

Putting a gender lens on Energy Efficient Lighting and Appliances (EELA) markets in East and Southern Africa

Asteria Markus, Denis Ariho - EELA PCU



Understanding Gender Concepts and definitions

Sex' and 'gender' are often used interchangeably, despite having different meanings:

Sex: refers to a set of biological attributes in humans and animals. Sex is usually categorized as female or male but there is variation in the biological attributes that comprise sex and how those attributes are expressed.

<https://cihr-irsc.gc.ca/e/48642.html>

Gender: refers to the social attributes and opportunities associated with being male and female and the relationships between women and men and girls and boys, as well as the relations between women and those between men.

Gender equality: refers to the equal rights, responsibilities and opportunities of women and men and girls and boys.

Gender mainstreaming ([ECOSOC, 1997](#))

“...the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in all areas and at all levels. It addresses the gender inequalities that are at the core of a project, policy or process, leading to more gender-sensitive actions

Gender Parity (adapted from [UN System-wide Strategy on Gender Parity](#))

Equal representation of men and women in a given context/structure in terms of numbers/proportions.

Gender balance is commonly used in reference to human resources and equal participation of women and men in all areas of work, projects or programmes.

“A bird can not fly with one wing.”

Energy Efficient Lighting and Appliances in East and Southern Africa - EELA

EELA project aims at creating vibrant markets supported by enabling policies and regulations, where suppliers offer quality products and services, and governments have the capacity to enforce standards, while consumers are aware of and are demanding quality energy efficient options.

The EELA approach to change



Market incentives for the private sector to deliver efficient and high quality energy services



Minimum Energy Performance Standards (MEPS) for appliances which are harmonized in the region



Capacity building on policy and regulatory framework development, appliances testing and regulatory enforcement



Awareness raising on the benefits of adopting efficient technologies across all stakeholders

Switch it on!



A coordinated regional effort through RECS and regional sustainable energy centres



Implemented by UNIDO with financial support from the government of Sweden



Why putting a gender lens on EELA?

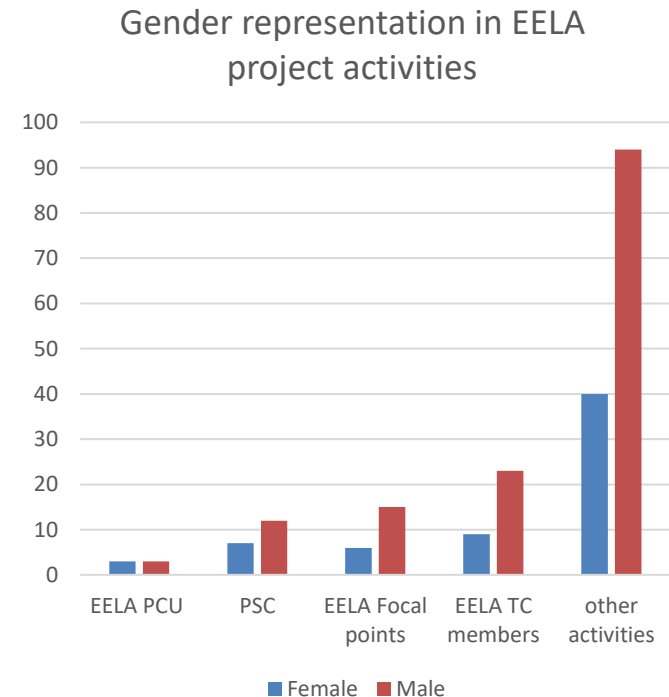


Source: <https://solarsister.org/>

- Women are the most frequent users of household appliances – their involvement will enable energy companies to produce the right products and services that can be easily adopted by female customers, (Reiss 2015; ECOWAS 2014; MIT-CITE 2018; ENERGIA 2019a)
- Need to enhancing gender responsive policies to accelerate the uptake of EELA in East and Southern Africa
- Need to engaged women to be at all levels of energy value chains to have positive business outcomes and economically empower women to support their families (ENERGIA 2019a; HEDON 2015)
- From an economic perspective; women entrepreneurs are considered essential for private sector development in emerging markets (Grewe and Stein 2011; IFC 2017)
- Men and women and boys and girls are equally important for a successful transformation of the EELA market

EELA Project approach to promote gender equality and the empowerment of women

- Involvement of women groups, gender focal points and gender experts in all activities such as: the formulation of the MEPS for EELA, trainings, communication and development of policies and regulations.
- Women and men shall have equal opportunities to lead, participate in and benefit from EELA project activities (i.e. at least 40% of whichever gender is underrepresented).
- Conducting regional gender sensitive outreach programs.



Some key facts on women and EELA in EAC

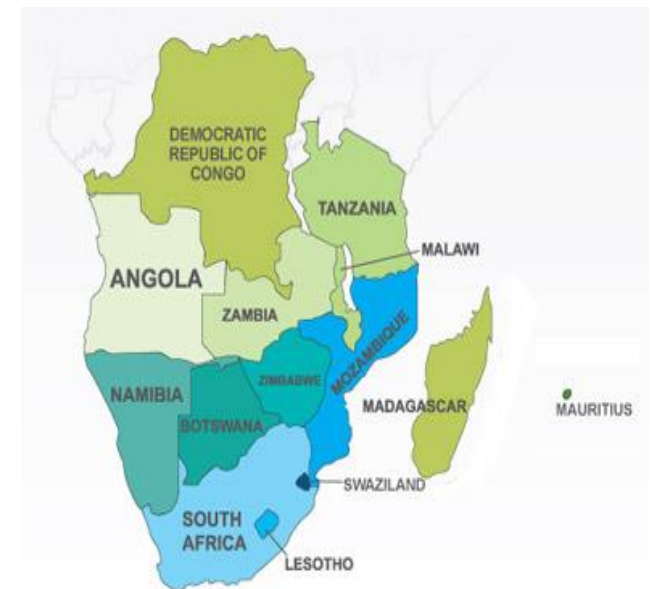
- EAC has a population of about 169 million (50.4% of which are women), population growth rate of 2.3% p.a and 78% live in rural areas (EAC Secretariat 2016b).
- EAC gender policy advocates for gender equality (Article 6(d) of the EAC treaty)
- In Kenya, access to lighting allowed for businesses to operate for longer hours and enabled people to undertake activities such as brick production (men) and rope production (women) at night.
- Survey results from 40,000 people (from Global LEAP results based financing programme), over 68% who purchase the appliances were men [Energia 2020].



Source: Situation analysis of gender and sustainable energy in the East African Community (2018).

Some key facts on women and EELA in SADC

- SADC recognizes gender equality as a fundamental human right (SADC gender policy)
- Most women & girls spend time on basic tasks that are time consuming, non-remunerative & high labour intensive e.g. collecting biomass fuels, etc.
- In all SADC member states, women & girls do household & community activities, are primary energy end users at household level.



Some key facts on women and EELA in SADC

- Limited women participation in decision making on purchase of energy efficient appliances
- SADC's development blueprint, the Regional Indicative Strategic Development Plan (RISDP), identifies gender and energy as a critical area of regional development and integration.
- Women in urban areas have been affected by demand side electricity management policies e.g load shedding.
- Women are more vulnerable to sexual harassment, fines for illegal firewood collection.

Barriers to women participation in EELA

- Women have less influence than men on who makes the decision to buy energy efficient appliances.
- Women have limited access to information on EELA
- Low levels of education especially in rural areas
- Limited access to efficient and quality products partly due to absence of MEPS.
- EELA supply chains mainly male dominated
- Limited access to credit due to lack of collateral

Recommendations to enhance gender equality and the empowerment of women in EELA in EAC and SADC

- Government, development partners, CSOs & financial institutions should provide incentives and consumer financing schemes for energy efficient appliances.
- Support to private sector to adopt energy efficient appliances with gender aspects included.
- Research on energy efficient appliances to inform policy.
- Support the development and enforcement of MEPS to ensure efficiency and quality of appliances.
- Support awareness programmes for Energy Efficient Appliances



**ENERGY
EFFICIENT
LIGHTING
AND APPLIANCES**
in East and Southern Africa



JOIN US

**And HELP SWITCH ON THE POWER of
Energy Efficient Lighting and Appliances across
East and Southern Africa**



#efficiencyswitch





**ENERGY
EFFICIENT
LIGHTING
AND APPLIANCES**
in East and Southern Africa

THANK YOU

CONTACT UNIDO

Ms. Karin Reiss, email: K.REISS@unido.org

EACREEE

Mr. Fungai Matura, email: info@eacreee.org

Mr. Denis Ariho, email: info@eacreee.org

SACREEE

Mr. Readlay Makaliki, email: energy@sacreee.org

For further information, visit:

www.eacreee.org | www.sacreee.org | www.unido.org

