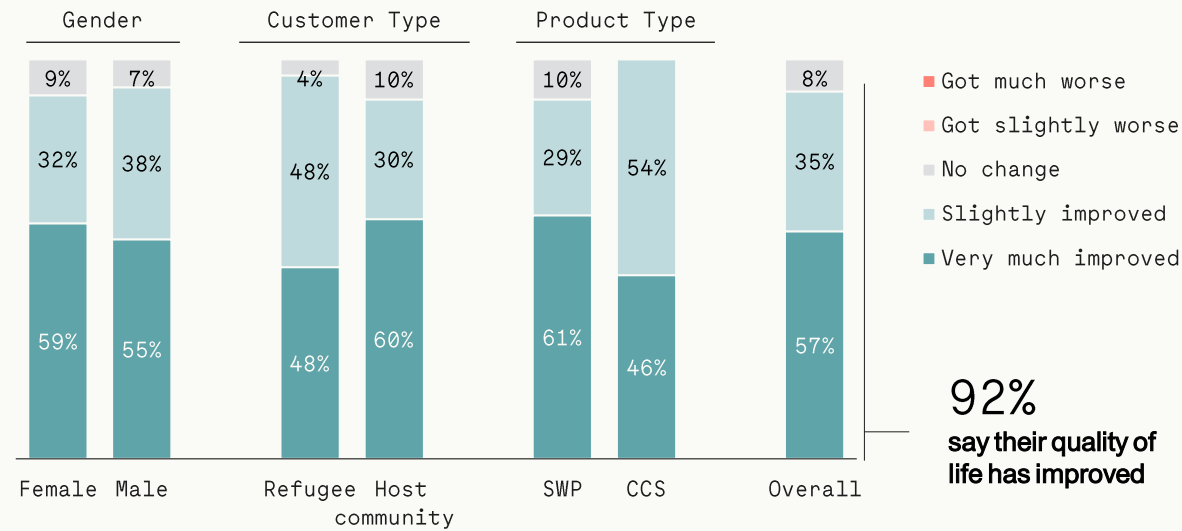
- **Quality of Life Change:** To what extent has the quality of life of your customers changed as a result of your offering?
- **Productive Use:** Is the product used for income-generation activities? How much has the income improved since using the product?
- **Change in Energy Spending:** Are your customers spending more or less money on energy access since accessing the clean cookstove/solar water pump?

[+] Impact

9 in 10 customers report improved quality of life after adopting clean cookstoves or solar water pumps.

Quality of Life Change

Q: Has your quality of life changed because of the Clean Cookstove / Solar Water Pump? (n = 102 | Female = 46, Male = 56, Refugees = 29, Host community = 73, SWP = 76, CCS = 26)



MIDDLE 60dB - Benchmark

Top three outcomes for 92% of customers who say their quality of life improved.

Customers Whose Lives Have Improved

Open-ended question, responses coded by 60dB (n = 94)

Solar Water Pump (SWP)

69%

talk about improved crops yield
(46% of all respondents)

63%

mention increased income
(42% of all respondents)

Clean Cooking Stove (CCS)

58%

talk about cost savings
(15% of all respondents)

31%

mention improved health
(8% of all respondents)

35%

report cost savings
(24% of all respondents)

19%

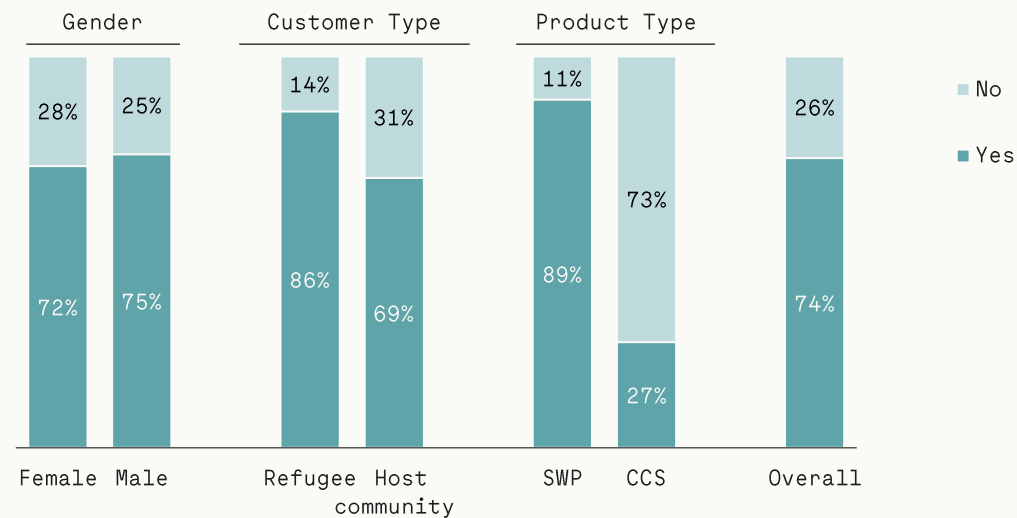
report increased income
(5% of all respondents)

[+] Impact

3 in 4 customers are using their products for income-generating activities.

Productive Use

Q: Do you use the Mercy Corps SUSTAINED programme [product / service] for income-generating activities? By income generation, we mean using the product in any way that contributes to earning money. This could be directly or by supporting activities that help you generate income. (n = 102 | Female = 46, Male = 56, Refugees = 29, Host community = 73, SWP = 76, CCS = 26)

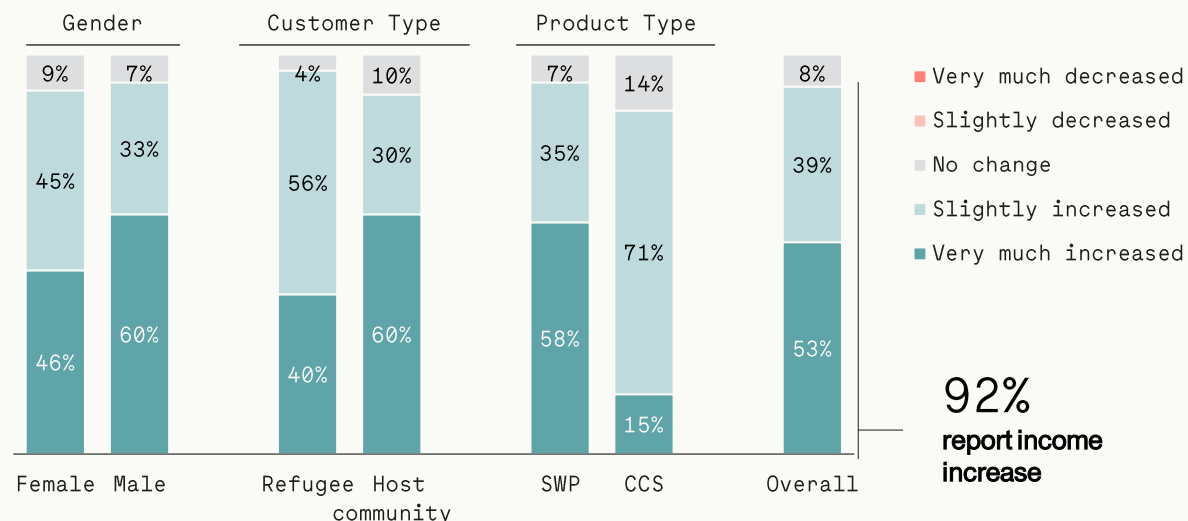


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TOP 20% - 60dB Benchmark

Most customers using their product for income-generating activities report an increase in income.

Changes in Income Earned

Q: Because of the Mercy Corps SUSTAINED programme product have you seen any change in your income or money earned? Has it:*(n = 75 | Female = 33, Male = 42, Refugees = 25, Host community = 50, SWP = 68, CCS = 7)



92%
report income increase

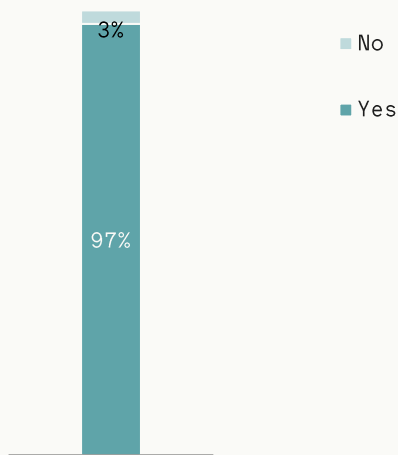
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TOP 40% - 60dB Benchmark

[+] Impact

Almost all clean cooking solution customers have adopted recommended practices following the SUSTAINED programme.

Adoption of Clean Cooking Practices

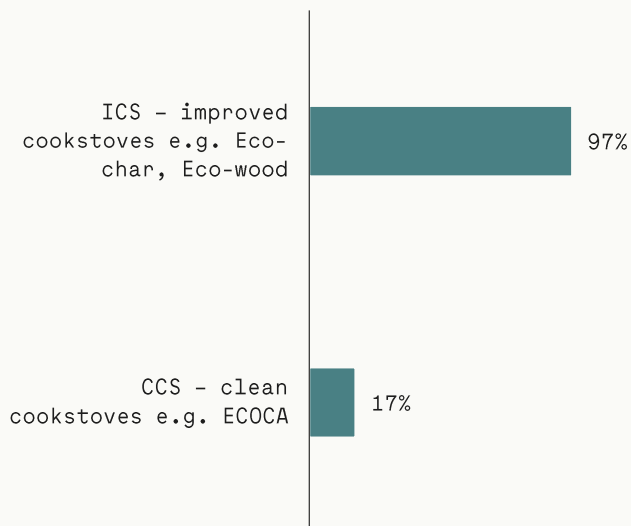
Q: [For CCS customers only] Did you adopt any of the recommended clean cooking practices after the SUSTAINED programme (i.e., adopted one of the promoted cooking solutions)? (n = 36)



Almost all customers who adopted clean cooking practices use improved cookstoves.

Clean Cooking Practices Adopted

Q: [For CCS customers only] Which of the following clean cooking practices have you adopted since the SUSTAINED programme, such as starting to use improved cookstoves as a primary or secondary stove? (n = 36)

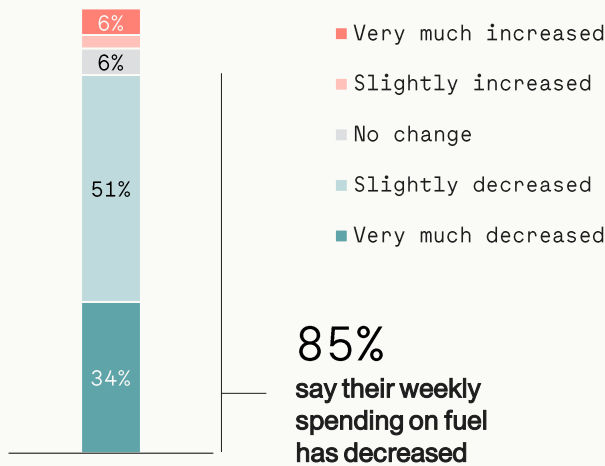


[+] Impact

Customers report lower weekly fuel expenditure and reduced daily cooking time after adopting the cookstove.

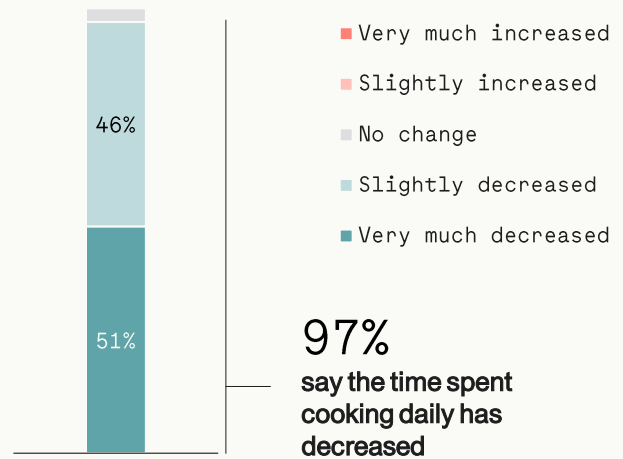
Average Weekly Expenditure on Fuel

Q: [For CCS customers only] Has your average weekly spending on fuel used for cooking changed because of having the cookstove? Please include any payments made for the cookstove. Has it:*(n = 35)



Average Time Spent on Cooking

Q: [For CCS customers only] On average, has the time spent on cooking each day changed because you started using cookstove? Has it:*(n = 35)



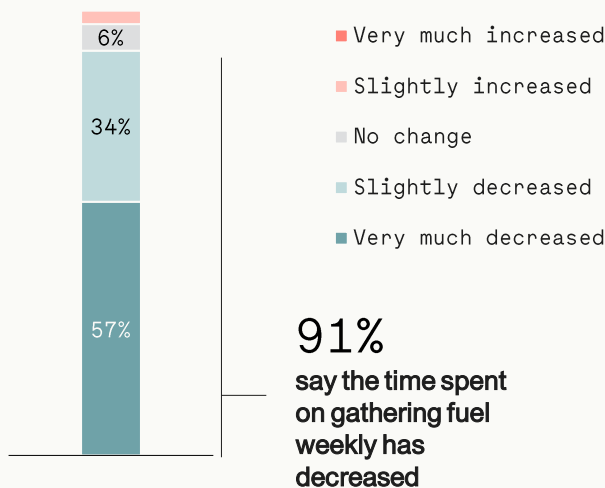
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BOTTOM 40% - 60dB Benchmark

Customers report spending less time gathering fuel each week and feeling safer after adopting the cookstove.

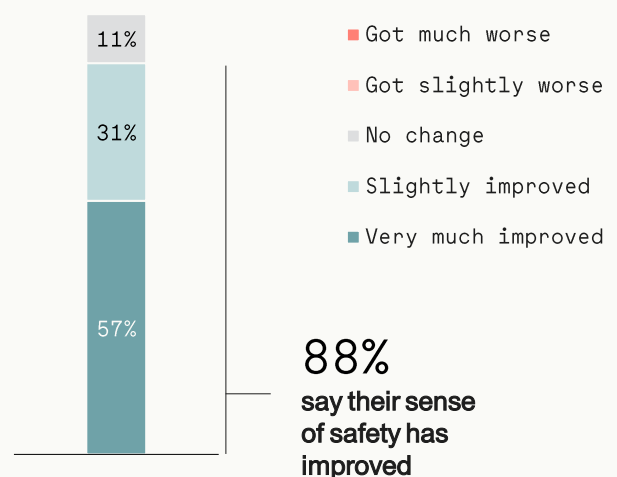
Average Time Spent Procuring Fuel

Q: [For CCS customers only] On average, has the time spent procuring or gathering fuel each week changed because you started using cookstove? Has it:*(n = 35)



Change in Safety

Q: [For CCS customers only] Has how safe you feel in your home or business changed since having the cookstove? Has it:*(n = 35))



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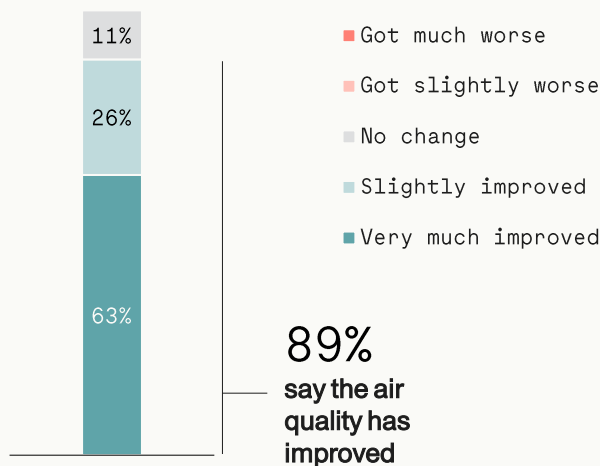
BOTTOM 40% - 60dB Benchmark

[+] Impact

Around nine in ten customers report improved household air quality after adopting the cookstove.

Change in Air Quality

Q: [For CCS customers only] Has the air quality of your household changed because of the Mercy Corps SUSTAINED programme cookstove? Has it:* (n = 35)



Source: Mercy Corps

“

I use the stove to fry pancakes and sell them by the roadside. This has increased my income, and I am now able to cover my expenses and do small savings. I also don't spend much time in the kitchen because it cooks food faster. I cook with much ease because my eyes are no longer affected by smoke.

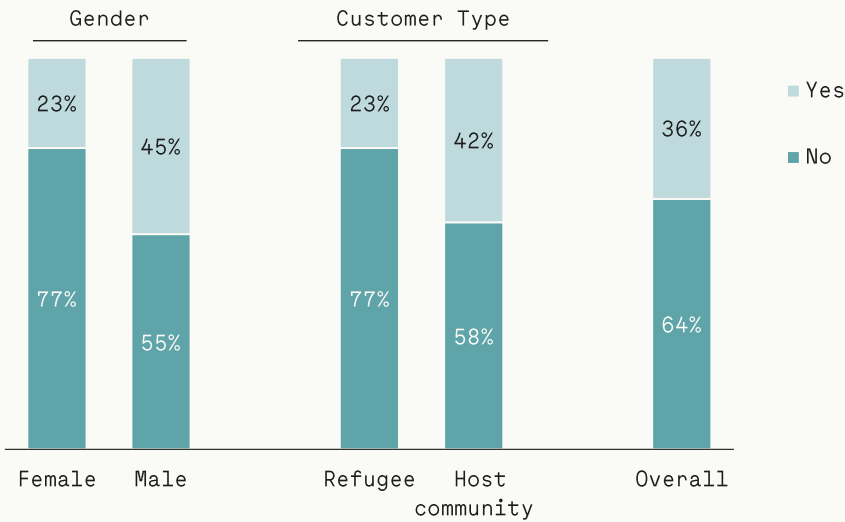
- Female Host community member, 30

[+] Impact

2 in 3 customers were unaware of irrigation technologies before working with Mercy Corps.

Awareness of Irrigation Technologies

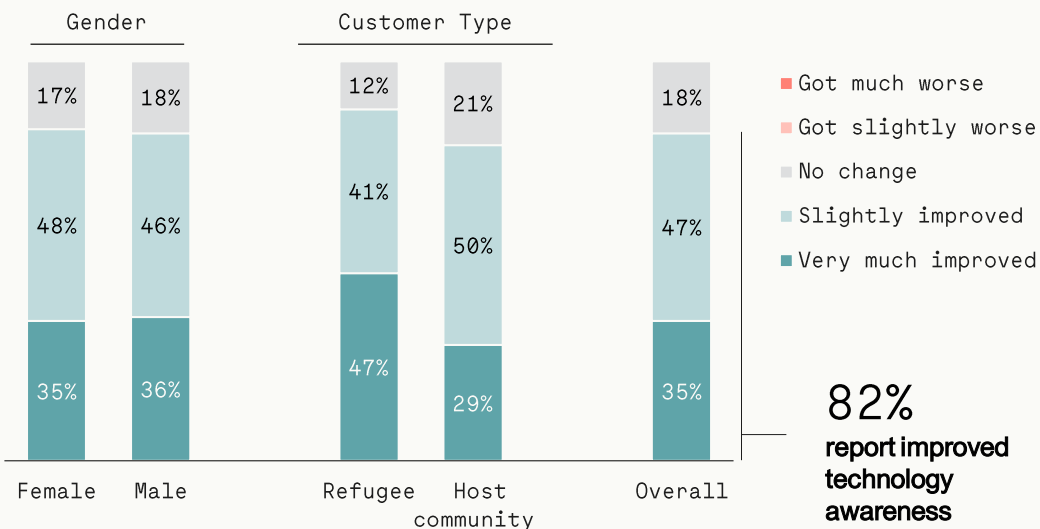
Q: [For SWP customers only] Before working with Mercy Corps, were you aware of CSA, NRM, rainwater harvesting and drip irrigation technologies?* (n = 70 | Female = 30, Male = 40, Refugees = 22, Host community = 48)



4 in 5 customers report improved awareness of irrigation technologies following adoption.

Awareness of Technologies

Q: [For SWP customers only] How has your awareness of these technologies changed since working with Mercy Corps?* (n = 45 | Female = 23, Male = 22, Refugees = 17, Host community = 28)



82%
report improved
technology
awareness

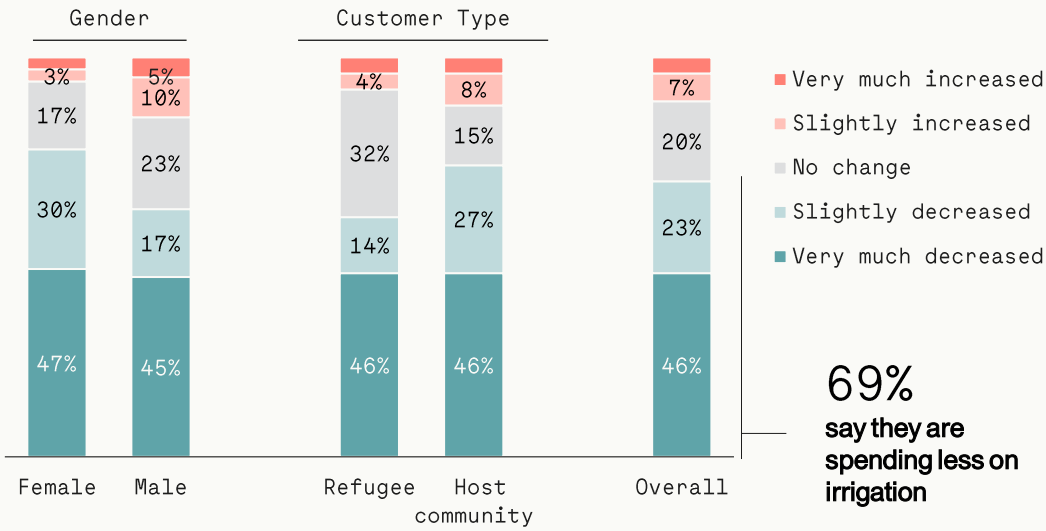
*This question was asked only to SWP customers who were unaware of the irrigation technologies.
60 — decibels

[+] Impact

7 in 10 customers have seen their irrigation spending reduce as a result of the solar water pump.

Average Weekly Expenditure on Irrigation

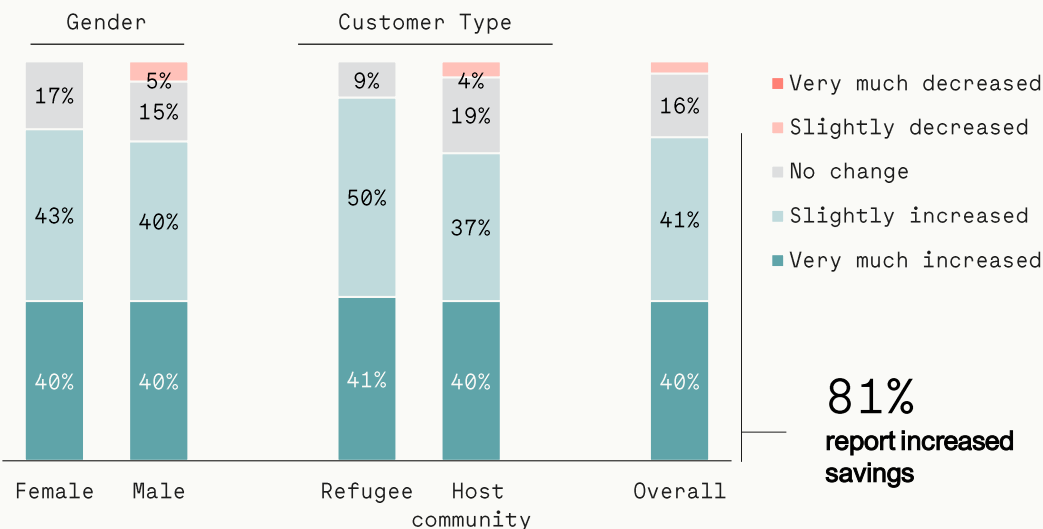
Q: [For SWP customers only] Has your average weekly spending on irrigation changed because of having the solar water pump? Please include any payments made for the solar water pump. Has it:*(n = 70 | Female = 30, Male = 40, Refugees = 22, Host community = 48)



4 in 5 customers report increased household savings due to the solar water pump.

Change in Savings

Q: [For SWP customers only] Has the amount of money you save as a household changed because of the solar water pump?*(n = 70 | Female = 30, Male = 40, Refugees = 22, Host community = 48)

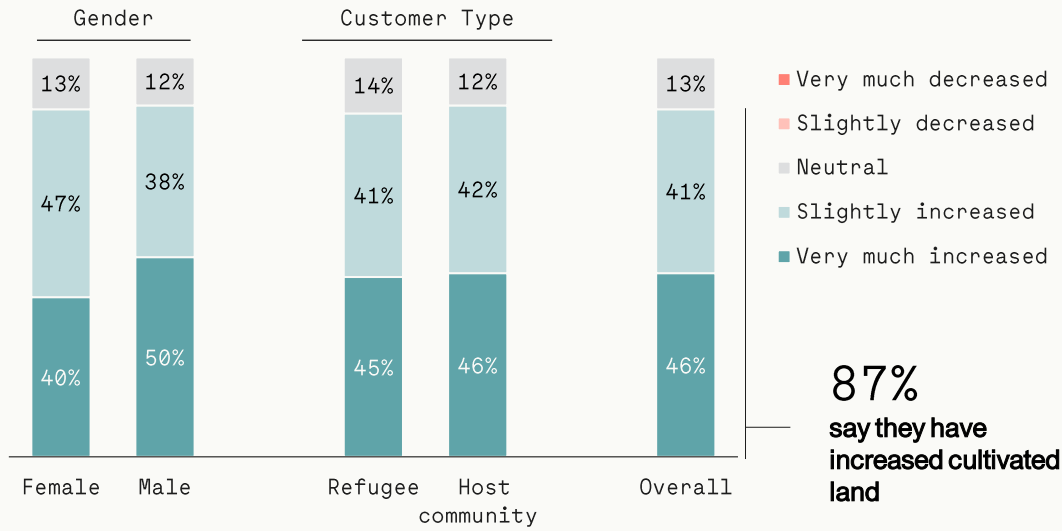


[+] Impact

Almost 9 in 10 customers report an increase in the amount of land under cultivation.

Amount of Land Under Cultivation

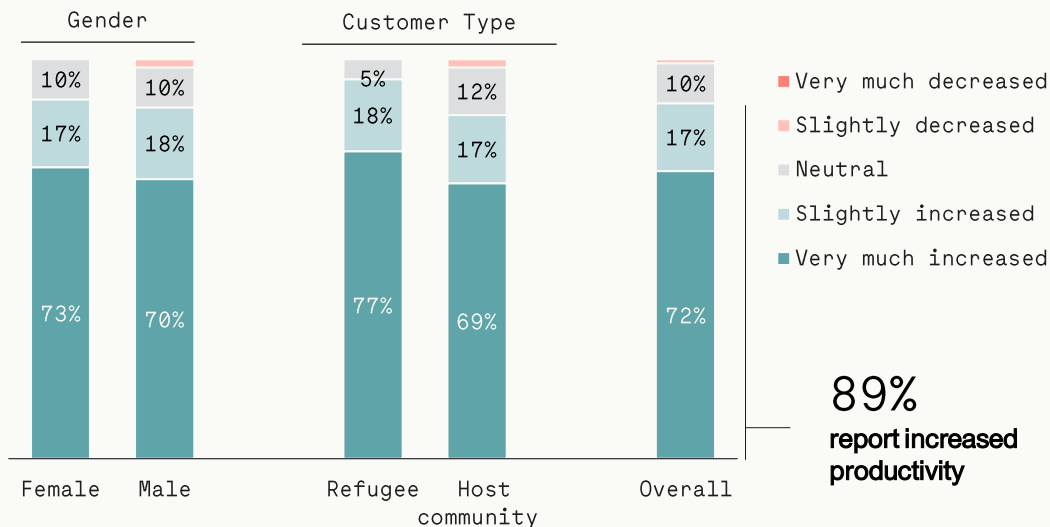
Q: [For SWP customers only] Have you seen any change in the amount of land you have under cultivation because of your Mercy Corps SUSTAINED programme solar water pump? Has it:*(n = 70 | Female = 30, Male = 40, Refugees = 22, Host community = 48)



89% of customers report increased production, with 72% reporting a significant increase.

Change in Productivity

Q: [For SWP customers only] Have you seen any change in the productivity of your farm (including crop or livestock yield) because of your Mercy Corps solar water pump? Has it:*(n = 70 | Female = 30, Male = 40, Refugees = 22, Host community = 48)

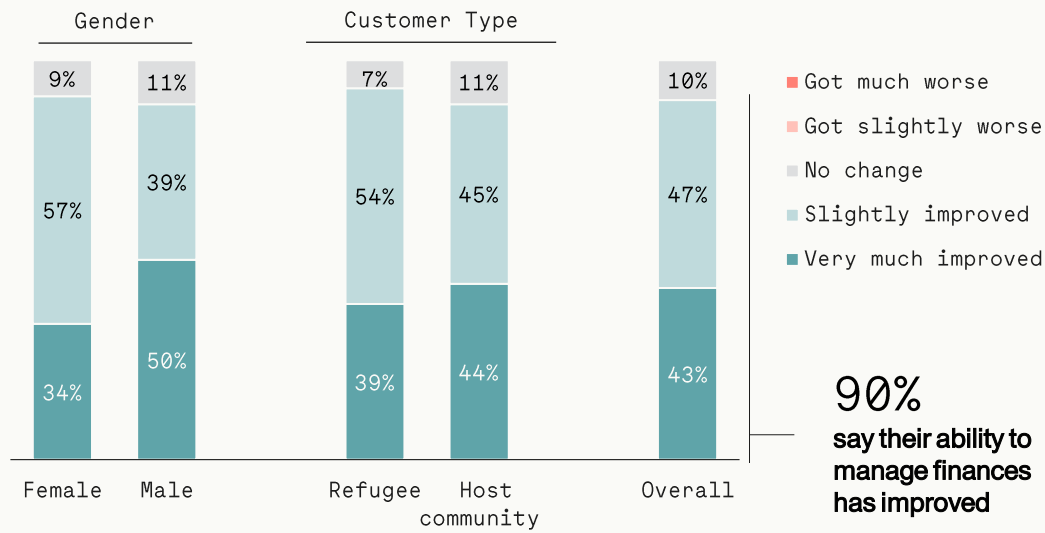


[+] Impact

9 in 10 customers report improved ability to manage finances because of Mercy Corps SUSTAINED programme.

Ability to Manage Finance

Q: Has your ability to manage your finances changed because of Mercy Corps SUSTAINED programme?*(n = 98 | Female = 44, Male = 54, Refugees = 28, Host community = 70)



Savings and budgeting are the most commonly reported changes in financial management behaviour.

Practices Adopted Post Financial Training

Q: Which of the following practices have you adopted since the financial literacy training?*(n = 97 | Female = 44, Male = 53, Refugees = 28, Host community = 69)

| | Female | Male | Refugee | Host community | Overall |
|-------------------------------|--------|------|---------|----------------|---------|
| Savings | 59% | 79% | 75% | 68% | 70% |
| Budgeting | 32% | 64% | 64% | 44% | 50% |
| Investment | 25% | 43% | 36% | 35% | 35% |
| Financial planning | 23% | 42% | 36% | 32% | 33% |
| Record keeping | 14% | 36% | 32% | 23% | 26% |
| Debt management | 7% | 32% | 29% | 17% | 21% |
| Use of digital/mobile banking | - | 6% | 4% | 3% | 3% |
| None of the above | 41% | 11% | 25% | 25% | 25% |



03: Experience

If your customers are unhappy, it's unlikely they will continue to choose your clean cookstove/solar water pump or recommend to others.

This section uses the popular Net Promoter Score[®] to understand the level and drivers of customer satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

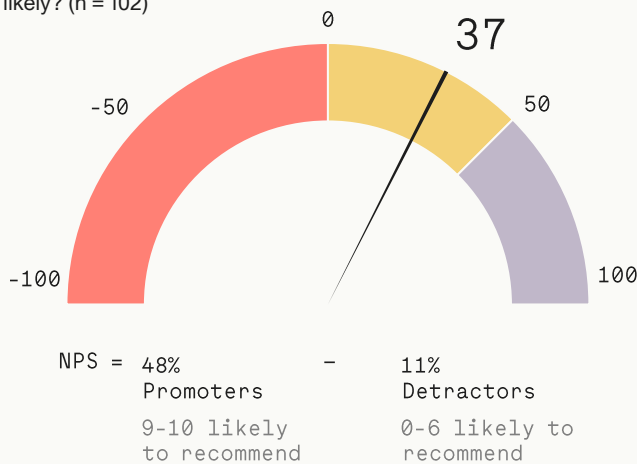
- **Net Promoter Score:** How likely are your customers to recommend your company to a friend?
- **% Experiencing Challenges:** What proportion of customers experience challenges with your clean cookstove/solar water pump?

Experience

Renewable Energy solutions promoted through SUSTAINED have an NPS of 37, which is good but lower than the 60dB Africa Energy Benchmark of 53.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend ECOCA cookstove and Tulima Solar's solar water pump to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 102)



●●○○○
BOTTOM 40% - 60dB Benchmark

The Net Promoter Score® (NPS) is a gauge of customer satisfaction and loyalty. The NPS is the percent of customers rating 9 or 10 ('Promoters') minus the percent of customers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. Mercy Corps in Uganda has a NPS of 37, which is good.

| Segments | NPS |
|----------------|-----|
| Female | 47 |
| Male | 29 |
| Host community | 37 |
| Refugee | 38 |
| SWP | 40 |
| CCS | 30 |

“


The solar water pump is very strong, and I purchased it in installments. I have not found any problems with it. It has saved me from paying for water that I fetch for irrigation during the dry season, so I recommend it without hesitation.

- Female Refugee, 28

“


The stove works perfectly. Once heated, it cooks multiple dishes without adding more charcoal or firewood. It is very comfortable to use because it produces no smoke in the kitchen.

- Female Host community member, 35

 Experience

Efficiency, time savings, and reliability are the key reasons SWP customers report strong satisfaction.


Follow up from NPS question: We ask customers to explain their rating to provide an insight into what they value and what creates dissatisfaction.

50% 

are Promoters

They love:

1. Efficiency of the products leading to time saving
(58% of Promoters / 22% of all respondents)
2. Reliability of product
(40% of Promoters / 15% of all respondents)
3. Ease of use
(29% of Promoters / 11% of all respondents)


40% 

are Passives

They like:

1. Efficiency of the products leading to time saving
(50% of Passives / 15% of all respondents)
2. Improved power storage
(17% of Passives / 5% of all respondents)
3. Improved product use training
(7% of Passives / 2% of all respondents)

They want to see:

10% 

are Detractors

They want to see:

1. Improved solar pump efficiency
(2 respondents)
2. Improved product accessibility
(2 respondents)
3. Improved product quality
(2 respondents)

Efficiency, time savings, and payment flexibility are the key reasons CCS customers report strong satisfaction.

Follow up from NPS question: We ask customers to explain their rating to provide an insight into what they value and what creates dissatisfaction.

42% 

are Promoters

They love:

1. Efficiency of the products leading to time saving
(8 respondents)
2. Reliability of product
(4 respondents)
3. Payment flexibility
(4 respondents)

46% 

are Passives

They like:

1. Improved cost savings
(3 respondents)
2. Reliability of product
(3 respondents)
3. Improved product quality
(2 respondents)

They want to see:

12% 

are Detractors

They want to see:

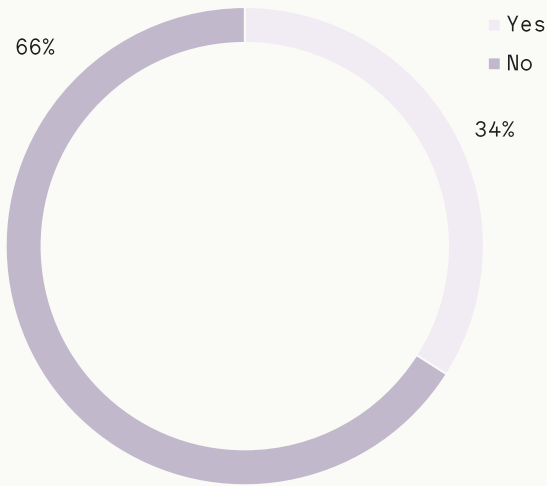
1. Improved customer service
(1 respondent)
2. Improved product quality
(1 respondents)

Experience

Around one-third of customers report experiencing challenges when using their product – 94% of these issues remain unresolved.

Proportion of Customers Reporting Challenges

Q: Have you experienced any challenges using the Clean Cookstove / Solar Water Pump? (n = 102)



| Segments | Unresolved Challenges |
|----------|-----------------------|
| Overall | 94% |
| CCS | 82% |
| SWP | 100% |

| Segments | Challenge Rate |
|----------------|----------------|
| Female | 20% |
| Male | 46% |
| Host community | 30% |
| Refugee | 45% |

●●○○○
BOTTOM 40% - 60dB Benchmark

Solar water pump users struggle mainly with sunlight dependency and water pressure, while clean cooking stove users report fragile products and poor customer support.

Most Common Challenges

Q: Please explain these challenges. (n = 37).
Open-ended, coded by 60 Decibels.

Solar Water Pump (SWP)

6
respondents
talk about sunlight dependency

5
respondents
mention insufficient water pressure

4
respondents
talk about lack of customer support

Clean Cooking Stove (CCS)

4
respondents
talk about fragile product

3
respondents
mention lack of respondent support

2
respondents
talk about excess heat production

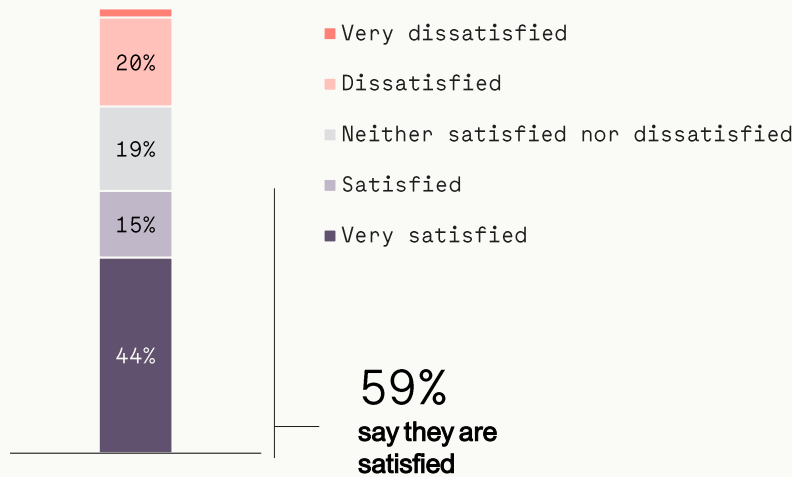
Solar water pumps are plug-and-play systems (no battery), making them fully dependent on sunlight.
60 _ decibels

Experience

Around 6 in 10 customers report being satisfied with the programme’s feedback and complaints mechanisms.

Customer Satisfaction

Q: To what extent are you satisfied or dissatisfied with the mechanisms for taking in and addressing feedback, complaints, and concerns raised under Mercy Corps SUSTAINED programme.* (n = 37)

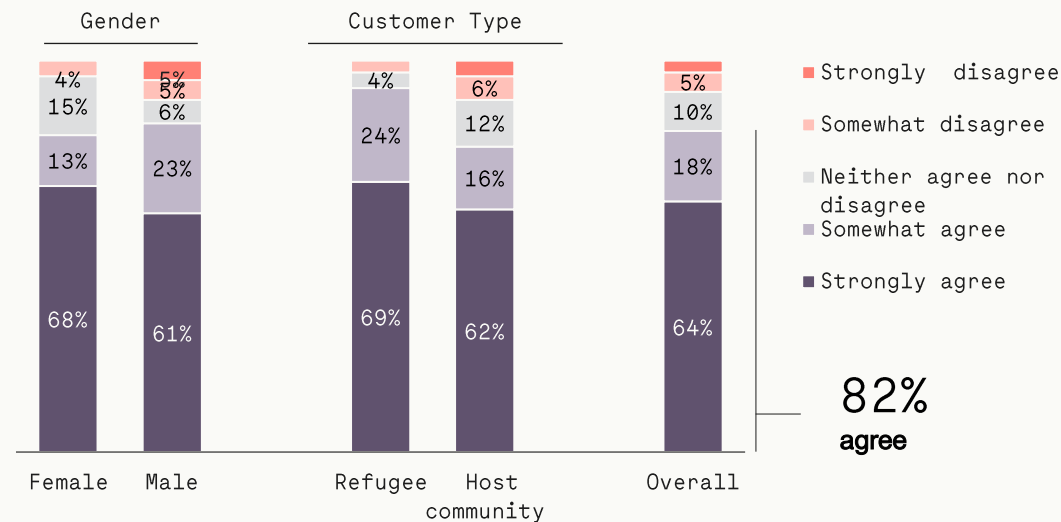


*This question was only asked to those reporting challenges with the products.

Most customers report feeling safe and comfortable raising concerns through the programme.

Comfortable Reporting Complaints

Q: To what extent do you agree or disagree with the following statement: “I feel safe and comfortable to report feedback, complaints and concerns with Mercy Corps SUSTAINED programme”?
(n = 102 | Female = 46, Male = 56, Refugees = 29, Host community = 73)





Appendix

Methodology

About the 60 Decibels Methodology

Between November and December 2025, 60 Decibels trained researchers conducted 102 phone interviews with refugee and host community members in Bidibidi refugee settlement and Yumbe, Terego, Madi-Okollo, Arua, and Koboko districts in Northern Uganda.

The customers were randomly selected from contacts provided by Mercy Corps, which included both the general refugee settlement communities and host communities' members who have purchased a solar water pump or a clean cooking product. Out of 102 completed interviews, 29 were conducted with refugees and 78 with host communities.

| | |
|-----------------------|-----------------------------------|
| Country | Uganda |
| Customer Population | 214 |
| Interviews Completed | 102 |
| Response Rate | 60% |
| Languages | Kakwa, Juba Arabic, Aringa |
| Average Survey Length | 24 mins |
| Confidence Level | 85% |
| Margin of Error | 5% |

Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

The findings in this report are based on a survey of 102 SUSTAINED customers. The sample was designed to capture a broad range of energy users; however, the higher prevalence of solar water pumps in this data reflects the specific composition of the respondent group reached during the data collection period.

Metric

Calculation

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking clients to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of clients rating 9 or 10 out of 10 ('Promoters') minus the % of clients rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- Review your results and qualitative customer responses. There's a lot of interesting feedback in there!
-

Engage Your Team

- Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
 - Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.
-

Spread The Word

- Reach a wider audience on social media & show you're invested in your customers.
-

Close The Loop

- We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ' (edited)
 - After reading this report, don't forget to let us know what you thought: [Click Here!](#)
-

Take Action!

- Collate ideas from team into an action plan including responsibilities.
- Keep us updated, we'd love to know what changes you make based on these insights.
- Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

About 60 Decibels

60 Decibels is the world's leading customer insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 1,400+ researchers in 80+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

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Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here](#)!

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.