Gender Equality for a More Rapid and Inclusive Energy Transition: Women’s Energy Entrepreneurship

How to scale up the support provided to Women Entrepreneurs?

Mathieu DALLE, 27/03/2020
Agenda

• E4I: who we are?
• What challenges are facing the women entrepreneurs and how do we support in practice?
• Setting up supporting programs targeting women entrepreneurs is key
• What are the main challenges to do so?
• How can we scale up?
“We could not be happier with E4I’s performance” ...US State Dept
“an innovative, market-based approach, concentrating on small businesses ... some good and interesting results” ....Sida
“E4I team is very committed and focuses effectively on impact and programme delivery” ...

...World Bank

SME technical assistance
Microenterprise development
Mini-Grids
Productive Use of Energy

Non-profit focused on off-grid energy in SSA
Business & technical advice to SMEs and microenterprises, market development services in energy access markets, private sector focus
 c.700 SMEs and 4,300 microenterprises over last 7 years
Impact: 17m people with access, 10,000 jobs, 13m T CO₂
70 staff on the ground, 6 country offices in East & West Africa.
Plus a small head office in London
Recent project experience in 25 other sub-Saharan countries
Formerly known as GVEP International

Capital access / financial inclusion / innovation

Women’s economic empowerment

Energy 4 Schools
Energy 4 Farming
Energy 4 Refugees
Energy 4 Health

Our impact: no. of people with energy access

20 million targeted by 2020
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### Challenges and solutions that we provide

<table>
<thead>
<tr>
<th>Challenges the women entrepreneurs face in Senegal to assert themselves in the energy access/PUE value chains</th>
<th>How in practice do we support them?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Will I be able to speak to the energy supplier who is an old respected man, much more educated than me?</td>
<td>We provide training to build self-esteem and leadership</td>
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<tr>
<td>How do I run my business more effectively?</td>
<td>We provide Business Development support to WE such as access to market, marketing, finance…</td>
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<tr>
<td>What could make my business more profitable?</td>
<td>We discuss and provide new ideas for their business, help them to write down their ideas and put together their business plan</td>
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<tr>
<td>How do I chose the right appliance and energy source?</td>
<td>We link WE with energy suppliers that provide good quality products &amp; guaranties &amp; financial facilities</td>
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<tr>
<td>How can I access financial resources for my business idea?</td>
<td>We link WE to FI with good financial products</td>
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<tr>
<td>What do I do if my new equipment doesn’t work?</td>
<td>We provide technical advise and make sure the suppliers comply with their obligations</td>
</tr>
<tr>
<td>Who could I work with?</td>
<td>We link WE with other WE, potential client, technical and financial partners, private partners</td>
</tr>
</tbody>
</table>
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What can it bring to support entrepreneurs? How can we convince public donors?

Key messages
1. Highly worthwhile: annual benefits = 187% of the initial investment
2. Benefits (at current tariffs) accrue to the community

PROJECT HIGHLIGHTS
1. Increased Profitability by Entrepreneurs by +87%
2. Increased Awareness and Knowledge on PUE
3. Market Linkages with equipment suppliers and financial institutions
4. Electricity Consumption by +80%
5. Access to Finance for PU Appliances
6. Job Creation (214 permanent jobs)
7. Gender (40% were women compared to typically below 30% women participation)

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Supporting women entrepreneurs can be expensive, sometimes frustrating and complicated

Expensive:
500 - $5,000 per entrepreneur
HR intensive
It is long: 9 to 36 months

Frustrating:
Do expect some drop-off: 20%
You can’t control everything
Challenge to find the right portfolio of women

Complicated:
Getting the internal expertise
Stepping up to the next level
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How to scale up?

- Explain the market potential
- Support pilote tests (limiting the risks)
- Connect with energy suppliers
- Look for dedicated credit lines
- Financial Institutions

- Raise capital (investment or working capital)
- BDS support (marketing, sales...)
- Connect with clients
- Connect with other partners within value chain
- Energy product suppliers

- Technical support related to energy and appliances
- BDS support
- Provide support related to financial mechanisms
- Training related to gender & energy
- NGO & civil society & community

- Advocacy
- Gender audit of programmes or policies
- Government

- Identify where women can intervene within their value chain
- Increase knowledge of last mile WE distribution chains potential
- Big (energy) businesses

- Suitable financial products for the women (good interest, limited guarantees, reimbursement schedule)

- Supplier credits
- Increased quality, maintenance and guarantees
- NGO implementing quality renewable energy projects for women entrepreneurs
- Active civil society
- Supportive men

- Gender mainstreaming in policies and strategies
- Energy programmes including gender
- Increased support to women
- NGO implementing quality renewable energy projects for women entrepreneurs
- Active civil society
- Supportive men

- More women representation in the energy sector

Enabling environment for the women entrepreneurs
Thanks!