

# WOMEN ENTREPRENEURS IN THE ENERGY SECTOR: Working with the Private Sector & Lessons Learnt from Lighting India & Kenya



# Agenda slide

---

1. Why is gender equality important
2. Gender at IFC
3. Energy2Equal Africa
4. Women Energy Entrepreneurs – What we have learnt: Lighting Kenya & India Case Studies

# Why is gender equality important



Access to good quality jobs and access to assets [are key levers of change for women](#), communities, businesses, and economies—and fundamental drivers of economic growth, poverty reduction, and shared prosperity.



Global GDP could rise by up to \$28 trillion by 2025 if women participate in the economy at the same rate as men ([McKinsey](#)).



A basic financial account is key to women's stability but globally 65% of women, compared with 72% of men, have such an account—almost unchanged since 2011 ([Global Findex database](#)).



Firms with at least 30% female leaders had net profit margins of up to 6 percentage points higher than firms with no women in the top ranks ([EY & Peterson Institute](#)).

Gender equality is not only a social and moral imperative  
but also an instrument for development.

# Our Approach: Working with companies to close gender gaps



## Women as Leaders

Evaluate company's diversity and promotion policies, leadership programs, and succession planning; advance women to key decision-making positions in management and on boards.

## Women as Entrepreneurs

Promote access to assets: capital, technology, and markets; evaluate companies' supplier diversity policies to improve opportunities for women in the value chain.

## Women as Employees

Support better and more jobs and recruitment and promotion; improve company culture; seek equal pay for equal work and equitable benefits; advocate for flexible work provisions.

## Women as Consumers

Assess women's perceptions and better understand their needs as consumers; develop women-centric markets; evaluate reach of financial institutions to provide women with insurance and personal and business financing.

## Women as Stakeholders

Invest in women for future work force development; improve relationships with local community; minimize risks for host communities.

# Energy2Equal: Working together to reduce gender gaps



- ❑ 4-year program working on initiatives to close gender gap across leadership, workforce, promote entrepreneurship and develop gender-inclusive community engagement practices.



- ❑ Companies in renewable energy sector in SSA



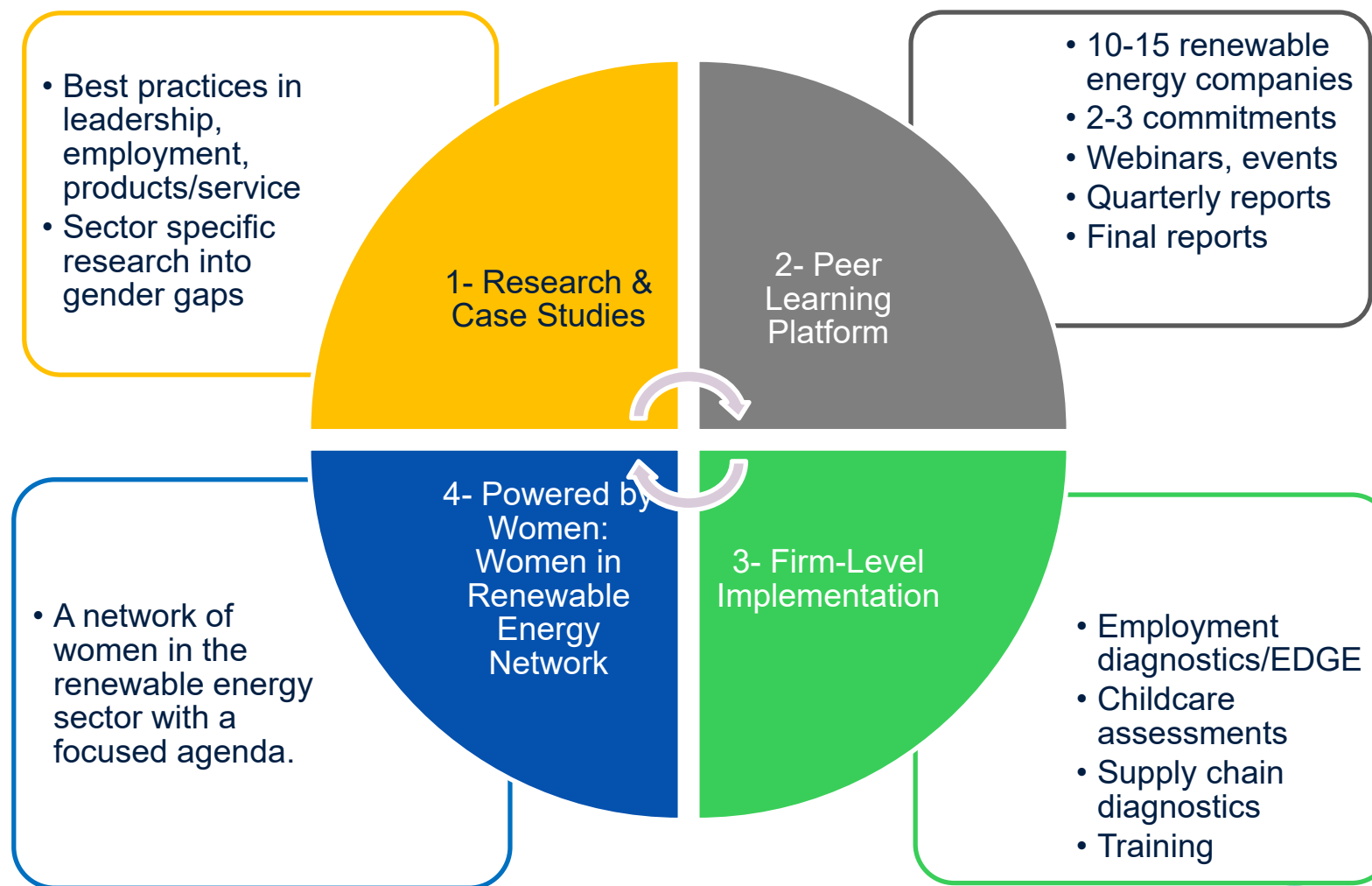
- ❑ Components: Peer learning platform, research & case studies, expertise support for partners, community of women in the renewable energy sector.



- ❑ Monitoring & reporting on impact of firm-level and sector level initiatives

**Gender equality is not only a social and moral imperative  
but also an instrument for development.**

# Energy2Equal – Components



# Peer Learning Platform: Indicative Commitments

## GROUP A: LEADERSHIP & WORKFORCE

- Increasing representation of women in senior leadership
- Undertake workforce gender equality diagnostic
- Undertake EDGE Gender certification
- Childcare gender assessment
- Maternity/paternity/flexi hours leave policies
- Address bullying & sexual harassment

## GROUP B: PROMOTING WOMEN'S ENTREPRENEURSHIP

- Undertake procurement assessment with a gender lens
- Set target for sourcing from women owned businesses
- Put in place strategies for reaching out to women owned business as suppliers
- Undertake assessments & supporting women entrepreneurs (agents) in energy distribution networks

## GROUP C: COMMUNITY ENGAGEMENT STRATEGIES

- Undertake a gender assessment of projects impacts on women
- Put in place strategies for including women in consultation processes
- Report on supplier diversity efforts and milestones

## GROUP D: ADVOCATING & LEADING FROM THE TOP

- C-Suite level internal and external engagement on gender diversity: panels, op-Eds
- Join voluntary initiatives like HeForShe, Women Empowerment Principles
- Case studies

# Featured Companies



Greenlight Planet



WOMEN'S ENTREPRENEURSHIP INITIATIVE



Creating Markets, Creating Opportunities



# Women Entrepreneurship in Energy – what we have learnt



Lighting Kenya: Business skills training, mentorship programs and access to markets activities supported 400 entrepreneurs across the country.

Business skills training helped women improve their inventory management, improve their marketing techniques leading to higher sales. Access to a diversity of suppliers enabled them to acquire high quality products and build trust with their customers

# Women Entrepreneurship in Energy – what we have learnt

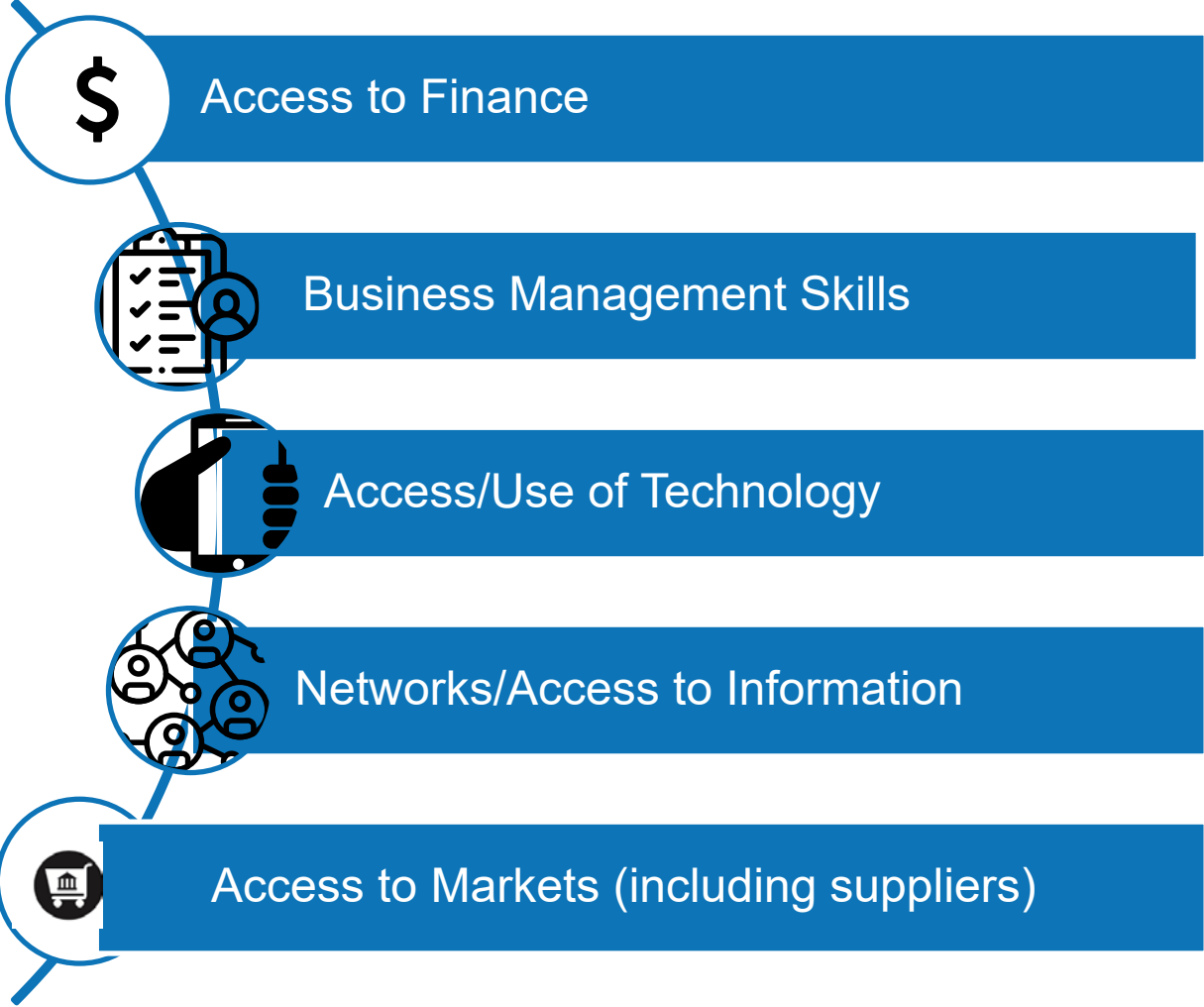


**Distributing Light and Livelihoods:  
Solar Products Create Economic Empowerment  
for Women in India**

Lighting India: Dharma Life works with a network of more than 16,000 rural entrepreneurs. More than 75 percent of these are women, and they reach more than 10 million beneficiaries in over 40,000 villages, across 13 states

Entrepreneur screening and a blended-learning entrepreneurship program helped increase earnings for women entrepreneurs by 17%.

# Constraints for Women Entrepreneurs



**END**

---