



What is Needed to Advance Women's Energy Entrepreneurship

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FOR RESEARCH ON WOMEN

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For more than 40 years, ICRW has been the world's leading organization building the evidence
2 for what works to **improve the status of women and girls across the globe.**

Recent Research



Women's Energy Entrepreneurship: A
Guiding Framework and Systematic
Literature Review

ENERGIA
INTERNATIONAL NETWORK ON
GENDER & SUSTAINABLE ENERGY

METHODS

- Systematic Review
- With Johns Hopkins University & Babson College
- To investigate the existing evidence and to identify gaps in understandings around gender and entrepreneurship in the energy sector
- Review
 - 15 databases
 - 595 article abstracts reviewed
 - 208 articles coded
 - 72 articles used/cited for the report

Link: <https://www.energia.org/cm2/wp-content/uploads/2020/02/RA7-Womens-Energy-Entrepreneurship-Evidence-Report-Final.pdf>

Integration of Female Entrepreneurs in Off-grid Energy Value Chains

Nature of Engagement	Growth	High Potential							
		SME							
	Subsistence	Micro-entrepreneurs							
		Cooperatives							
		Community based self-help groups							
			Design/ Research & Development	Manufacturing/ Production	Marketing, Sales, Distribution, Management	Payment & Consumer Finance	Aftersales Service, Maintenance & Repair		
Value Chain Segments									

Key: The shading represents the below classification of where there is a concentration of evidence of the business and social impacts associated with the involvement of women entrepreneurs in these various roles throughout the off-grid energy value chain, according to the literature reviewed

- High concentration
- Medium-low concentration
- Medium-high concentration
- Low concentration

Best practices in support for female energy micro-entrepreneurs across the ecological model

Institutional/Policy:

- Leverage decentralization, privatization, democratization, and opportunities for women's groups
- Ensure quality assurance and quality standards of products

Business:

- Identify the right people
- Align business model/market development with entrepreneur assets and community needs
- Leverage digital technologies

Household/Community:

- Leverage and expand networks
- Challenge traditional gender roles - engage men

Individual:

- Provide business education and skills development
- Provide training on personal agency and initiative
- Facilitate access to finance and capital
- Provide mentorship and coaching

Individual Level

1. Provide business education and skills development

- Including: accounting, financial planning, pricing and costing, marketing and inventory management.

2. Provide training to foster personal agency and initiative

3. Facilitate access to finance and capital

- Start-up capital
- Micro-credit
- Micro-consignment

4. Provide mentorship and coaching

5. Bundle services and provide targeted support

Household and Business Level



Household Level

1. Leverage and expand business networks
- 2. Directly address conflicting responsibilities associated with traditional gender roles → Engage men**

Business Level

1. Identify the right people
- 2. Improve alignment of business model and market development with entrepreneur assets and community needs**
 - Sale of energy product – Sale of energy service/fuel – Aftersales service
 - Micro-entrepreneur vs. sales agent
3. Leverage digital technologies

Microentrepreneur vs Sales Agent

	Definition	Pros	Cons	Examples
Micro-entrepreneur	Someone who does not have an official contract with the enterprise, is paid on commission (i.e., no base pay), and does not receive benefits	<ul style="list-style-type: none"> • Provides income-generation opportunities to a greater number of women • Well positioned to reach customers in reaching last mile locations 	<ul style="list-style-type: none"> • May involve more attrition • May be a greater need training/capacity building 	
Sales Agent	A contracted employee (full or part-time/permanent or temporary) who has some form of base pay (potentially plus commission) and may receive benefits from the enterprise	<ul style="list-style-type: none"> • May be a more sustainable sales model • Better in urban and peri-urban locations 	<ul style="list-style-type: none"> • Provides income-generation opportunities to a fewer number of women • May require women to have prior sales skills 	

Thank you!



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