

# ENERGIA

INTERNATIONAL NETWORK ON  
GENDER AND SUSTAINABLE ENERGY

## Empowering Women in Clean Energy sector: The ENERGIA Approach

**Soma Dutta, 11 April 2018**

Hosted by:



# ENERGIA: International Network on Gender and Sustainable Energy

“Increase women and men’s equal and equitable access to and control over sustainable energy services as an essential right to development”

- **Women’s Economic Empowerment through enterprise development**
- **Advocacy and policy influence**
- **Research for policy and practice**
- **Communications and knowledge sharing**
- **Networking**

**Works with 36 partner organizations in 18 countries in Asia and Africa**



# Women's Economic Empowerment (WE) Programme (2012-18)

Scales up proven business models to create and nurture an energy enterprise pipeline led by women

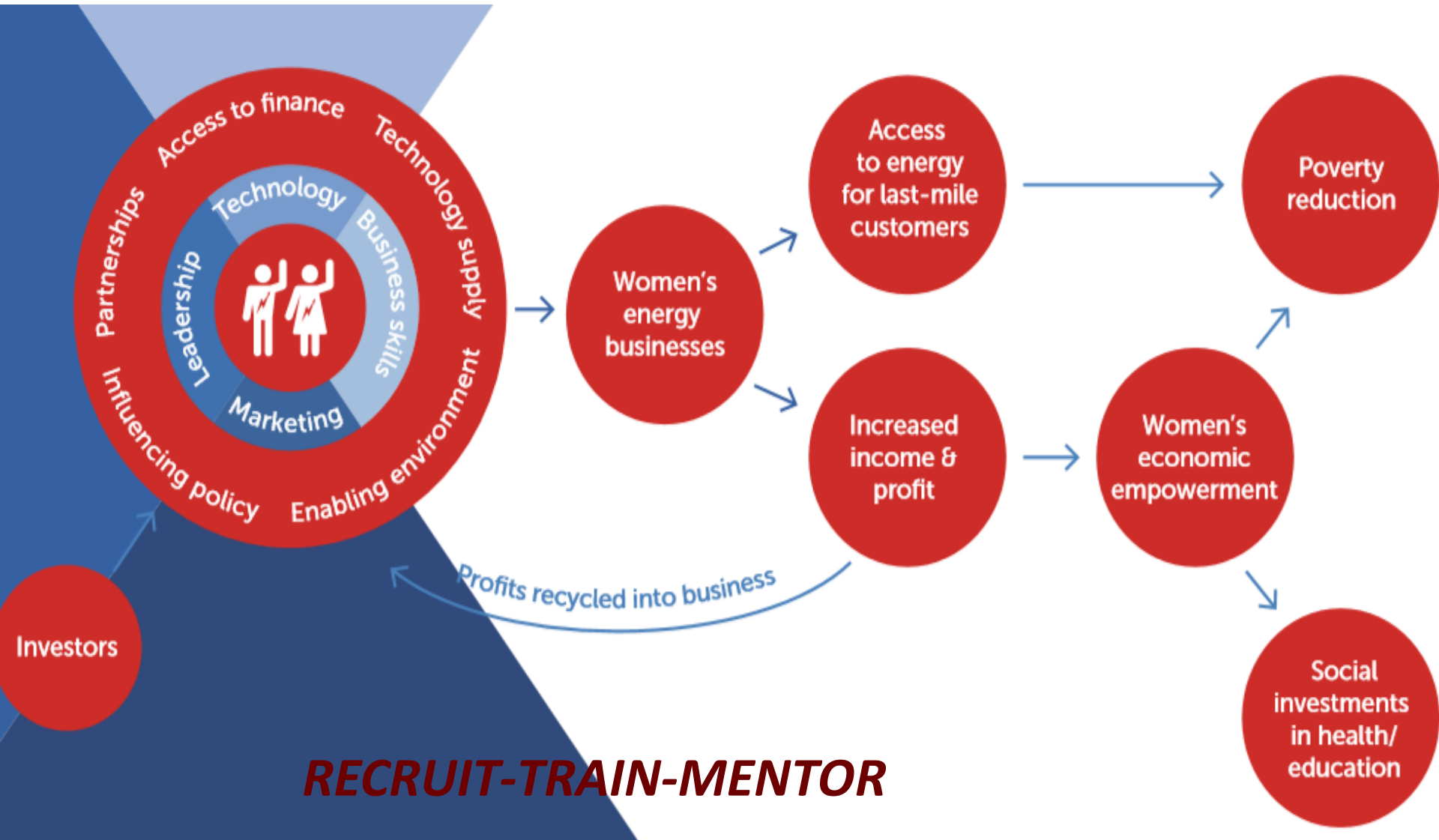
Funding and technical support to partner organisations in Africa and Asia

Nepal, Indonesia, Sri Lanka, Bhutan, Kenya, Tanzania, Senegal, Uganda, Nigeria

**Since 2014, the WE programme has reached clean energy to 2.6 million users through 4153 women entrepreneurs**



# The WE approach



# “Recruit-train-mentor”

**Recruitment**  
to Wonder  
Women  
program

**Training** on  
technology,  
financial literacy,  
marketing, and  
leadership

WEs are  
kitted to start  
businesses  
  
Supplier  
linkage,  
finance  
facilitation

Continuous  
**support and  
mentoring**  
support business  
growth and  
diversification

Participants grow  
**empowered**,  
enjoy improved  
lives, and have a  
positive influence  
in their  
communities



**Baseline surveys**



**Post-training test**



**Routine communication & monthly  
monitoring**



**Follow-up  
surveys**

**Integrated and customised mentoring support**



# Neighborhood sales to systematic marketing

- **Product:** Branding, product quality, packaging, guarantees
  - **Promotion:** Demand creation (downlines, social media)
  - **Place:** Weekly marketing sheds
  - **Price:** Based on costing, tracking of profits
- 
- Access to finance
  - Engaging county governments



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INFORMASI PELANGGAN		JENIS KELAMIN		NOMOR TELEPON		ALAMAT			
NAMA LENGKAP PELANGGAN		L		P		087 864 771 240		Gajah Lela, Desa Jember, Kecamatan Sukoharjo	
FATHUL JANNAH									
INFORMASI PRODUK		KODE PRODUK		NOMOR SERI		INFORMASI HARGA			
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# Leadership and agency Building through peer groups

- Sisterhood gatherings provide training and peer support
- Agency & leadership aspects (Empowered Entrepreneur training) woven into overall training platform
- Visioning (dream weaver tool)
- Partnerships with schools, local savings groups, clinics and building local leaders

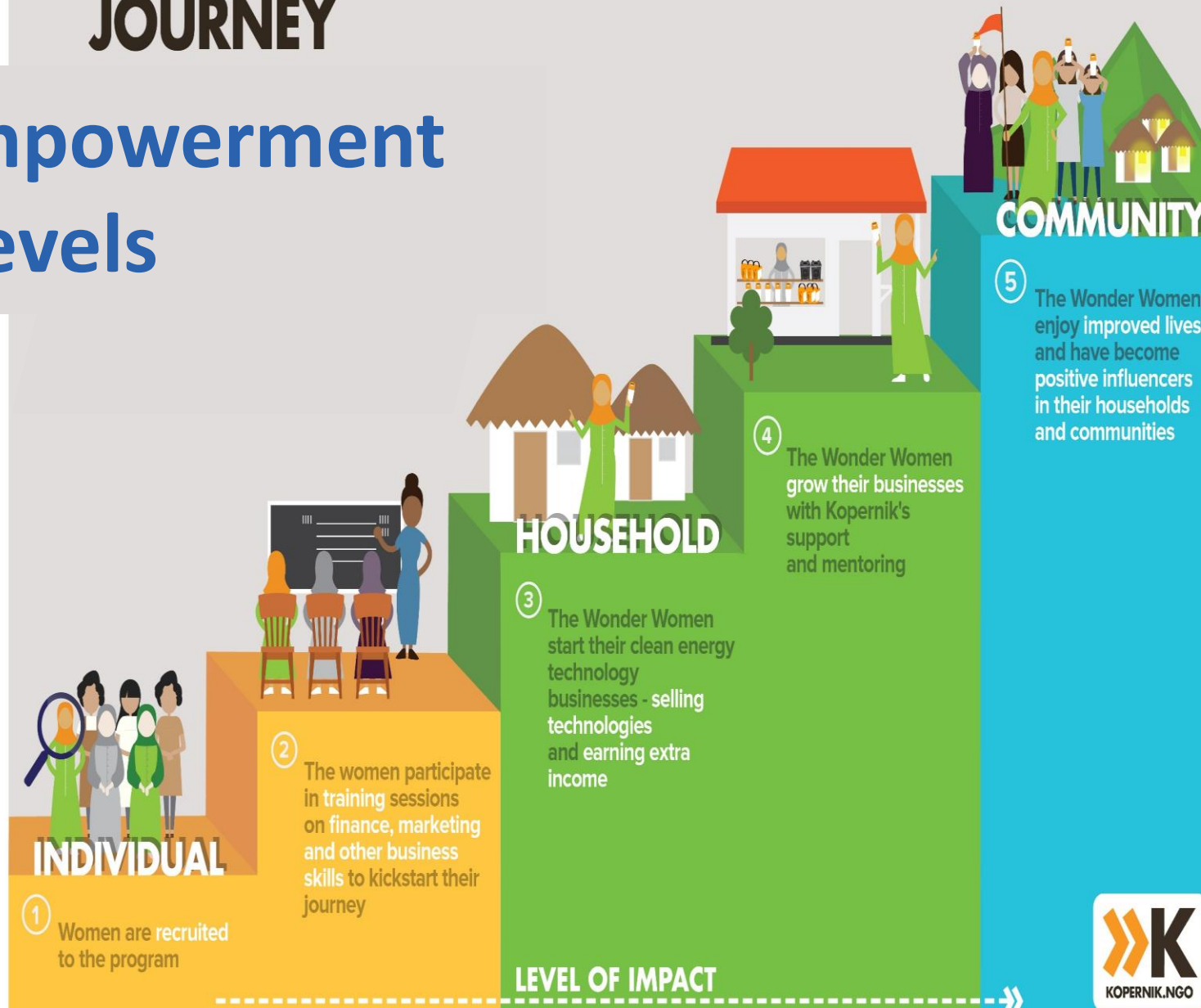


**Neeru Shreshtha, ICS distributor, Nepal**



# » WOMEN'S EMPOWERMENT JOURNEY

## Visible empowerment at three levels





# Solar Sister Energy Ladder:

Clean energy solutions for household, productive and institutional uses



## Energy solutions for last-mile, poor communities



# Gains for entrepreneurs

## Economic gain

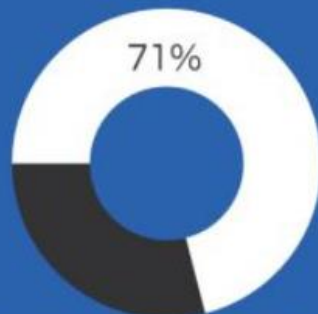
73% of the women entrepreneurs started recording positive profit margins within one year



## Empowerment



Women entrepreneurs involved in decisions on household investments and purchases.



Women entrepreneurs involved in decisions on their business, including investments.

# Gains for households

## Household level impact



52%

Savings in time spent collecting fuel wood



48%

Reduction in monthly expenditure on cooking fuel



58%

Reduction in monthly expenditure on lighting fuel

# Capturing business performance

- **Gross profit:** 70% of the WEs have a positive profit margin per quarter
- **Growth in sales:** 51% of WEs record an increase in sales as compared to previous quarter
- **Book keeping:** 2711 of WEs maintain separate books of account for their business
- **Loan repayment:** More than 95% of the WEs who have taken loans or consignment have not defaulted on loan repayment instalment
- **Age of business :** 1119 (30%) WEs have been in operation for more than 2 years; 1320 (32%) between 1- 2 years and 1657 (40%) for less than 1 year
- **Employment** (Number of salaried and non-salaried employees and workers excluding owner): 5311 employees (Dec 2016)



# Indicators of empowerment of WEs

- # of WEs involved in decisions on major household purchases and investment decisions: 2978 WEs are taking business decisions for their enterprises
- # of women entrepreneurs taking business decisions for their enterprise: 2978 WEs are taking business decisions for their enterprises

# Upscaling through viable business models

- Capacity building at all levels
- Systems approach, including new areas in entrepreneurship development, empowerment and agency training
- Outcome and result oriented m&e systems
- Policy influencing and advocacy:  
Complement with a nationwide campaigns on women, energy and health, engaging celebrities
- Visibility
- Systematic review, problem solving, networking, partner meetings



[www.energia.org](http://www.energia.org)

