

Malawi Briquetting

Country	Malawi
Name of Company / Implementer	Going Green (Malawi) RISE (Sweden)
Type of Business Model	Direct sales of briquettes through agents
Type of Use Case	Waste-to-Energy

Summary

The SESA Malawi Living Lab demonstrates a briquetting business model that transforms agricultural waste—specifically sunflower stalks—into clean cooking fuel. Implemented by Going Green who is working with 200 farmer clubs (5,000 smallholder farmers) to produce sunflower oil and cake. GG provides certified seeds and agronomic support, ensuring high-quality yields. After harvest, GG purchases the produce at competitive prices to maintain farmer loyalty. As part of the SESA project, Going Green diversified its business by expanding into briquette production from sunflower stalks, and this way advancing circular economy practices through the reuse of agricultural residues.

The model

Direct sales of briquettes through agents. One bag of 20 kg briquettes is sold to agents at 7,000 kwacha (3.5 Euro) who resell to end users. Customer segment: the 18 MIG BioCooker users as well as users of other types of stoves in the market.

Key figures under the SESA project

- 20 stoves in operation as per Sep 2024
- 5600 kg briquettes produced and sold

Key Lessons Learnt

Agricultural Waste Can Power Clean Cooking Solutions

The project demonstrated that sunflower stalks—previously discarded or burned—can be transformed into efficient, clean-burning briquettes. By tapping into this underutilized resource, and by building on its existing relationship to the sunflower producing farmers, Going Green (GG) created a additional business opportunity that not only reduces waste but also provides a sustainable alternative to firewood and charcoal.

Farmer Networks Are Key to Raw Material Supply

GG leveraged its existing network of 200 farmer clubs to source sunflower stalks. Initially, only 90 clubs participated, but the potential to expand sourcing from all 200 clubs could dramatically increase production. Mobilizing farmers and offering attractive prices for stalks is a critical aspect of the model to ensure consistent feedstock and to grow production capacity.

Small-Scale Production Validated Market Demand

Using a compact briquetting press and shredder, GG produced over 5,400 kg of briquettes across two seasons. Though limited in scale, this setup allowed for testing of operations, training staff, and refining processes. It also confirmed strong local demand, with all briquettes sold through 10 agents serving over 100 households.

Production Planning Improved Efficiency

In 2025, GG introduced structured production cycles, better feedstock preparation, and real-time monitoring. These changes led to more predictable output and reduced waste. With improved planning, GG increased monthly production from 600 kg to 1,500 kg and expects to reach 6,000 kg with the current machinery.

Scaling Requires Investment and Strategic Partnerships.

To meet growing demand, GG plans to purchase a larger briquetting machine, expand farmer contracts, and build storage facilities. Partnerships with financial institutions, cooperatives, and local retailers will be essential to scale production, distribution, and awareness.



Figure 1:
Briquetting press
(Falach Cube 20)



Figure 2:
Shredder and
shredded material

Next steps

To scale the briquetting business, Going Green plans to invest in larger briquetting and shredding machinery, expand biomass sourcing through new farmer contracts, and diversify feedstock beyond sunflower stalks. Strengthening logistics with decentralized production and mobile delivery will improve access and reduce costs. GG will also enhance consumer awareness through targeted campaigns and build partnerships with local vendors and cooperatives. Policy advocacy and securing funding are essential to support scale-up. These steps aim to increase production capacity, reach more households and businesses, and establish a sustainable, clean cooking fuel market aligned with Malawi's energy and environmental goals.

About the company/implementer

Going Green is a female-led company in Malawi working with over 5,000 smallholder farmers to produce sunflower oil and cake. Under the SESA project, it has expanded into briquetting sunflower stalks for clean cooking fuel.

RISE is a Swedish research institute and technical lead for the Malawi Living Lab. It supported GG in the testing of technologies, analyzing biomass, and validating briquetting and stove solutions.