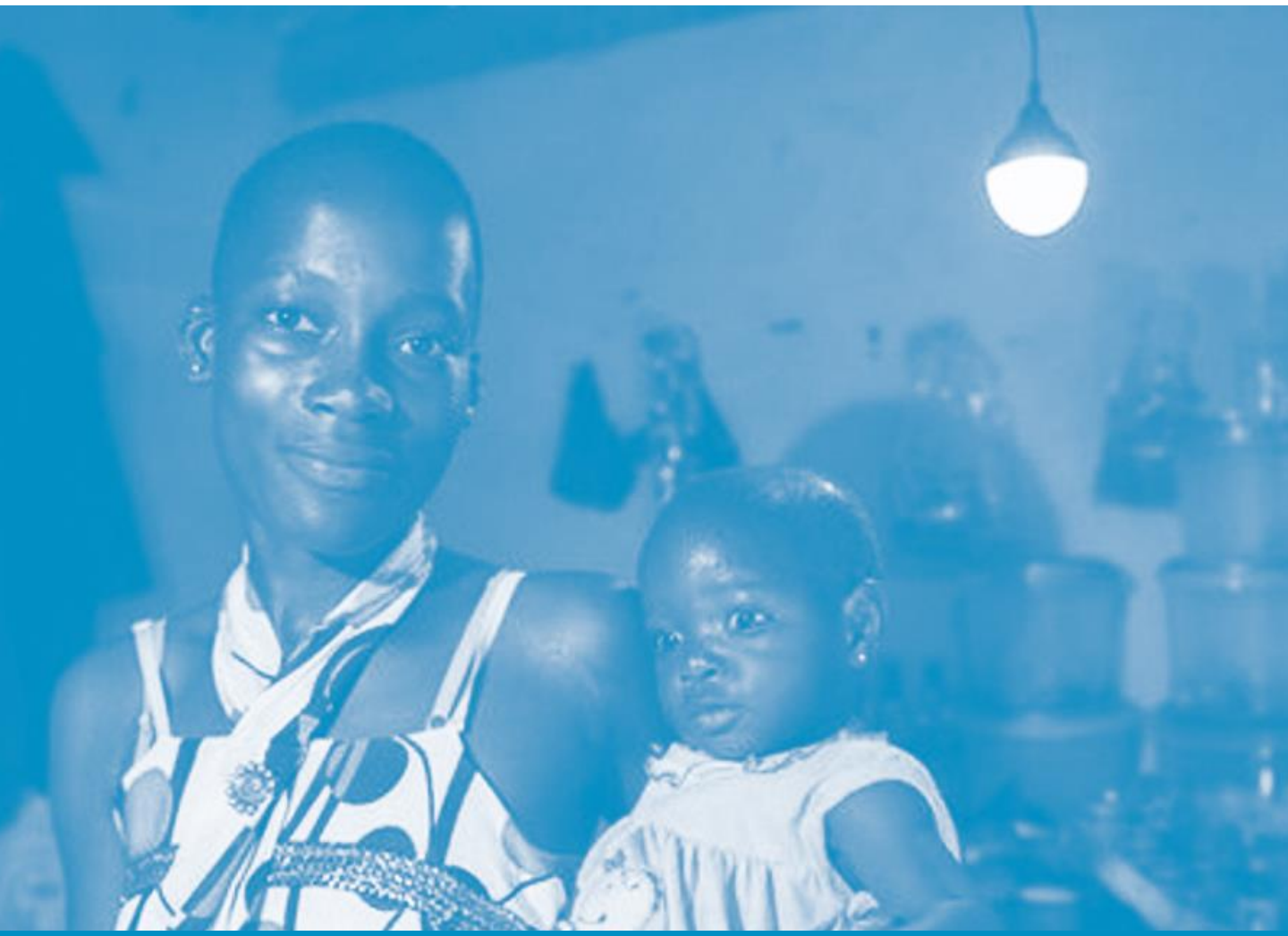
Putting *women* in the spotlight

How to target female customers through distributed renewable energy business models and operations



Virtual forum

Sub-Saharan Africa: Wednesday 9 February

Small Island Developing States: Wednesday 9 March

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2X COLLABORATIVE

Sub-Saharan Africa

Wed 9 February 2022
2.30 - 4.15pm EAT

Small Island Developing States

Wed 9 March 2022
9:00 – 10:45am PST

The challenge

The provision of products and services that "specifically or disproportionately benefit women" is one of four direct gender lens investing (GLI) criterion outlined by the global gender finance initiative, 2X. In the context of the distributed renewable energy (DRE) space in emerging and developing markets, such female-focused products and services are critical not just for driving gender equality among end-users, but for capitalising on the sector's potential for transformational environmental, social and economic impact.

However, there is little structured guidance or knowledge sharing for and among the many off-grid companies that are starting to think about and experiment with strengthening the women-as-end-user focus in their business models and operations. At the same time, some DRE funders lack the in-depth understanding of how to evaluate companies' business plans and their ability to serve women customers. In the policy realm, gender mainstreaming has been increasingly integrated into energy sector policies and strategies; yet these strategies often fail to connect policy goals to private sector action.



Event objectives

To address these problems, Camco Clean Energy and 2X Collaborative are hosting two online forums tailored to Sub-Saharan Africa and the Small Island Developing States (SIDS). The forums will aim to:

- raise awareness of the importance of providing products and services that specifically support women
- share practical experiences and facilitate mutual knowledge development
- strengthen public-private collaboration with a focus on gender mainstreaming in the energy sector, and
- provide networking opportunities to further strengthen the 2X GLI community.

The event is open to all, but is specifically designed for DRE companies, financiers interested in aligning with the 2X GLI criteria, and policymakers, researchers and practitioners.

Format

Each forum will be made up of three parts:

Part I - A brief introduction from hosts Camco and 2X Collaborative followed by a keynote speech.

Part II – A moderated roundtable discussion to highlight panellists' different on-the-ground experiences and learnings in strengthening DRE business models to better target women end-users, in line with the fourth 2X GLI criterion and specific to the local context. The one-hour session will explore key issues ranging from what companies need to do to fully understand the needs of women as users of energy products and the socio-cultural barriers that may be impeding their engagement, to the role of policy and how public-private collaboration can be strengthened.

Part III – A thematic discussion and networking session during which participants will be able to meet each other and share their experiences in small groups convened around various sub-topics, including marketing to women, changing perceptions and cultural norms, and the role of policy and blended finance.

About the hosts

Camco Clean Energy is a climate and impact fund manager with over 30 years' experience in sustainable finance and on-the-ground value generation,

The company manages multiple investment platforms aimed at financing innovative solutions to address climate change and deliver positive impact in emerging markets, including the Renewable Energy Performance Platform (REPP) in Sub-Saharan Africa and TIDES in the Pacific.

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2X COLLABORATIVE

The 2X Collaborative is a leading industry body for gender lens investing, launched at the UN Generation Equality Forum 2021 in partnership with GenderSmart and the Investor Leadership Network (ILN) of global pension funds. Acting as a one-stop-shop for gender lens investing, it builds on the 2X Challenge, which has invested and mobilized more than USD 11 billion under the 2X criteria since 2018 and brings together the full range of investors deploying capital with a gender lens all over the world.

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Image sources PEG Africa and Mobile Power