

Webinar Series

February – March, 2023

MULTIDIMENSIONAL IMPACT OF IMPROVED ENERGY ACCESS

Exploring the nexus between
women empowerment through
improved clean modern energy



INTERPRETATION



ESPAÑOL

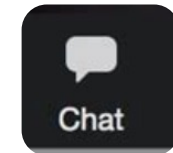
FRANÇAIS

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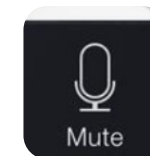
MATERIALS AVAILABLE IN:

https://hedera.online/en/webinars/energy_access.html

CONNECT WITH OTHERS:



MUTE YOUR MIC 😊





Needs assessment in Burundi by ILOFEM

© HEDERA

Understanding the needs at client level with detailed and comprehensive assessments

Efficient tools for data collection and reporting

Empower institutions to set up and monitor their green finance programs

MULTIDIMENSIONAL IMPACT OF IMPROVED ENERGY ACCESS



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Live translations into Spanish, French, and Arabic



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WEBINAR SERIES: MULTIDIMENSIONAL IMPACT OF IMPROVED ENERGY ACCESS

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February 15th

March 1st

Host



Rebecca Rhodes

Senior Project Manager



Dr. Natalia Realpe Carrillo

CEO
HEDERA



Nathyeli Acuña Castillo

Gender Specialist



March 15th

March 29th



Gina Rodolico

Monitoring & Evaluation Specialist



Dr. Zewdy Gebremedhin

AgriFinance Team Leader





Addressing Women's Needs in the Off-Grid Solar Sector

Wednesday, February 15, 2023

MULTIDIMENSIONAL IMPACT OF IMPROVED ENERGY ACCESS



Rebecca Rhodes

Speaker

WEBINAR

**ADDRESSING WOMEN'S NEEDS IN
THE OFFGRID ENERGY SECTOR**

REBECCA RHODES



Rebecca Rhodes

Senior Project Manager,
Consumer Protection and Circularity

AGENDA

1. Off-grid Solar and Women's Inclusion
2. Reaching and Protecting Women Consumers
3. What is the OGS industry doing?



An eight-dollar light is the difference between being able to study at night and not breathing in toxic fumes from a kerosene lamp for 15-year old Amina in Tanzania.

When a girl is educated, statistically she lives longer, makes more money, and has fewer children. One light. One student. One future at a time!

Solar Sister
GOGLA Member

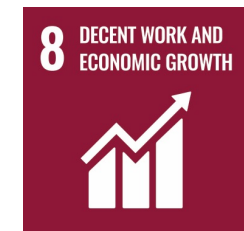


+700m

**Climate-vulnerable
people live without
access to Electricity**

Universal energy access in line with SDG7 cannot be met without the full participation, and consideration, of men and women.

This is especially important as COVID-19 pandemic has had far-reaching and diverse effects on women and girls in Africa and Asia.



GOGLA AND THE OFF-GRID SOLAR INDUSTRY

The OGS industry has reached **490m people** – and is valued at **US\$2.8bn**.

GOGLA is the voice of the off-grid solar industry, with **200+ members** consisting of manufacturers and distributors, as well as investors, donors, universities, etc.

GOGLA aims to **promote**, **safeguard** and **convene** the industry to support market growth and sustainable impact, with the goal of **achieving universal energy access (SDG7)**.

We develop **standards**, **tools** and **guidance** to help companies **improve their performance** and **increase positive outcomes** for consumers and businesses.



PAYGO OFF-GRID SOLAR TECHNOLOGIES AND IMPACT



Lighting

Reduced CO₂e and cleaner indoor air

Longer productive hours = improved income



Solar Water Pumps

Improved water and food security

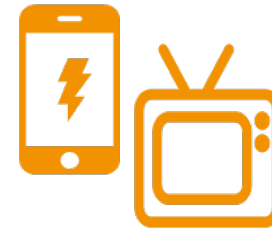
Increased yields for more income and crop diversification reduces climate risk



Refrigeration

Less post-harvest food loss = better food security

Improved income for women occupying post-production roles



Information & Comms

Improved access to digital financing

Access to early-warning systems/ information

Better access to educational info



Cooling/Fans

Increased ability to tolerate heat stress

Improved productivity and resilience to heat-induced illness

Smart farming requires smart energy

Josephine Otieno* grows maize and kale on her small farm in Kenya to support her family.

Until recently, she sold her produce at the local market. She bought a smartphone to access farming information and connect to cooperatives and buyers online. The challenge was to keep it charged.

She has installed a pay-as-you-go solar home system and can now charge her phone at night. The ability to keep his smartphone continually charged and connected to WhatsApp groups has helped **increase household income by more than 50%**.



*Customer of GOGLA member Azuri Technologies, names changed.

WOMEN IN THE OFF-GRID SOLAR SECTOR



32%

of OGS
customers
are women*



<30%

Of workforce are
women, who are
especially
underrepresented
in field-roles^



2/3

Women CEOs
experienced
barriers in
fundraising^

*60 Decibels Energy Benchmark

^GOGLA/ESMAP Industry Survey

An aerial photograph of a road, likely a highway, with white outlines overlaid on the buildings and trees on either side, suggesting a digital or analytical overlay.

2. REACHING AND PROTECTING WOMEN CONSUMERS

REACHING WOMEN THROUGH OFF-GRID SOLAR

32% of OGS customers are women. How do we reach more?

Intentionally recruiting women sales agents.

Implementing adequate support to encourage retention

Target areas and groups typically frequented by women.

E.g., Village Saving Groups

Tailored sales pitches addressing the opportunities and concerns for women.

Product development addressing women's needs.

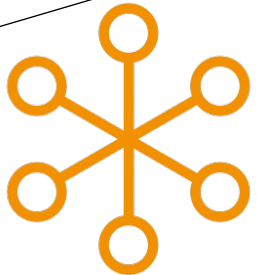
CONSUMER PROTECTION IN OFF-GRID SOLAR

93% of OGS customers say that their product has improved their quality of life.

But...consumers are **exposed to product, finance and service risks** that need to be managed in order to protect consumer rights and safeguard the positive impacts.

Consumer protection provides mitigation by ensuring that growth objectives remain fully **aligned with consumer interests** to retain the full confidence of consumers, investors, governments and other stakeholders.





GOGLA CONSUMER PROTECTION CODE



Defined & maintained by the **GOGLA** Consumer Protection Working Group

HEIGHTENED CP RISKS

Women may experience unique or heightened Consumer Protection risks.

For example:

Women may have lower levels of literacy, including financial literacy.

> Need to ensure that they understand the key PAYGo terms and user manuals.

Women in Africa are 13% less likely to own a mobile phone and 37% less likely to access mobile internet.

>Ensure payment methods are explained and accessible.

Cultural norms may put women at greater risk of mistreatment.

>Recruit women field staff, incl. in technical roles, and ensure all are trained on CP risks.

GOGLA is undertaking a full mapping of Gender-based CP risks.

3. HOW IS THE OGS INDUSTRY CLOSING THE GAPS?

“ My income has improved so I can use that amount for my family like buying food or exercise books for my children. ”



Off-grid solar customer
60 decibels research
Why Off-Grid Energy Matters

THREE PILLARS TO CLOSE THE GAPS



CONSUMERS



WORKFORCE



INVESTMENT

FOUR KEY AREAS



Standards and Guidelines



Tools and Guidance



Data and Market Insights



Community

CASE STUDY: PAYGO OFF-GRID SOLAR, GHANA

Developed a Gender Action Plan, following a gender audit.

Focused on increasing women's representation in senior leadership roles, in field-workforce, and reaching more women customers.

- Gender pay-gap reduced by 24% in six months.
- Pilot salesforce initiative saw 82% women in field team versus 19% in wider business.
 - Revenue grew 60%, and EBIT improved 26%.
 - Qualified as a 2X investment and raised \$15m



INITIATIVES AND PARTNERSHIPS

GENDER EQUITY IN OFF-GRID SOLAR ENERGY SECTOR

Women are essential for the off-grid solar (OGS) sector's ability to fully embrace diversity and inclusivity to achieve universal energy access goals. The industry's limited gender inclusion across the customer base, workforce and leadership hinders the sector's full potential for impact and achieving SDG 7 before 2030.

In this vein, GOGLA and the World Bank Group (with support from the Energy Sector Management Assistance Program (ESMAP)) set out to better understand the realities and resources that exist across the sector, among consumers, and within the workforce in an effort to promote an inclusive agenda for the sector. In a recent survey of women working in the OGS sector, we examine the gender gaps that currently exist within the OGS sector and avenues to close the gap.

In particular, the questions surveyed

1. Initiatives and products supporting gender equity;
2. Leadership, workforce, and customer base;
3. Professional networks for women with respect to individual and organizational participation.

WORKFORCE & LEADERSHIP

Female leadership is on the rise.

- 34% board members are female
- 37% of senior leadership positions are women
- 49% were founded by women or have a female CEO

But fundraising barriers continue to be limiting.

Almost two thirds of female founders experience additional barriers or biases when fundraising in comparison to their male peers. Identifying these barriers may enhance eventual investment flows.

"I found it very difficult to raise funds due to segregation that is in the society of men."

"Investors called me whether I plan to have children."

40% of the workforce are women

Of the respondent companies, about 40% of the workforce are women. Although we believe this to be higher across the solar sector.

More women equals more women

Companies with higher proportion of women in senior positions were more likely to have higher number of women employees overall.

So what's the problem?

Persistent barriers to gender inclusion still prevail in their meeting OGS. Constraints to increase women's participation are often financial and/or cultural, which make women feel less secure and less empowered.

→ There are currently no standards within the sector related to gender inclusion. There is therefore a need to develop standards and guidelines, disseminate (existing) tools, and continue to engage stakeholders to further advance gender inclusion within the sector.

Target

Almost two thirds of respondent companies have a formal target in place for new female hires. The target ranges from 33 to 60% of women employees.

- 33% noticed an increase in female participation
- 37% noticed that women perceived a higher sense of ownership and empowerment
- 50% have seen an increase in women taking on leadership positions
- 76% perceived higher business development
- 89% noticed an increase in investments towards women-led business

CUSTOMER ENGAGEMENT

Only 40% of respondent companies collecting sex-disaggregated customer data. About 45% of their customers are female.

There are several constraints to increase women's inclusion in the customer base. We lack the understanding of female consumer behavior and standardized metrics to track their outcomes.

Lack of metrics

Half of respondents report a "lack of metrics" as the reason why they are not able to track the impact of OGS products on women (55%) and to help understand the needs of women customers (52%).

There is a need to better address female customer needs

To advance women's participation across the sector, 87% of respondents report the need for gender focused impact metrics and/or the need to better address female customer needs.

When asked about additional activities, respondents listed female-centric design – that include customer centered, need workshops for product/service creation, delivery, and review.

93% of respondents would like to join an industry-wide working group for gender inclusion.

DISCLAIMER: This survey was shared with GOGLA members and subscribers of the ESMAP Lighting Global information network who presently work in the off-grid sector of renewable energy and electricity.

A U.S. GOVERNMENT-LED PARTNERSHIP

Catalyzing markets for modern off-grid energy

AN INNOVATION OF

THE WORLD BANK IFC International Finance Corporation

FI INSTITUTIONS AND PAYGO

More OGS companies are starting to mainstream approaches for improved gender inclusion. FI organisations can help:

- Sensitisation and awareness building of solar technologies and benefits.
- Saving groups – Can be used to help build up funds for down-payments.
- For organisations directly distributing OGS products, review the Consumer Protection Code, and make a Commitment. Or, where partnering with an OGS company, ensure that they have a Commitment to the CP Code.
- Share your thoughts! What CP risks are heightened for women? What best practice exists to mitigate?



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THANK YOU

Webinar Series

MULTIDIMENSIONAL IMPACT OF IMPROVED ENERGY ACCESS

Webinar 2 of 4



NATHYELI ACUÑA CASTILLO

March 1, 3 – 4pm CET



- *How to include the gender perspective within energy sector interventions to foster women's active participation?*
- *What are the steps for integrating gender considerations into clean cooking programs?*
- *What resources can guide to learn about the linkages between gender and energy access (cooking and electricity access)?*



CONNECT

Breakout Rooms

