GENDER AND ENERGY ACCESS
Part Three – Economic Empowerment

People-Centered Accelerator Webinar Series
31 October 2019

Presenters
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Rebecca Klege, University of Cape Town
Soma Dutta, ENERGIA

Moderated by: Caroline McGregor, SEforALL
Introduction by: Annemarije Kooijman, ENERGIA
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 Glinksy, 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

1. Community-based self-help groups
2. Community-cooperatives in energy businesses
3. Micro-energy entrepreneurs
4. Small and medium-sized energy enterprises
5. High-potential energy enterprises

- Sales agents
- Employees

Employees

- 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

Barriers affecting Uptake
  a) Market price vs subsidies
  b) Centralized locations

Energy Transition
  Shift from kerosene lamps

Welfare indicators
  Children study time, income, security

Business Performance
  Similar Performance

Entrepreneurs behavioural measures
  Competitiveness and risk taking

Social status for women
Women as energy entrepreneurs

1. Equal business performance

2. Household Expenditures

HH non-lighting expenditures per week in RWF

HH food expenditures per week in RWF
Women as energy entrepreneurs

1. Working in teams
   - Risk taking

2. Competitiveness
Spill over effects of women inclusion:

1. Supplementary income

“...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.”

2. Social Status

3. Increase in aspirations for their children
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
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

Icons made by Gregor Cresnar from www.flaticon.com
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

<table>
<thead>
<tr>
<th>A successful entrepreneur</th>
<th>Teaching entrepreneurship</th>
<th>Mentorship services</th>
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<tbody>
<tr>
<td>Women who are part of social networks</td>
<td>Technology and business skills</td>
<td>One-on-one mentorship</td>
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<td>Level of education is not a deciding factor</td>
<td>Agency and leadership</td>
<td>Goal setting and action planning</td>
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<td>Being mobile is important</td>
<td>Paying entrepreneurs to attend training not recommended</td>
<td>Modify mentorship services as businesses grow</td>
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<td>Women work well in groups</td>
<td>Peer support and “sisterhoods”</td>
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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
THANK YOU!

https://www.energia.org/
Please use the Q&A function to submit your questions to the panel.
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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