



Global Alliance for Clean Cookstoves: Gender Strategy



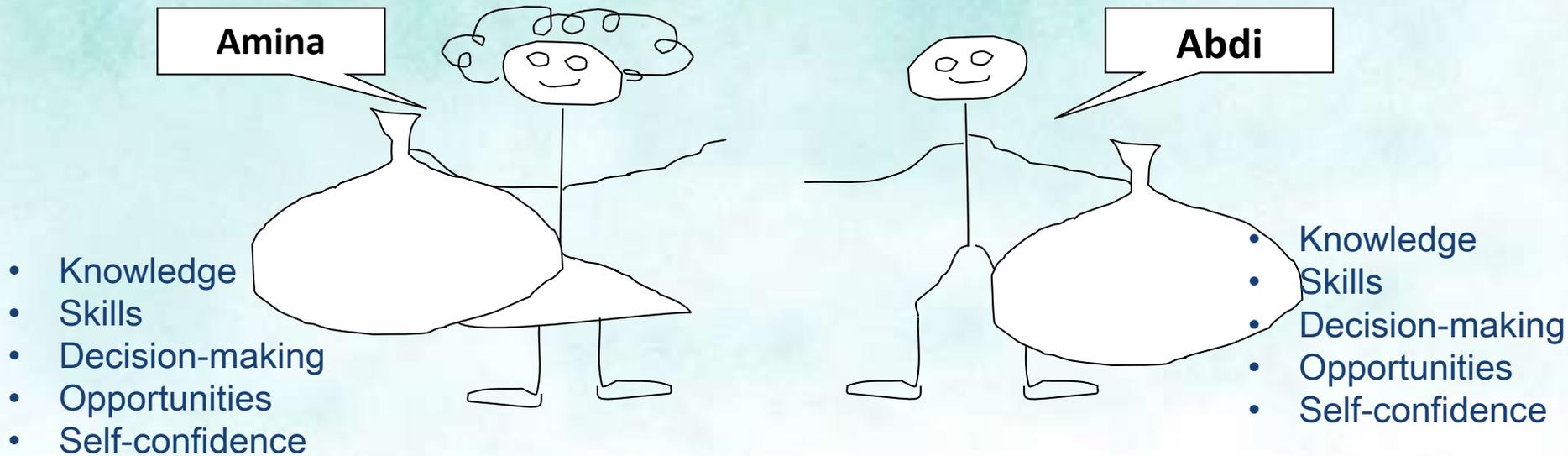
What is gender?

- Sex v. gender
 - Sex is determined based on the biological and physiological characteristics of men and women (male, female)
 - Gender is a social construct that attaches certain expectations, roles, behaviors, and activities to men and women (masculine, feminine)
- What are gender roles?
 - Different responsibilities of women and men in a given culture or location, or the different tasks that women and men undertake
 - In many societies, women have less rights to own property, control assets and resources, and make household decisions.
 - These unequal gender roles impact women's ability to control and make decisions around household energy needs.
- Gender roles are learned; not predetermined
 - Vary widely within and among cultures depending on socio-economic factors, age, education, ethnicity and religion
 - The social differences between women and men change over time (unlike the biological ones) and vary within and between cultures

What is empowerment? What does it mean for women?

- Empowerment is the process of enhancing capacity to make choices and leverage those choices into desired actions and outcomes.
- Women are usually the group that is impacted by gender inequality; Therefore women need to be empowered to increase gender equality.
- This involves improving ownership over assets and resources so they can become agents of positive social change on their own behalf. This means they can earn money and spend it as they choose.
- Empowerment means becoming aware, increasing self-esteem and gaining confidence to influence change in one's own life and in that of others.

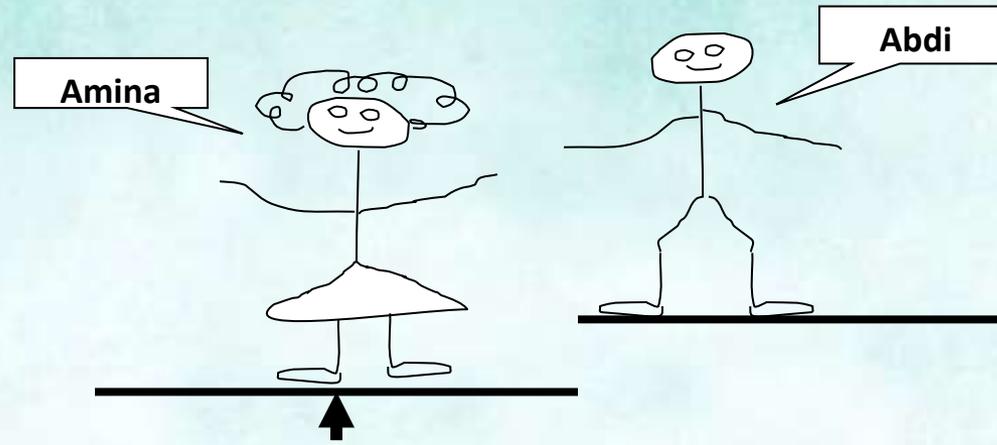
Empowerment



- Both women and men have control over their lives
- Taking their own decisions, securing skills and knowledge, increasing self-confidence
- Gaining opportunities

Source: ENERGIA

Gender Mainstreaming



- A strategy for making women's as well as men's concerns and experiences an integral dimension of the design, implementation, monitoring and evaluation of legislation, policies and program so that women and men benefit equally and inequity is not perpetuated
- Gender is not considered a separate issue because it impacts everything that we do and is taken into account through every phase of the process

Gendered Value Chain Assessment

- Participatory process that can involve actors from different stages of the value chain, supporting organizations, local, regional or national governments depending on the scope, related networks and very importantly the representation of women throughout
- Tries to identify opportunities to improve the impact on women, men, boys and girls throughout the value chain
- Sex-disaggregated information is analyzed at each stage of the value chain to understand gender dynamics and power relations that might explain concentration or exclusion of women or men in specific roles within the value chain.
- The implications of productive and reproductive work, paid and unpaid work, are also taken into consideration when designing interventions that might be affected by existing conditions.

The Alliance has a specific gender strategy.
The sector needs to increase the role of women and address gender issues to scale adoption.



- **Women, as the users, will ultimately determine use and adoption of cookstoves and fuels**
 - Technologies, distribution approaches, marketing techniques, etc. must all be gender-informed
- **Women entrepreneurs are an untapped resource to scale adoption**
 - Fastest growing cohort of entrepreneurs and business owners in many developing countries
 - Reinvest back into their communities
 - High payback rates on business loans
 - Better able to reach female consumer segments which can increase overall sales
 - Utilize peer-to-peer communication to enhance adoption among female users

Gender-informed practices have two important outcomes for the clean cooking sector:



1. Leverage gender information to identify barriers and opportunities, leading to increased effectiveness of businesses.

- Enterprises need to understand the impact of gender dynamics on every part of their business (production, marketing, distribution, after sales service, operations, etc.).

2. Increase gender and empowerment impacts.

- By understanding gender dynamics, cooking sector players can better leverage opportunities to empower women and promote gender equality.

Challenges to scaling women's empowerment and entrepreneurship in the clean cooking sector

Capacity of implementing organizations to address gender and women's entrepreneurship needs to be strengthened

Financing needed for gender components of cookstove projects

Need increased evidence of the specific gender impacts in the sector

Need to set and influence policies through awareness raising and advocacy

Phase 1 Strategic Pillars & Core Activities



Build the evidence to make the case

- 3 studies examining gender impact of adoption and impacts of women entrepreneurs



Build capacity of enterprises to integrate gender and empower women

- Online knowledge hub with case studies, best practices and tools.
- Trainings on gender and empowerment
- Gender due diligence and capacity building for Spark grantees
- Gender mainstreaming support for WEF and PIF grantees



Identify best practices and test innovative approaches

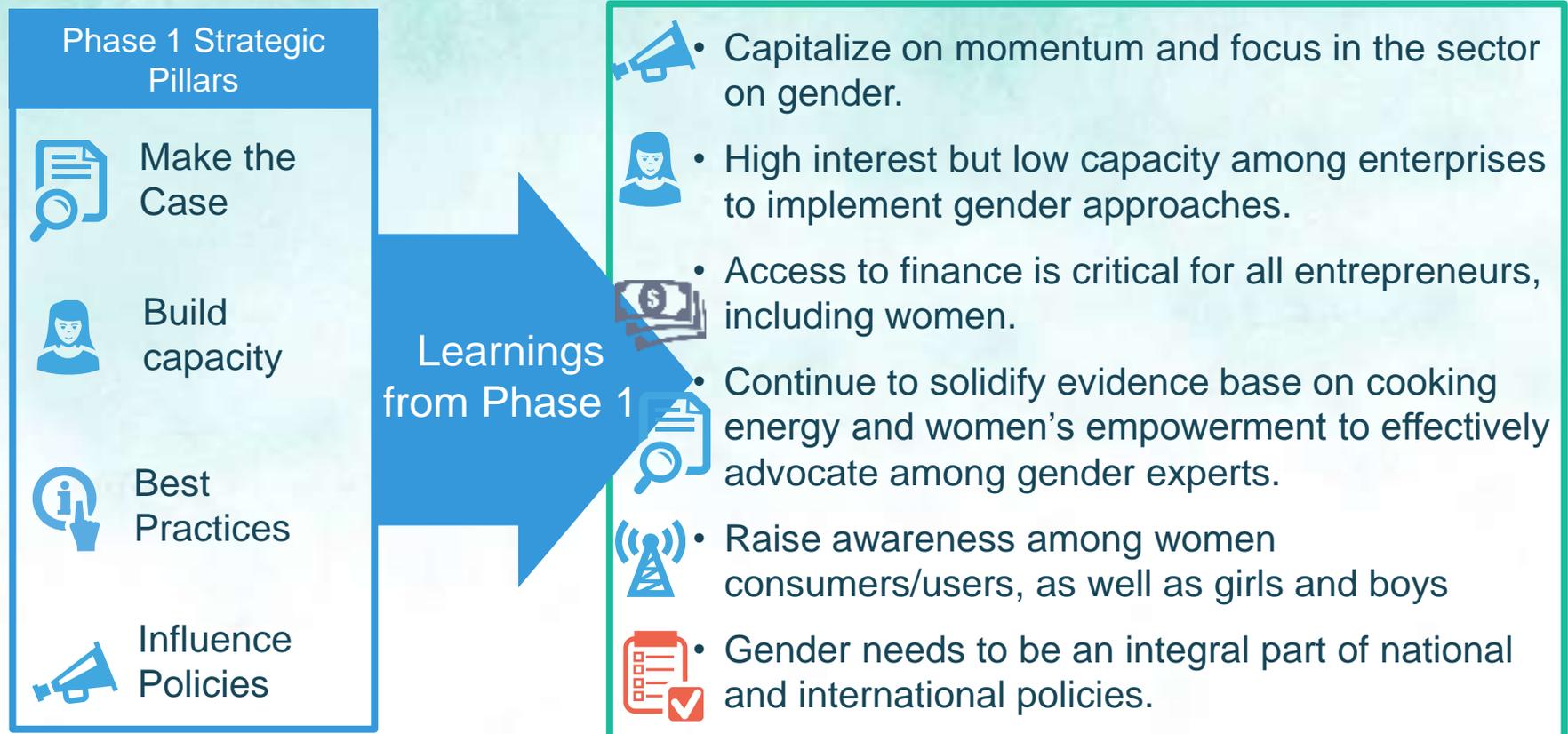
- Resource Guide with best practices for integrating women at every stage of the value chain
- Women's Empowerment Fund



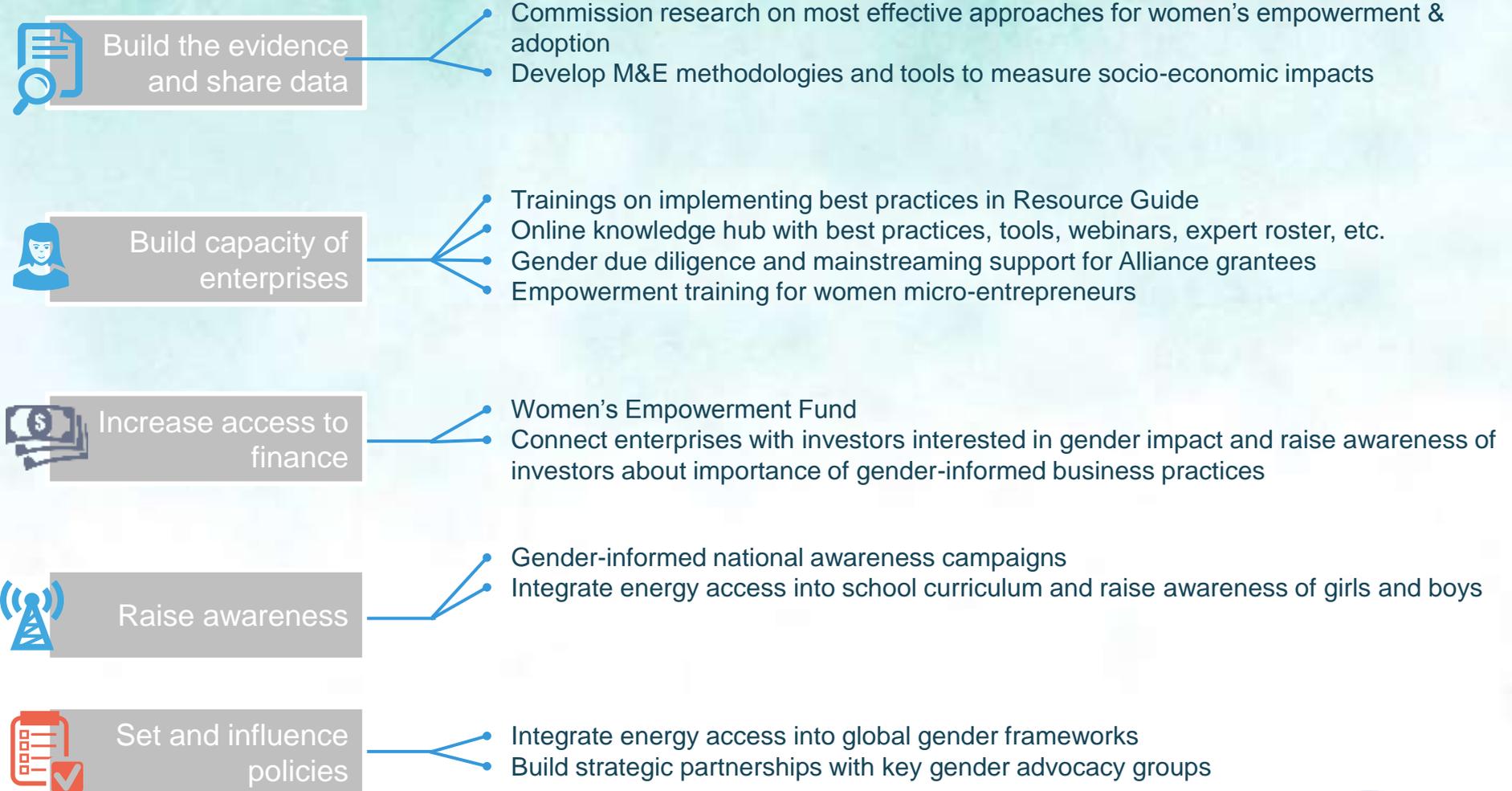
Set and influence policies through awareness raising and advocacy

- Gender integrated throughout Country Action Plans
- Gender mainstreamed throughout all Alliance activities
- Recruitment of gender expert organizations
- Engage in global gender events

Phase 1 activities revealed key lessons and areas to focus in on in Phase 2.



Phase 2 activities build off of the lessons from Phase 1 and are focused on scaling effective approaches and increasing gender impacts.



The Alliance published a resource guide for Scaling Adoption of Clean Cooking Solutions through Women's Empowerment (www.cleancookstoves.org/gender)

A practical tool for a wide-variety of Alliance partners. The Resource Guide serves as the foundation to build capacity to integrate gender and empower women in clean cooking projects and businesses.

- Increases the understanding of *why* women are critical
- Demonstrates *how* to ensure they are included in every segment of the value chain
- Tells the story of women's empowerment in the clean cooking sector



The Resource Guide is organized by each section of the value chain

Each chapter includes:

- An overview of the value chain segment
- List of best practices for integrating women in that segment
- Case studies that show application of best practices, and stories of individual women
- All tools can be downloaded at www.cleancookstoves.org/gender



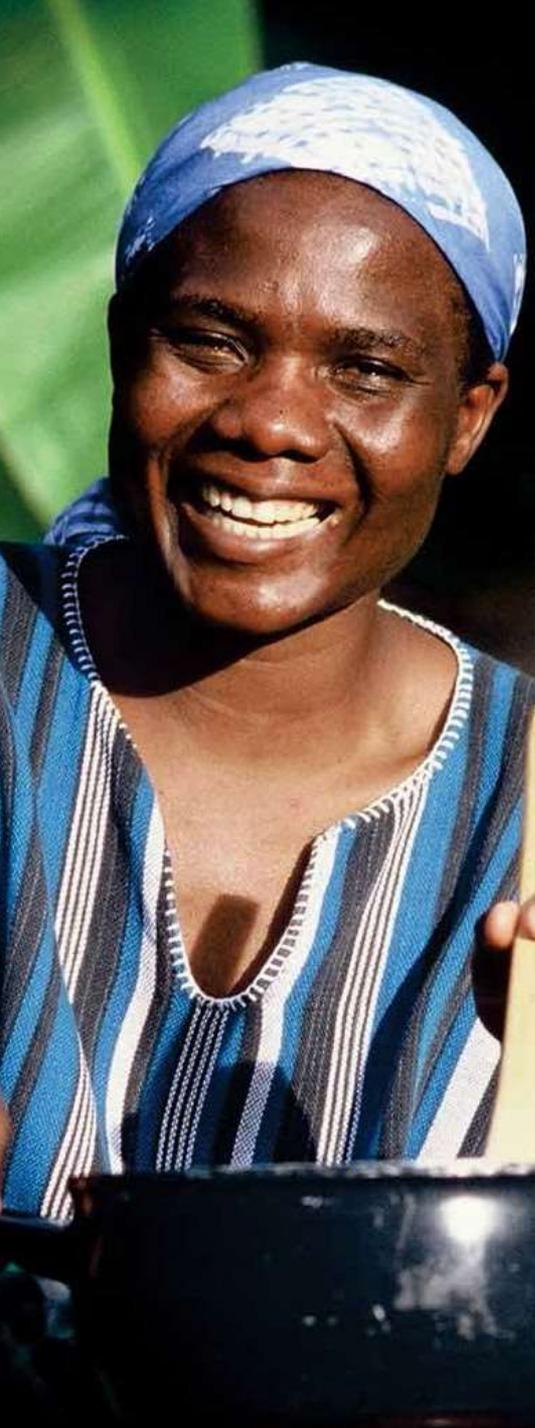
There are universal best practices that can be applied at any stage of the value chain

- Conduct analysis to understand gender roles and dynamics in a community
- Develop a strategy to engage men
- Schedule times and locations of meetings/activities around women's availability and remain flexible
- Identify and build strong local partnerships with trusted individuals and organizations; Strongly consider working with women's groups
- Conduct gender sensitive training on relevant topics; Offer continuous training opportunities and mentorship

Examples of tools to implement universal best practices:

- *Tips for conducting a gender analysis at the activity or project level*
- *Toolkit on engaging men and boys*
- *Monitoring form for measuring sustainability of women's groups*
- *Business training toolkit for women*





PRODUCT DESIGN

Women's input in design is critical.
Engaging women can help generate demand, create appropriate products, and increase adoption.

CASE STUDIES

EcoZoom
Potential Energy

Best Practices

- Conduct household questionnaires and surveys, as well as one on one discussions
- Conduct expert interviews
- Conduct focus group discussions
- Conduct cookstove performance tests with users in the field to ensure performance
- Observe women cooking on both their traditional cookstoves and with the improved models
- Conduct cookstove field trials and gather feedback

**Tool examples:*

- *Household questionnaire*
- *Focus group discussion template*
- *Testing protocols*



PRODUCTION

Women can be economically empowered in the production of clean cookstoves. As producers, women become experts in the products they use regularly and are likely to further help generate awareness and demand among a wider cadre of consumers.

CASE STUDIES

ICSEE
GERES
TIDE

Best Practices

- Integrate livelihood opportunities for women in manufacturing processes that involve producing components locally
- Work with women's groups or create groups of women to scale efforts, build capacity, and provide a support system
- Provide training on quality assurance and quality control; Provide production manuals

**Tool examples:*

- *Clean cooking catalogue*
- *Monitoring form for measuring sustainability of women's groups/associations*
- *Portable clay stove construction guide*



CONSUMER FINANCE

Consumer finance options enable women to purchase clean cooking solutions.

When diverse finance options are available to purchase expensive products, consumer have more purchasing power and are able to consider higher-priced, but better quality options.

CASE STUDIES

Jagriti

SEWA

Potential Energy

Best Practices

- Educate women's groups on how to access consumer finance as a group
- Emphasize money management and savings in trainings
- Consider flexible repayment plans, micro-consignment, or rent-to-own schemes
- Consider providing consumer finance directly through the project or develop partnerships to provide direct access to credit for product purchases
- If working with financial institutions, provide support to make them comfortable lending to women, as well as education working with women clients

**Tool examples:*

- *Gender and rural microfinance: reaching and empowerment women – guide for practitioners*
- *End-user finance: a guide for sustainable energy enterprises and NGOs*



SUPPLIER FINANCE

Women-led businesses have a unique role to play in the cooking sector. They have direct access to consumers and can expand access to a variety of clean cooking products. Women-led businesses are often unable to obtain loans or connect directly with investors, and need training to support their business and its growth.

CASE STUDIES

GVEP International
Eco-Fuel Africa

Best Practices

- Train women borrowers on financial management and provide mentorship
- Ensure women have equal access to innovative finance mechanisms
- When working with financial institutions, provide financial support to reduce their risk lending to cooking sector businesses; Conduct education and advocacy to lend to women energy entrepreneurs
- Organize women borrowers into groups or networks in order to access and/or repay loans more efficiently
- Create flexible terms such as low interest rates and small repayment

**Tool examples:*

- *Training manual for micro, small and medium entrepreneurs in energy business financing*
- *Marketing innovative devices for BoP*



DISTRIBUTION

Women can be the key to scaling distribution. Women have access to hard-to-reach households, can utilize woman-to-woman marketing techniques, and are trusted promoters of household products among their peers.

CASE STUDIES

Practical Action
Solar Sister
The Paradigm Project
CARE
ESVAK
Living Goods

Best Practices

- Create selection criteria
- Create market maps and emphasize customer service within trainings
- Offer trial periods
- Provide an entrepreneur starter package
- Use gender-informed marketing messages/methods
- Create a tiered system of accountability
- Provide incentives
- Provide opportunities for successful women to share their experiences and take on leadership roles
- Engage intermediaries and work with men to provide transportation support
- Create central product hubs

**Tool examples:*

- *Entrepreneur screening score sheet*
- *Mapping the market*
- *What to put in an entrepreneur starter kit*



AFTER-SALES SERVICE

Women are well-positioned to ensure proper maintenance and care of improved cooking solutions. Woman-to-woman knowledge transfer in maintenance is often more effective than man-to-woman knowledge transfer, particularly in conservative communities. Women have direct access to users.

CASE STUDIES

SURE

Grameen Shakti

CEDESOL

Best Practices

- Offer product trial periods
- Provide support networks and oversight
- Provide warranties with women servicing repair and/ or maintenance needs
- Emphasize technology, repair, after-sales, and customer service within trainings
- Create central energy hubs where maintenance and service can take place
- Encourage the use of or provide mobile phones

**Tool Examples:*

- *Warranty Examples*
- *How to Create an Upesi Stove Guide*

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www.cleancookstoves.org/gender

Gender Analysis

- Process of assessing, analyzing and documenting the differences in gender roles, relations, priorities and control of resources - for gender mainstreaming.
- Helps in understanding the existing gender situation in a given community for assessing what the impact of an intervention, such as an energy project, is likely to be on men and on women
- Identifies the varied and different roles and responsibilities that women, men, girls and boys have in the family, the community and the economic, legal and social structures
- Is about reaching a better understanding of how communities work from the perspective of relationships between men and women