

ENERGIA

**INTERNATIONAL NETWORK ON
GENDER AND SUSTAINABLE ENERGY**

Supporting last Mile Women Energy Entrepreneurship

Presenter: Dr. Linda Davis, PhD

**“Women Empowerment and Entrepreneurial Development in the Rural Context: The Role
of Renewable Energy”**

UN-ESCWA, Beirut – Lebanon, 30-31 July 2019

Hosted by:





“In entrepreneurship, women **don’t need handouts**. Women should be engaged because **it makes sense for business**. We want to make sure that we have **strong evidence** that demonstrates the catalytic role women can play.”

Wanjira Mathai

Who we are....

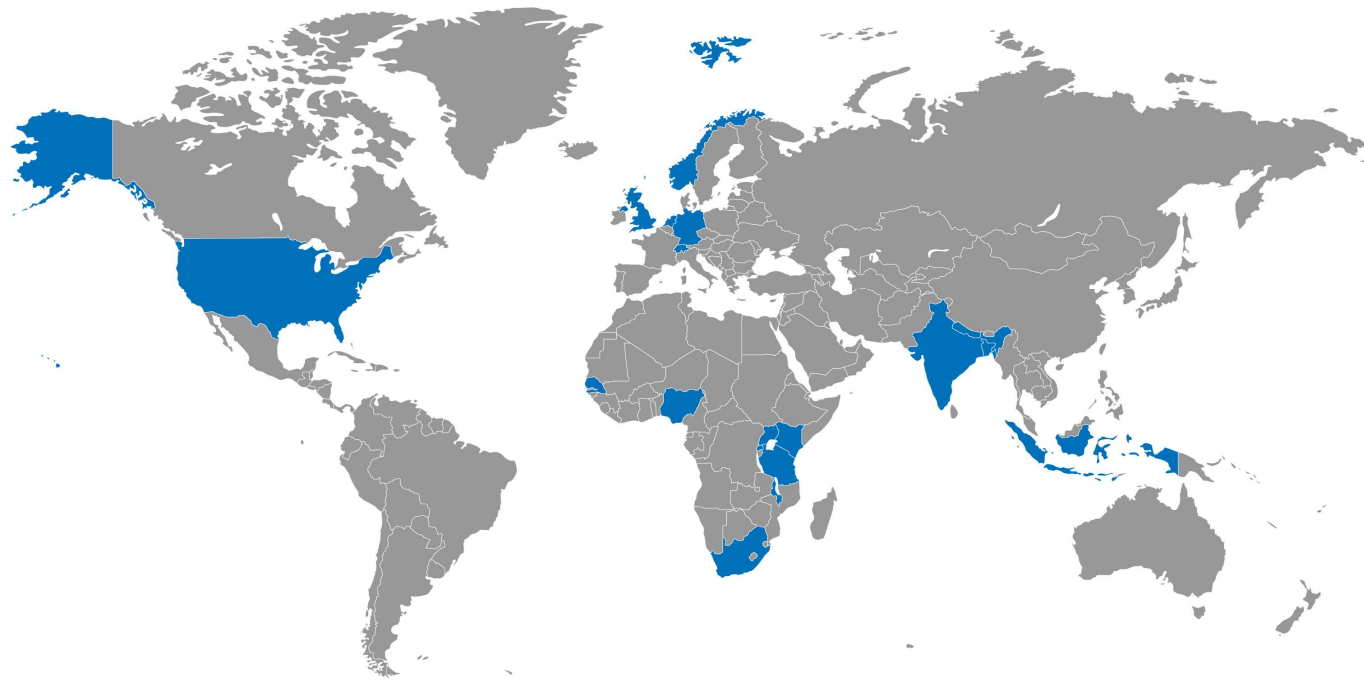
Energia is an international network established in 1996 with a **mission**

To create an institutional base for **mainstreaming gender equality** and **women's empowerment** into the **energy sector** in **developing countries**



Where we work....

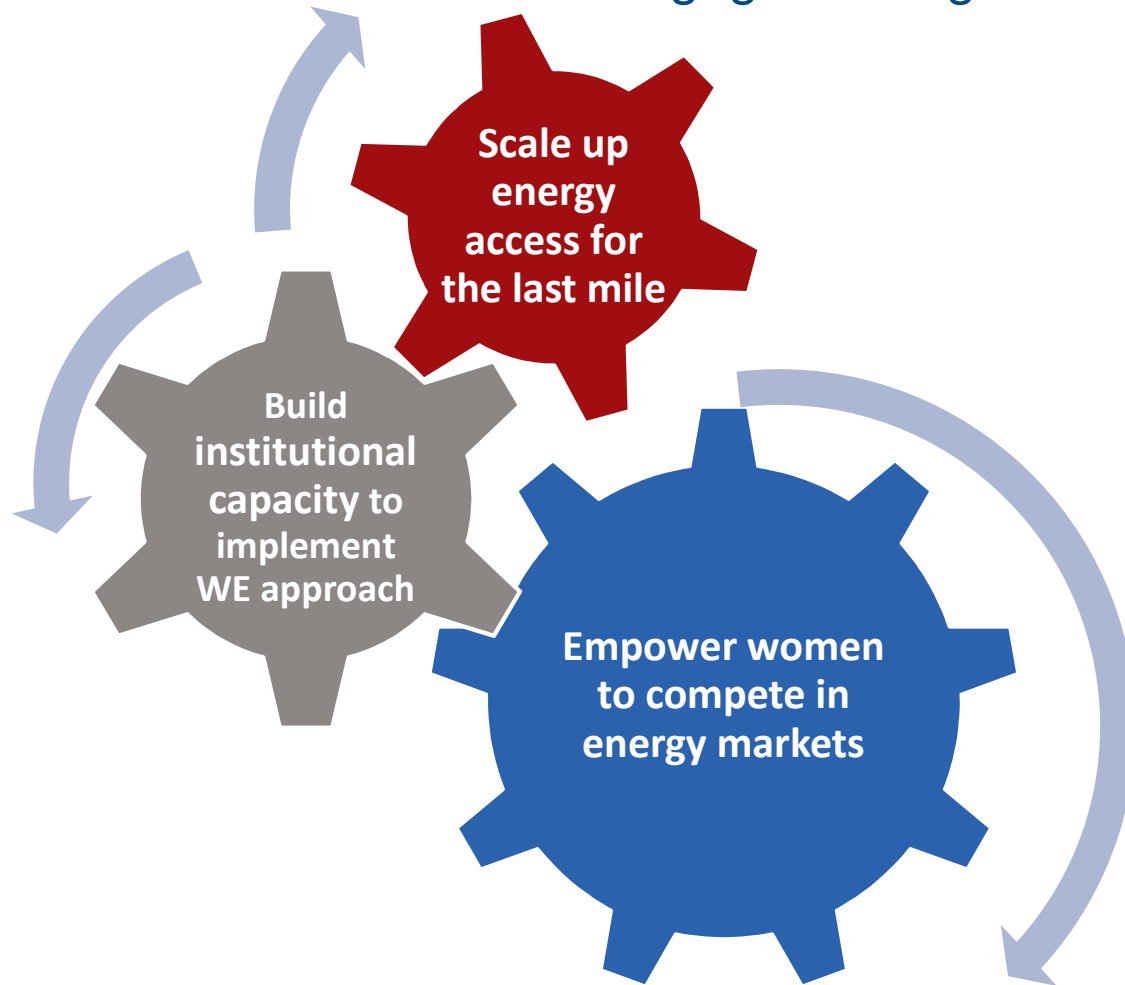
Energia works in 18 countries with 36 **partner** organisations



Bangladesh, Germany, Ghana, India, Indonesia, Kenya, Malawi, Nepal, Nigeria, Norway, Rwanda, Senegal, South Africa, Switzerland, Tanzania, The Netherlands, United Kingdom, United States

How we work....

Energia works with women who are engaged in large numbers last mile markets



Why work with women?

Women's distribution network well positioned to reach **last mile markets** that conventional private sector actors find difficult to penetrate



Women outsell men cookstoves sellers by nearly **3 to 1.**

GACC, 2015



Women **reinvest 90%** of their income into their families and communities, (men only 30 – 40%).

Borges, 2007



70 hours saved by women with improved cookstoves **annually.**

Practical Action, 2015

Women as users and household energy managers determine **use and adoption.**

Challenges of our work

Several factors hinders the **growth prospects** of women's energy enterprises



Limited access to **financial and business services** affects the growth of rural women's businesses.



Barriers to **education, training and information** translate into weaker business skills and low confidence.



Women's businesses are **largely informal**, and hence are left out of extension and business development services



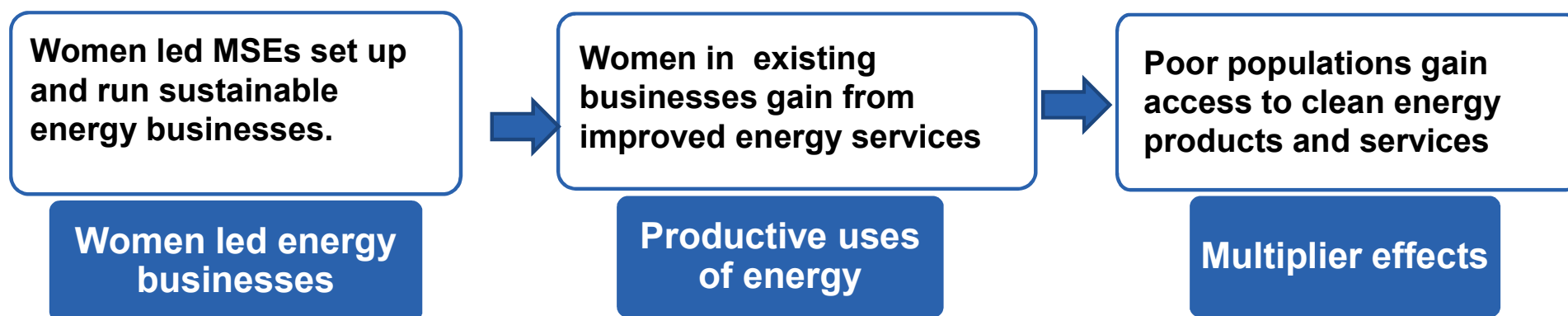
Discriminatory laws, regulations and social norms prevent women from starting and consolidating viable businesses

ENERGIA Women's Economic Empowerment Programme



A tried and tested program approach

The WEE programme used a **demand-and-supply side** approach



When women are economically empowered, their households and communities benefit.

So, how are we doing?

The WEE programme has reached over **2.9 million households to date**



4153 women engaged in the WEE Programme



5311 people employed by women entrepreneurs



663,097 quality energy products sold

Which strategies have worked?

We seek to use **integrated entry points** and **key strategies** to address significant gaps across the value chain to prioritize women's entrepreneurship.



Employment and Entrepreneurship



Supply Chain Financing

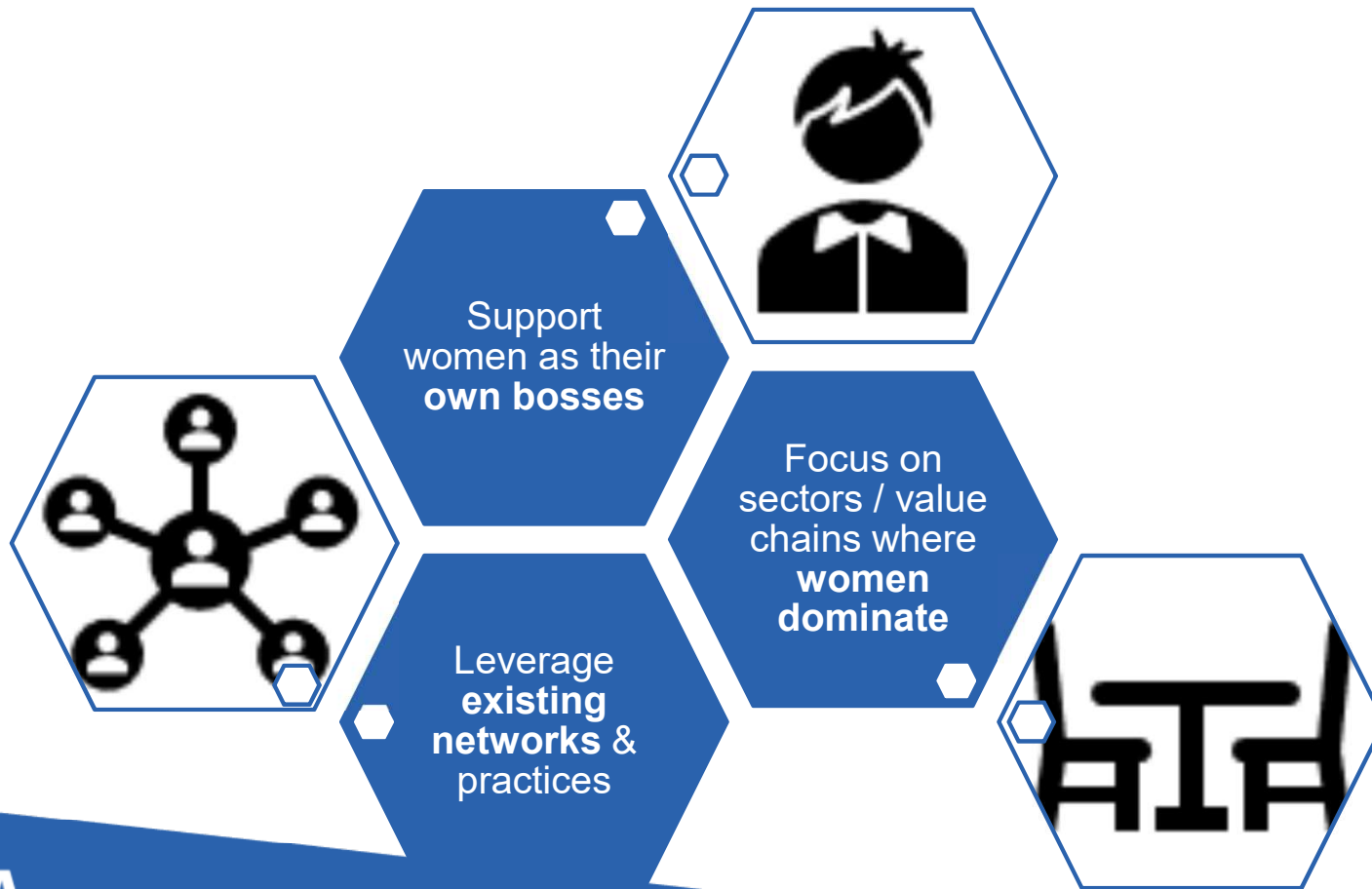


Capacity building and skills training



Communication, Information & Monitoring

1. Employment and Entrepreneurship



2. Supply Chains and Financing

Best Practice



FINANCE:
Design financing mechanisms with a gender focus



PRIORITIZE:
Analyze market with WEE opportunities in mind



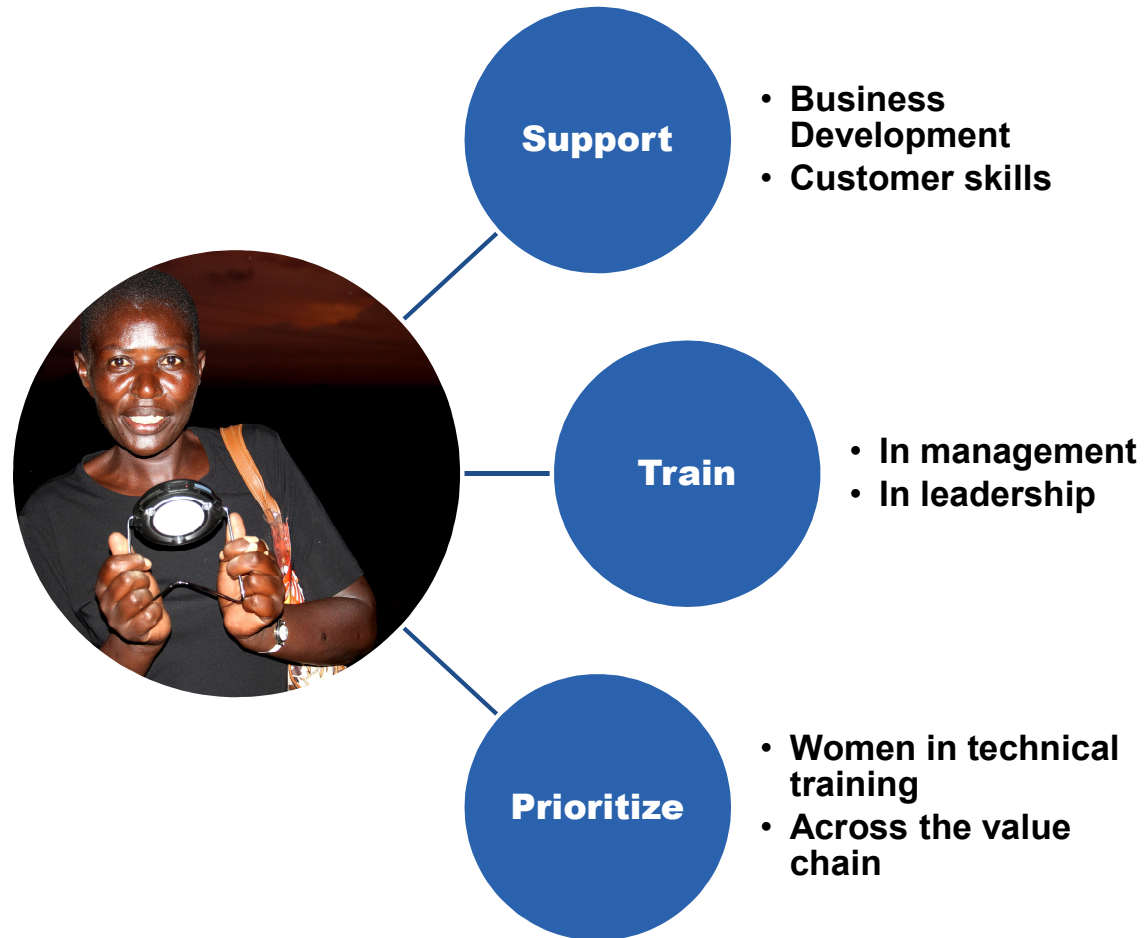
INCLUDE:
Build an inclusive value chain



“Making the technologies **available** is one thing, but making them **accessible** is where success really lies.”

Wanjira Mathai

3. Capacity building and skills training



“As President Obama has noted, women are **powerhouse entrepreneurs**. Women reinvest income into their families and communities. A woman who runs her own business is more likely to send her kids to school and less likely to become a victim of violence.”

Bob Godec – Former US Ambassador to Kenya

Communication, Information & Monitoring

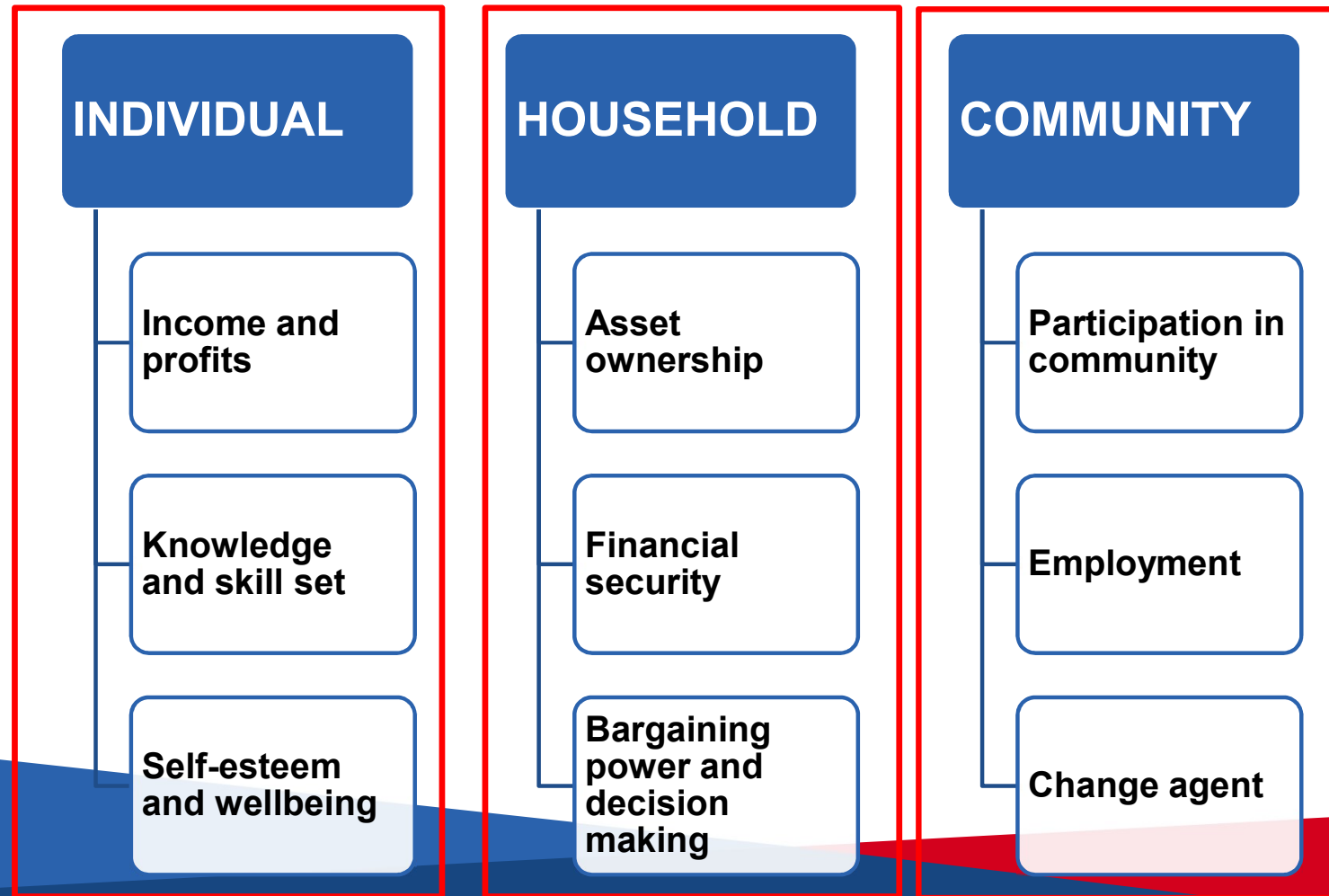
Women must be involved in analysis monitoring & evaluation of their successes and challenges

- Engage all stakeholders and use **participatory methods**
- **Document the evidence base**



Our theory of change

Women **catalyze** change throughout the community by increasing energy access



Resources

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



Other Resources

www.wpowerhub.org

Best practice principles that underscore success in clean energy entrepreneurship.

 <p>Focus on Women Strong bias in engaging women to achieve greater market share.</p>	 <p>Community Presence Physical locations to build trust within neighbourhoods.</p>	 <p>Product Availability Established distribution chains to prevent stock outs.</p>	 <p>Quality Certified Products Provision of products that are backed by a warranty.</p>
 <p>Access to Finance Variety of pay options to address affordability.</p>	 <p>Coaching & Mentorship Continuous entrepreneur training to ensure business sustainability.</p>	 <p>Women's Networks Engagement of existing associations to support adoption.</p>	 <p>Technology Innovation Integration of emerging trends to scale adoption.</p>

Other Resources

www.wpowerhub.org

Essential measures required to accelerate women's involvement in clean energy entrepreneurship.



Awareness

of entrepreneurship opportunities and household energy alternatives.



Accessible

entrepreneurship opportunities and clean energy products.



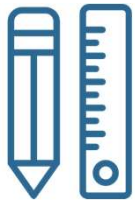
Affordable

capital for entrepreneurs and flexible pay options.



Aspirational

entrepreneurship opportunities providing a dignified livelihood.



Agency

to address cultural barriers for women entrepreneurs.



Advocacy

to support clean energy policies.



Association

across women's networks at all income levels.



Acceptable

products that consider cultural preferences.

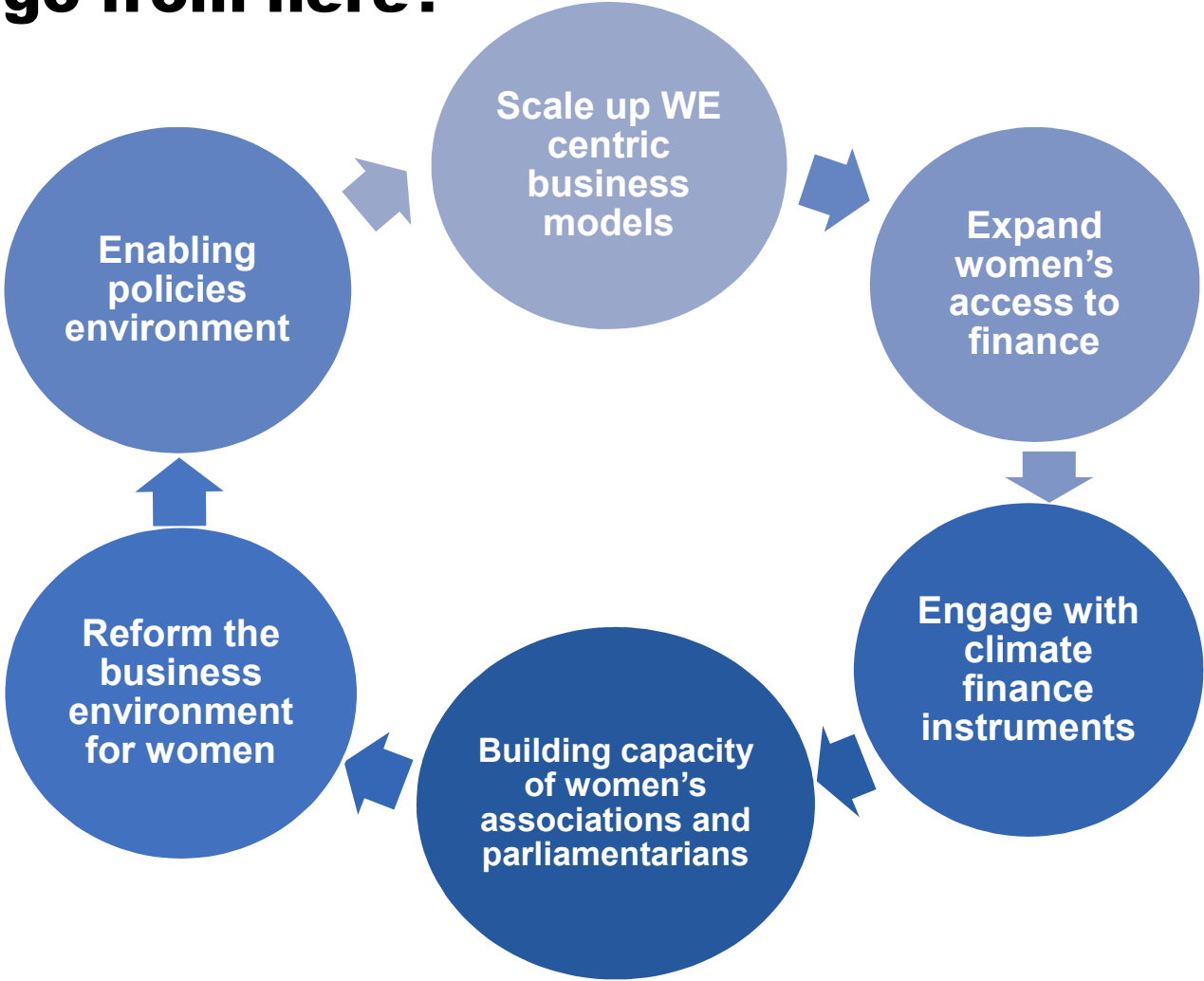
So, what have we learned so far....?

Key lessons from ENERGIA WEE programme

- 1. COMMITMENT:** Setting up a comprehensive WEE programme requires time, commitment and core resources.
- 2. PARTNERSHIP:** When programming, aggregating efforts is important.
- 3. FINANCE:** Access to capital is critical, but must be accompanied by a combination of other measures.
- 4. SUPPORT:** An enabling environment is as important as direct support to the entrepreneurs.
- 5. INTEGRATION:** An ecosystems approach is central to women's enterprise development

Where do we go from here?

**Going to scale:
Action Areas**





If you want to go fast, go alone; if
you want to go far, go together.

African Proverb

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THANK YOU!

<https://www.energia.org>

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“Bringing clean energy access to the grassroots is the great work of our time, and women as champions of clean energy and climate action are the real heroines of this great work.”

Wanjira Mathai

The Global Energy Challenge



1.2 billion people lack access to electricity.

WEO, 2016



2.7 billion people rely on inefficient cooking and heating practices.

WEO, 2016



Up to 5 hours/day spent by women collecting fuel for cooking.

GACC, 2015



4.3 million people die from illnesses attributable to indoor air pollution.

WHO, 2016



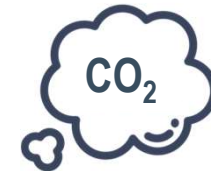
50% of pneumonia deaths in children under age 5 are attributed to indoor air pollution.

WHO, 2016



Over 36,000 girls between the ages of 10-14 die from lower respiratory infections often attributed to indoor air pollution.

WHO, 2017



25% of all black carbon arises from inefficient cooking and lighting.

WHO, 2016

The African Energy Challenge



Over 630 million Africans lack access to electricity.

WEO, 2016



Over 790 million Africans rely on inefficient cooking and heating practices.

WEO, 2016



600,000 Africans die annually from household air pollution.

APP, 2015



Nearly 50% of deaths from household air pollution in Africa are children under the age 5.

APP, 2015



USD 232 billion: The estimated economic cost of premature deaths from household air pollution in 2013.

OECD, 2016



2-4% of Africa's GDP is lost annually due to energy-sector bottlenecks and power shortages.

APP, 2015