

# Solar Sister

## Women+ Energy: WE Shine

### Background and context

This grant request focuses on Tanzania, a SE4All priority country where country action planning process is taking place and where high impact opportunities to improve energy access are being implemented. Tanzania is a Solar Sister strategic priority country where we are also working as part of ENERGIA's Women's Economic Empowerment (WE) project.

Table 1 depicts the state of energy poverty, human development and gender inequality situation in the country. It depicts both the high level of poverty and gender inequality as depicted by the gender inequality index, a composite measure reflecting inequality in achievement between women and men in three dimensions: reproductive health, empowerment and the labour market.

**Table 1: Energy Poverty, Human Development and Gender Inequality – Connecting the Dots**

	Population (2013--- Million)	Population living below \$1.25 PPP per day (%)	Electrification rate	Human Development Index	Gender Inequality Index	Labor market, female participation
Tanzania	49.3	67.9%	14.80%	0.488	0.553	76%

Source: Human Development Report 2014, <http://hdr.undp.org/en>

Solar Sister's proposed consortium under **Women+ Energy: WE Shine** initiative will contribute to ENERGIA's gender & energy advocacy efforts across each of the three intervention areas. In doing so, Solar Sister will work closely with ENERGIA's country focal point, as well as with other key stakeholders like the Ministry of Energy and Minerals which is the government focal point for SE4All. The Tanzania SE4All Rapid Assessment/Gap analysis (RA/GA) was successfully completed in 2012 with the support of UNDP<sup>1</sup>. Consulting team for the country Action Agenda is presently being hired. Solar Sister will engage in this process and engage with other key influencers identified in the power map.

### Project summary

**Women + Energy: WE Shine**, is a Solar Sister initiative in support of ENERGIA's development goal that "women and men have equal and equitable access to and control over sustainable energy services as an essential human right to development". The initiative will compliment Solar Sister's on-going partnership with ENERGIA's Women's Economic Empowerment (WE) program, and provide broader communication and advocacy support in each of the three priority intervention areas:

- Provide inputs on strategies and success stories to support integration of Tanzanian women in Tanzania's SE4All Country Action Agenda.
- National WEE campaign to provide women entrepreneurs with voice and visibility, and to build strategic alliances to engage stakeholders. Solar Sister consortium will create a multimedia campaign will create powerful advocacy video and photographic collateral. SHINE Awards will recognize inspiring leaders at the forefront of a gender inclusive clean energy revolution. These will be complimented with local media partnerships/ambassadors to build market awareness as well as to influence policy.
- Boost advocacy capabilities of Solar Sister's country team through targeted training of trainers on advocacy and communication.
- Support ENERGIA's broader regional and international SE4All advocacy efforts: Solar Sister will engage with SE4All's regional and international advocacy efforts to provide evidence and leadership on why gender integration is absolutely vital for addressing energy poverty in a sustainable manner.

Solar Sister has put together a strong consortium for the campaign, with initial partnerships with Show the Good which comes with strong experience in digital storytelling through video production, photo

<sup>1</sup> Source: [http://jobs.undp.org/cj\\_view\\_job.cfm?cur\\_job\\_id=50347](http://jobs.undp.org/cj_view_job.cfm?cur_job_id=50347)

production, website construction and social media strategies. Our other media partner Ripple Effect Images' extraordinary team of journalists includes a MacArthur Genius fellow, Pulitzer Prize and National Humanities Medal winners, and an Emmy Award winning filmmaker. Solar Sister will work closely with ENERGIA secretariat, national focal points and partner network to advance women's role in building a sustainable energy future, which is central to our mission. Solar Sister will also integrate advocacy Monitoring & Evaluation (M&E) in the program to assess media footprint and influence on stakeholders.