

GENDER AND ENERGY ACCESS

Part Three – Economic Empowerment

People-Centered Accelerator Webinar Series
31 October 2019

Presenters

Amanda Elam, Babson College

Rebecca Klege, University of Cape Town

Soma Dutta, ENERGIA

Moderated by: **Caroline McGregor**, SEforALL

Introduction by: **Annemarije Kooijman**, ENERGIA



ENERGIA
INTERNATIONAL NETWORK ON
GENDER & SUSTAINABLE ENERGY

Webinar series Gender and Energy Access

Part One - Impacts

3 October 2019

[Video link](#)

Part Two - Productive uses

17 October 2019

[Video link](#)

Part Three - Economic empowerment

Today: Thursday, 31 October 2019, 9am ET / 2pm CEST

Gender and Energy Research Programme

- 5-year research project (2014-2019) funded by DFID

Aim: Provide robust evidence on the interactions between gender, energy and poverty, to inform policy and practice

- 9 teams, 12 countries, 29 partners

Topics: impacts of energy access, political economy, subsidies, productive uses, gender approaches, women in supply, trends

- Research uptake (2019-2020) reaching out to policy and practice

Presenters of today's webinar



RA7

Amanda Elam

Babson College



RA5

Rebecca Klege

University of Cape
Town



WEE

Soma Dutta

ENERGIA

For more information, please visit:

www.energia.org/RA5

www.energia.org/RA7

www.energia.org/research

<https://www.energia.org/what-we-do/womens-economic-empowerment/>



Building the Evidence Base for Women's Energy Entrepreneurship

Amanda Elam, Babson College

Anita Shankar, Johns Hopkins University

Allie Glinksi, International Center for Research on Women

Presented by webinar on October 31, 2019



Key Research Questions

1. Evidence that women's energy entrepreneurship advances energy access for all?
2. Evidence that women's energy entrepreneurship is good for women's equality and their families?
3. Best practices to support women's entrepreneurship within the energy sector?

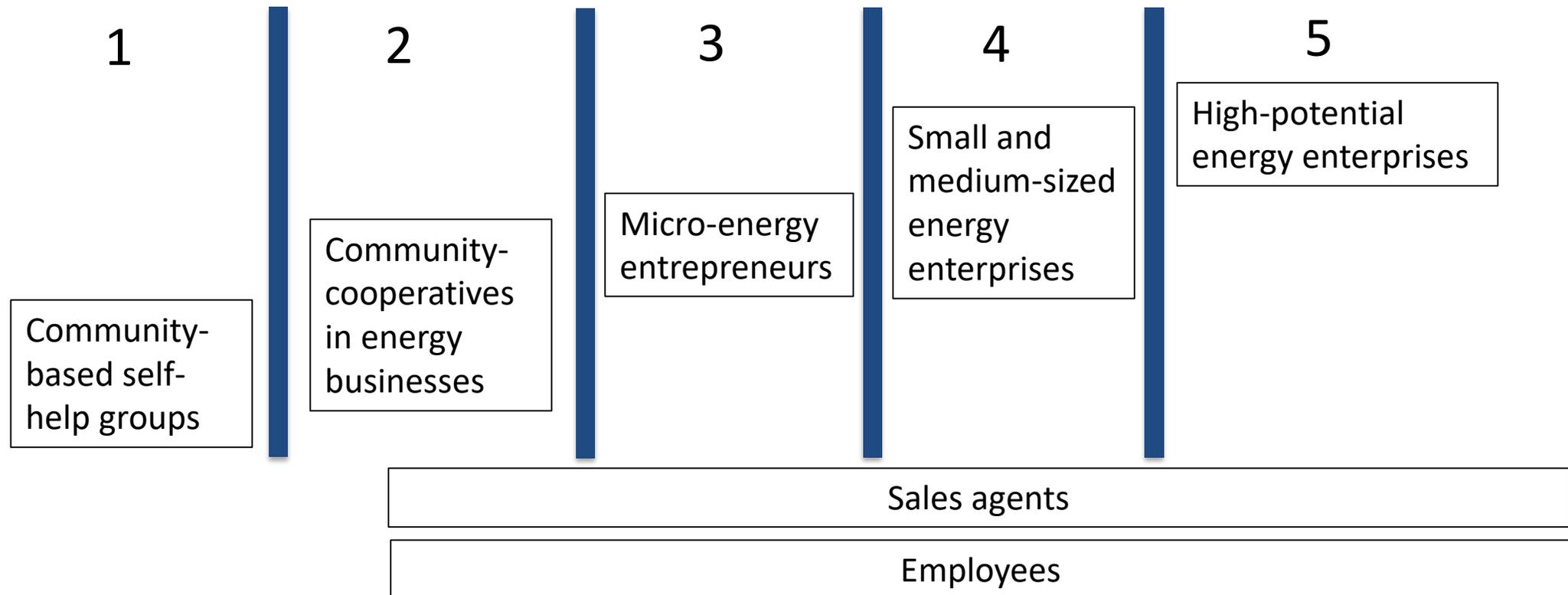
Systematic Literature Review

- Academic literature and policy reports 1998-2018
- Searched 15 databases
- 15 pre-defined keywords
- Result = 190 publications

Key Findings

- Few academic publications -- mostly prescriptive and descriptive -- little theoretical or methodological rigor. Beware ghost citations!
- Little/no attention to universal business concepts, like market factors, business model, customer value proposition, and technology adoption.
- Insights available from larger entrepreneurship literature – e.g., varieties of entrepreneurship, clear concepts, best practices, social impact & fundraising.
- Women entrepreneurs emphasize social value which has important implications for profitability, social and economic impact, and industry/occupational patterns.
- Women's entrepreneurship may upset household power dynamics and men's support is critical resource, especially in male-dominated industries.
- Personal agency is key to overcoming social domination.

Women's Engagement in the Energy Sector



Considerations for Research and Policy-making

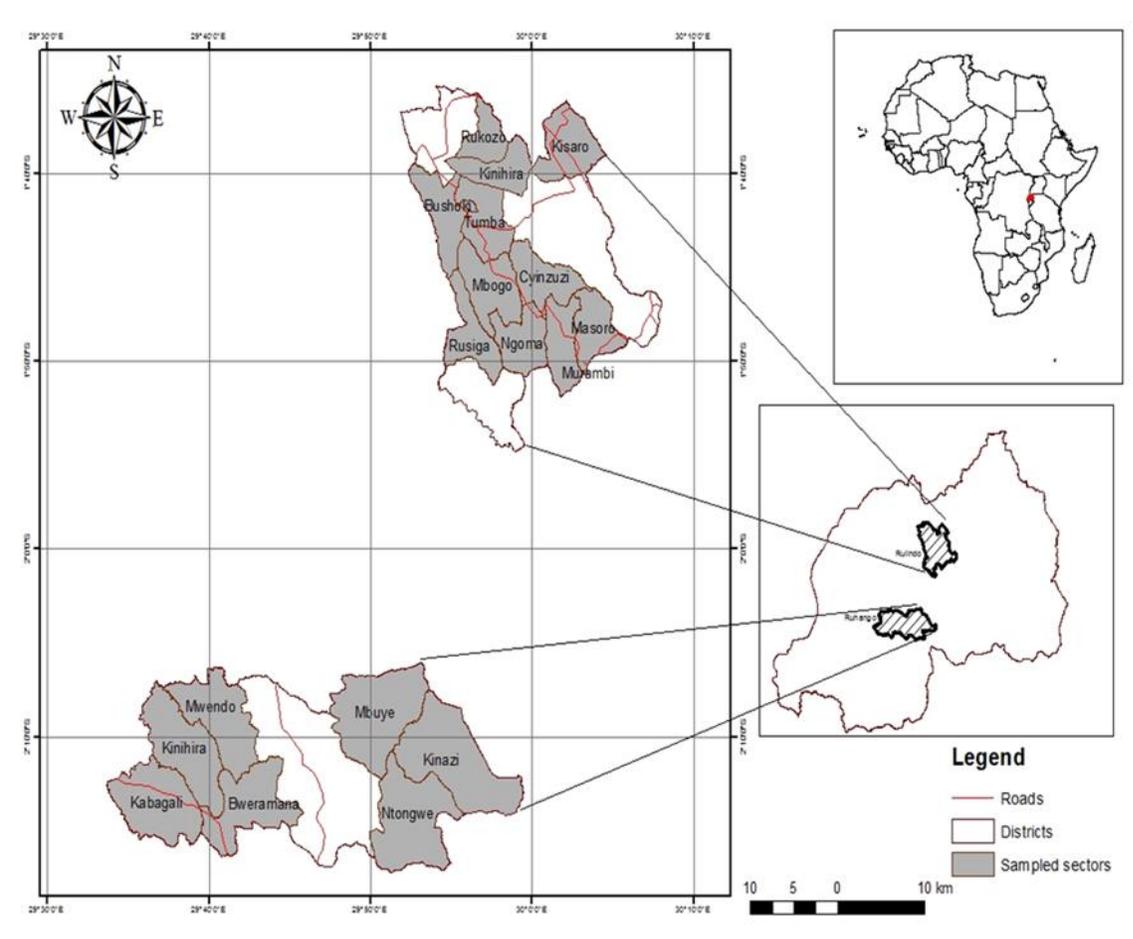
- **Type of entrepreneurship** – high potential, local business, subsistence – entirely different resource environments, markets, and customer value propositions required.
- **Gender concentration by industry and business types** -- women generally start businesses in less profitable markets.
- **Family power dynamics** influence business ownership and control
- Educate based on the evidence that **women make excellent business leaders**
- **Personal agency and empowerment training** important for women and last mile groups



Inclusion of women in the energy supply sector, impact on business performance and livelihoods

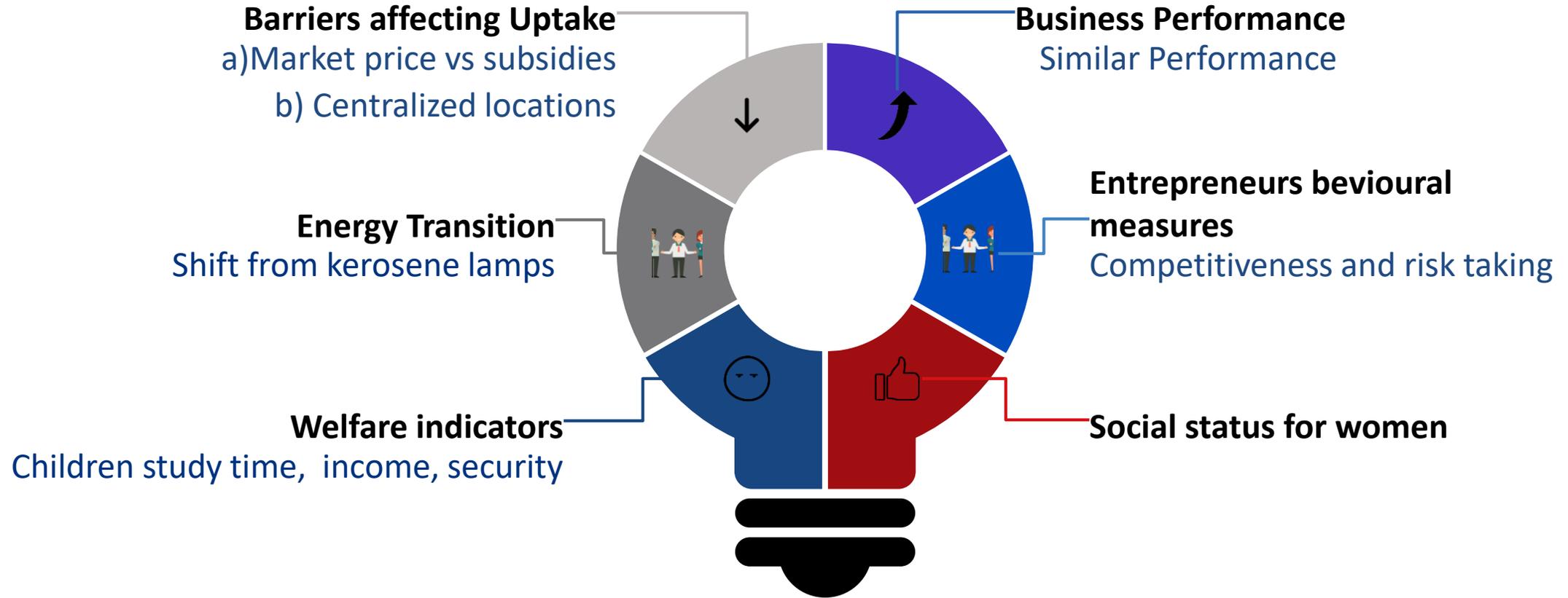
Rebecca Klege





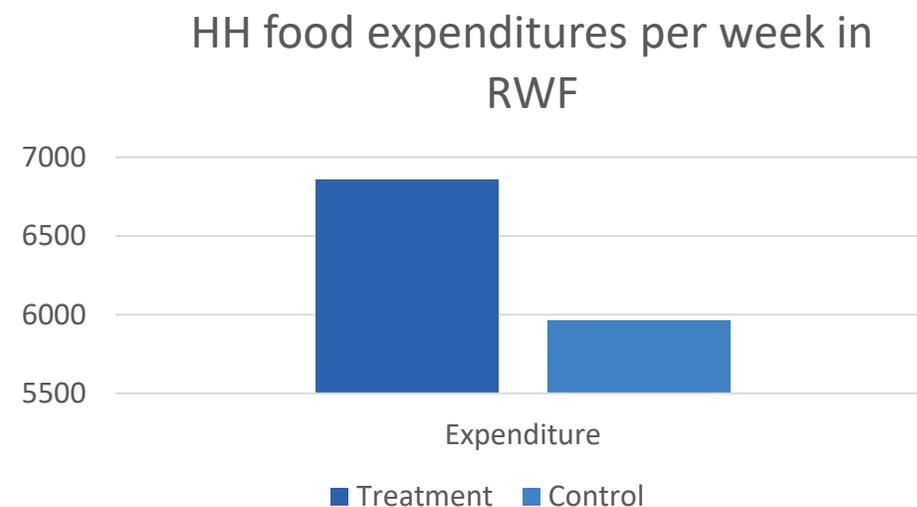
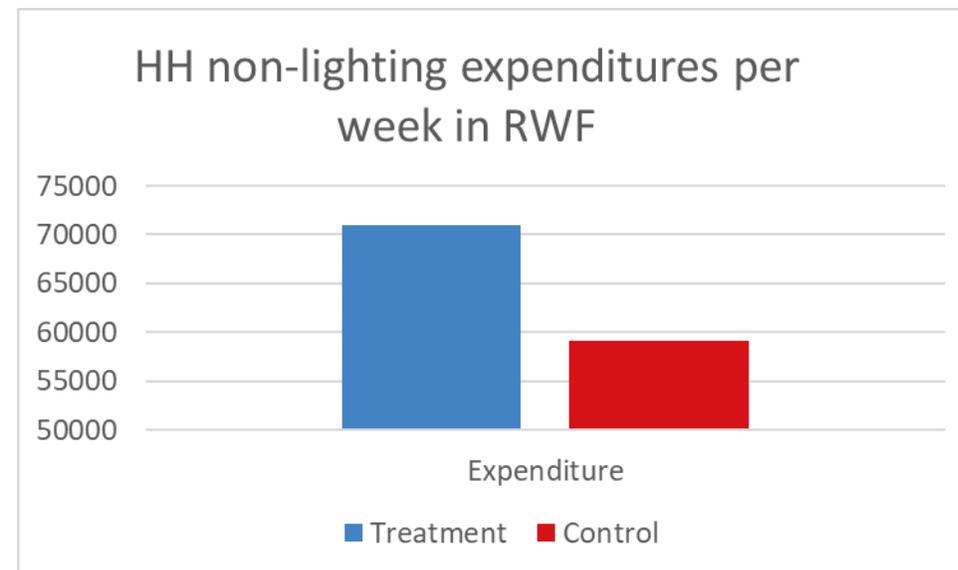
Business Model

Insights



Women as energy entrepreneurs

1. Equal business performance
2. Household Expenditures

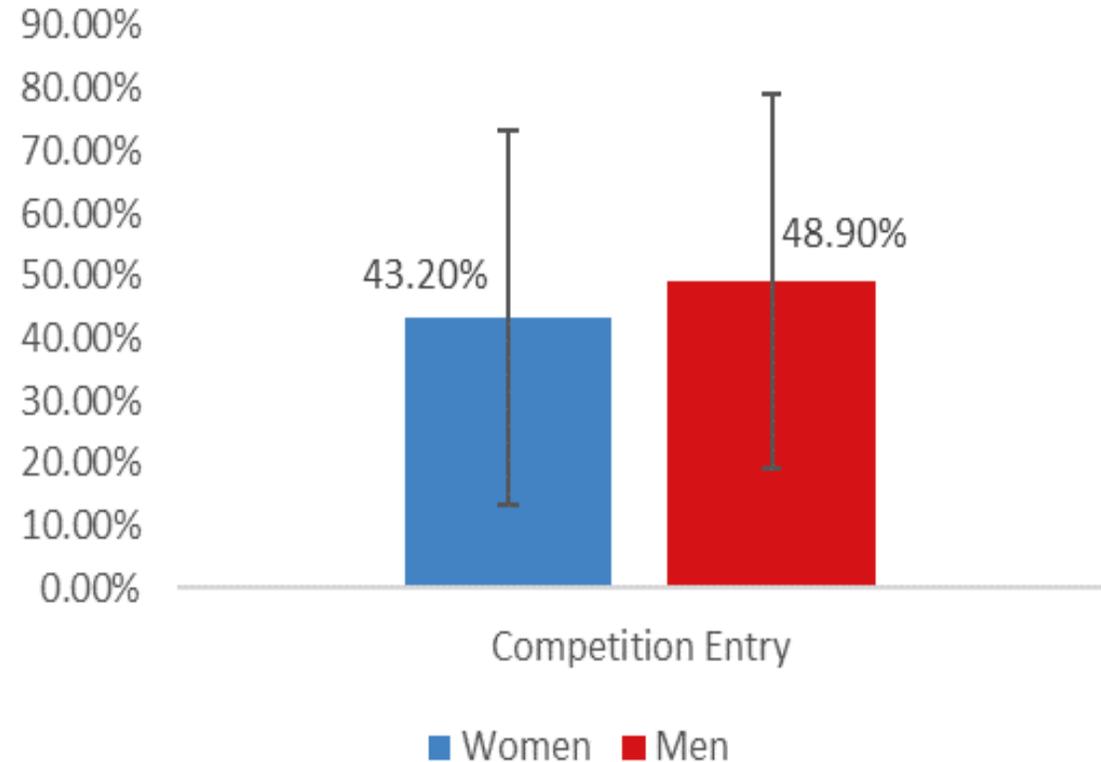


Women as energy entrepreneurs

1. Working in teams

- Risk taking

2. Competitiveness



Spill over effects of women inclusion:

1. Supplementary income

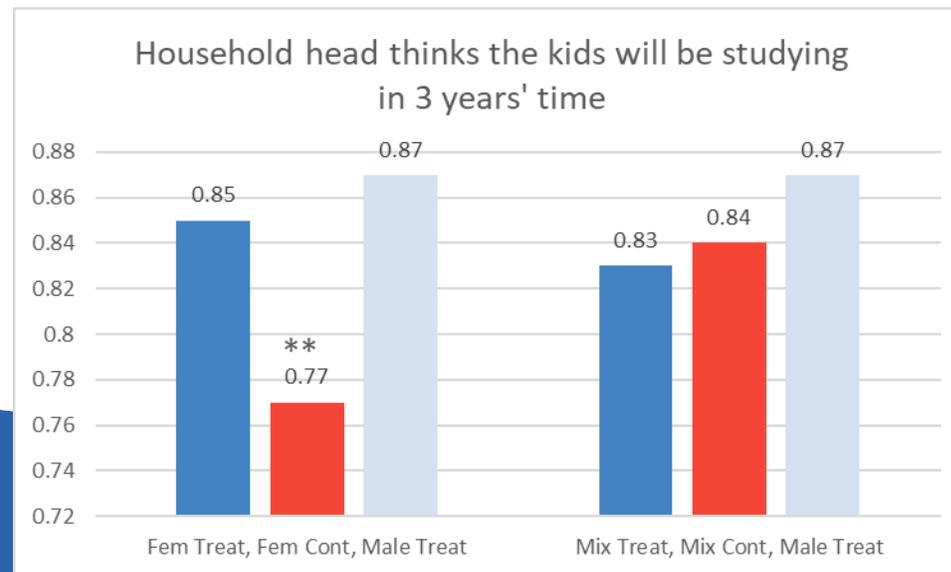
2. Social Status

3. Increase in aspirations for their children

"...because I am a VLE I get to now meet a lot of people and others come for advice from me. I am trusted, and I think I can now contest for the position of a village leader."



Melanie narrating her experience as an entrepreneur



<https://www.energia.org/research/gender-energy-research-programme/research-area-5-the-role-of-the-private-sector-in-scaling-up-energy-access/>

ENERGIA's Women's Economic Empowerment Programme



Supporting last Mile Women Energy Entrepreneurship

Soma Dutta

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The WEE programme

Scales up proven women-centric energy business models
in clean energy and productive uses



4,153 women entrepreneurs

- 70% recorded a positive profit margin
- > 95% have no defaults on loans
- > 90% have been in operation for an average of 1.9 yrs

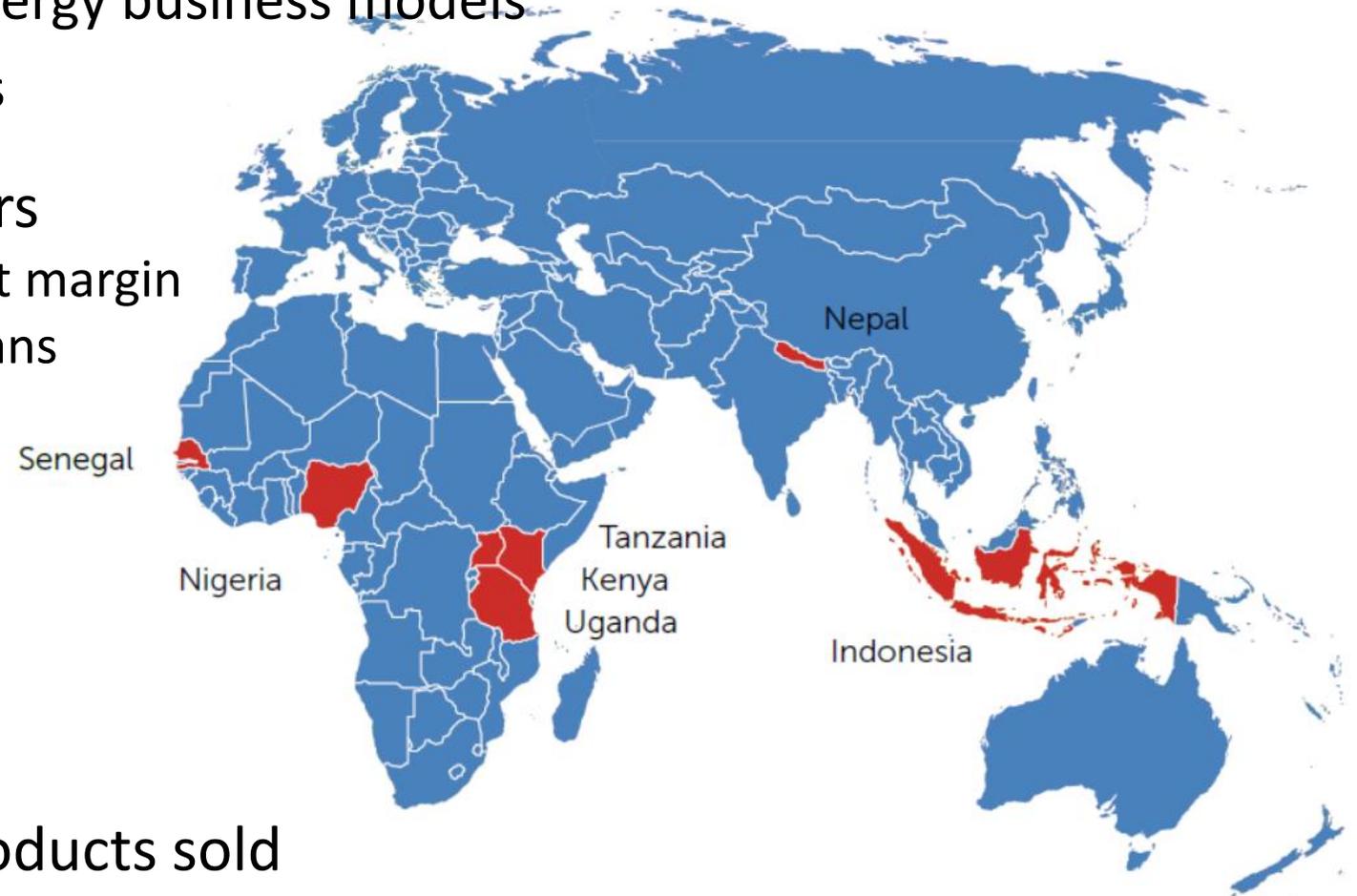


5,311 people employed

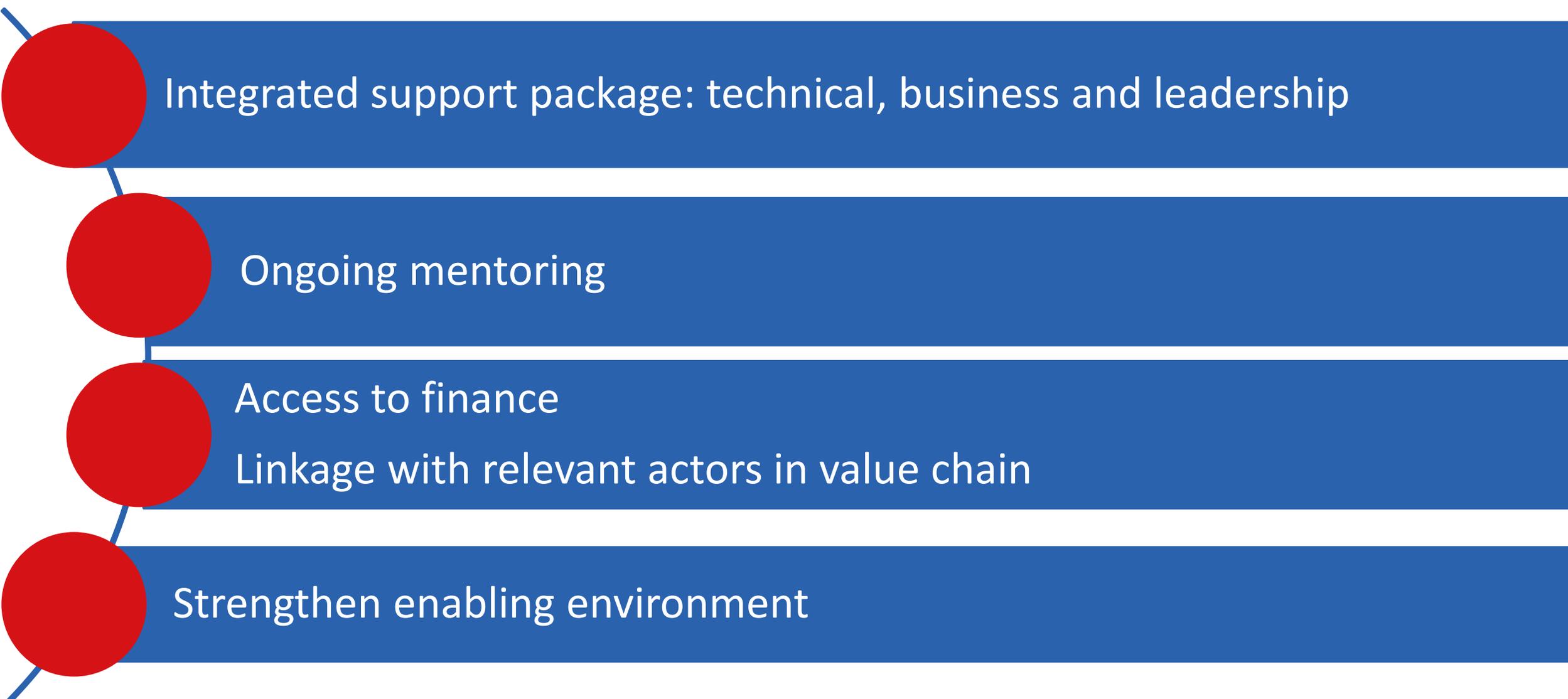


663,097 quality energy products sold

Has reached over 2.9 million households to date



The WEE approach



Integrated support package: technical, business and leadership

Ongoing mentoring

Access to finance

Linkage with relevant actors in value chain

Strengthen enabling environment

Building entrepreneurs and helping them grow

A successful entrepreneur

- Women who are part of social networks
- Level of education is not a deciding factor
- Being mobile is important
- Women work well in groups

Teaching entrepreneurship

- Technology and business skills
- Agency and leadership
- Paying entrepreneurs to attend training not recommended
- Peer support and “sisterhoods”

Mentorship services

- One-on-one mentorship
- Goal setting and action planning
- Modify mentorship services as businesses grow

Marketing, distribution and finance

Marketing

- Women proficient at trust-based selling
- Targeted, demonstration-based selling
- Real-time tracking of sales through data management tools

Distribution

- Locally based supplier with a good distribution network
- Supplier support to entrepreneurs
- Engage men and families

Finance

- ***Access to finance is not a silver bullet***
 - Building FI confidence is critical
 - Locally adapted financing mechanisms

Five programmatic lessons ENERGIA learned

- Build and strengthen the enabling environment
- WEE programmes cannot be built without multi year, flexible support
- Aggregate, aggregate, aggregate
- Engage men and families
- Calibrated, growth-oriented strategies



Partners



Supporting
last-mile
women energy
entrepreneurs:
What works and
what does not

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THANK YOU!

<https://www.energia.org/>

Discussion session



Please use the Q&A function to submit your questions to the panel.



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#SDG7AllEqual

#SDG7Women

THANK YOU

GENDER AND ENERGY ACCESS Part Three Economic Empowerment

Keep in touch with us and see our reports and briefs on evidence and experience in gender and energy

For more information visit: www.energia.org/research



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