





PASSION, PROOF, POWER,



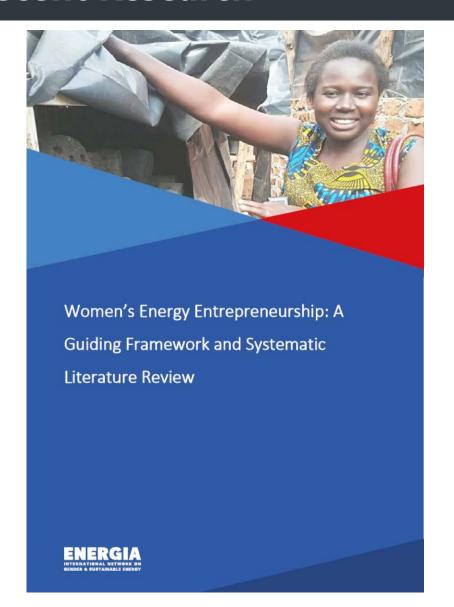






For more than 40 years, ICRW has been the world's leading organization building the evidence for what works to **improve the status of women and girls across the globe.**

Recent Research



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

Growth	High Potential					
	SME					
Subsistence	Micro- entrepreneurs					
	Cooperatives					
Subsi	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	 Provides incomegeneration opportunities to a greater number of women Well positioned to reach customers in reaching last mile locations 	 May involve more attrition May be a greater need training/ capacity building 	SOLAR
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	 May be a more sustainable sales model Better in urban and peri-urban locations 	 Provides incomegeneration opportunities to a fewer number of women May require women to have prior sales skills 	ENVIROFIT* making the world fit for humanity

Thank you!



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