

SEE – Clean Cooking

Gender and Social Inclusion:
Lessons learned and Best Practices

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The RVO SEE Clean Cooking program

Mainstream gender in its approach and ensure that all project activities are implemented with a gender lens.

- Consumers
- Entrepreneurs and employees
- Sector professionals

Minimum level **‘gender responsive**, i.e. projects conduct a gender analysis, develop a gender action plan, integrate gender in all relevant project activities and address practical, productive and strategic needs identified.

Target in 4 years: **‘gender transformation’**

Some key challenges

Marketing & Communication

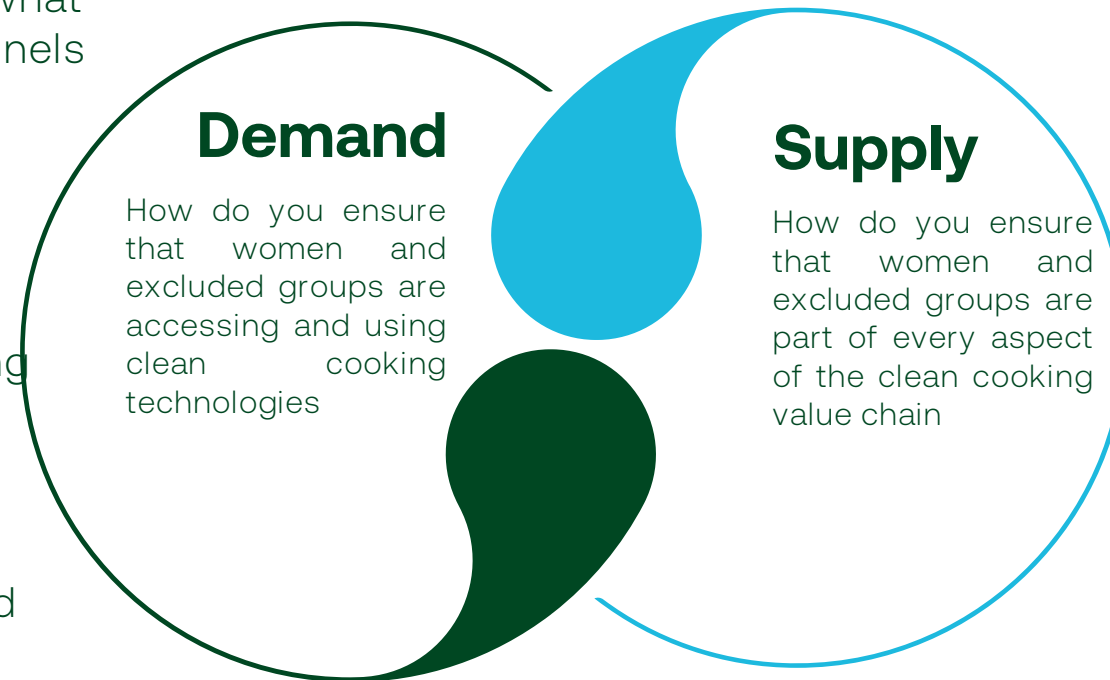
- Who gets information on what
- Different information channels
- Different perspective, motivators

Affordability

- Power asymmetry
- Risk aversion
- Lack of consumer financing

Sustained use

- Fear of new technology
- Differences in benefits and management burden



Financing

- Costly financing
- Burdensome processes
- Low professionalization
- GESI bias e.g. spouse signatures

Business Development

- Generic BDS offerings

Access to RBF

- Knowledge on RBF
- Lack of capacity for RBF rigours
- Time between sales and payment

Demand side – Some good practices

Communication and marketing



Targeted information and awareness contributed to 20% increase in sales in Uganda Clean Cooking Supply Chain Project (ESMAP)



Include men to catalyse changes – Rumah Energy and Practical Action Nepal used mixed and single sex gender analysis for men to identify how they could be allies

HTCs affordability

- Matching payment to cash flow e.g. pay-go
- Group finance (e.g. Bidhaa Sasa), revolving loan funds, group collateral
- Non-asset linked eligibility : Sistema Bio uses farm conditions for biodigester loans eligibility and predicting repayment rates
- Using friends, neighbours, relatives as co-signees rather than spouse
- Use of RBF to reduce prices
 - Bulk purchase (Global LEAP EPC)
 - Targeting high-poverty, hard to reach markets (ABC Kenya)
 - Odyssey pilot



Supporting sustained use

- Hands on demonstrations including use and troubleshooting
- Warranties and guarantees featured in marketing campaigns
- Proactive aftersales support
- Try-before-purchase schemes
- Reaching women through women
- Proactively seeking feedback and incorporating in design permutations - EcoZoom



Supply side – Some good practices

GESI Responsive BDS

- GESI responsive diagnosis of BDS needs
 - GESI knowledgeable BDS providers
- Women-focused or only training, coaching, mentoring, networking
- For mixed-sex programs, set targets
- Multi-mode delivery to address competing time demands
- Make companies aware of benefits of employing women in various positions
- Support companies in creating GESI responsive workplaces

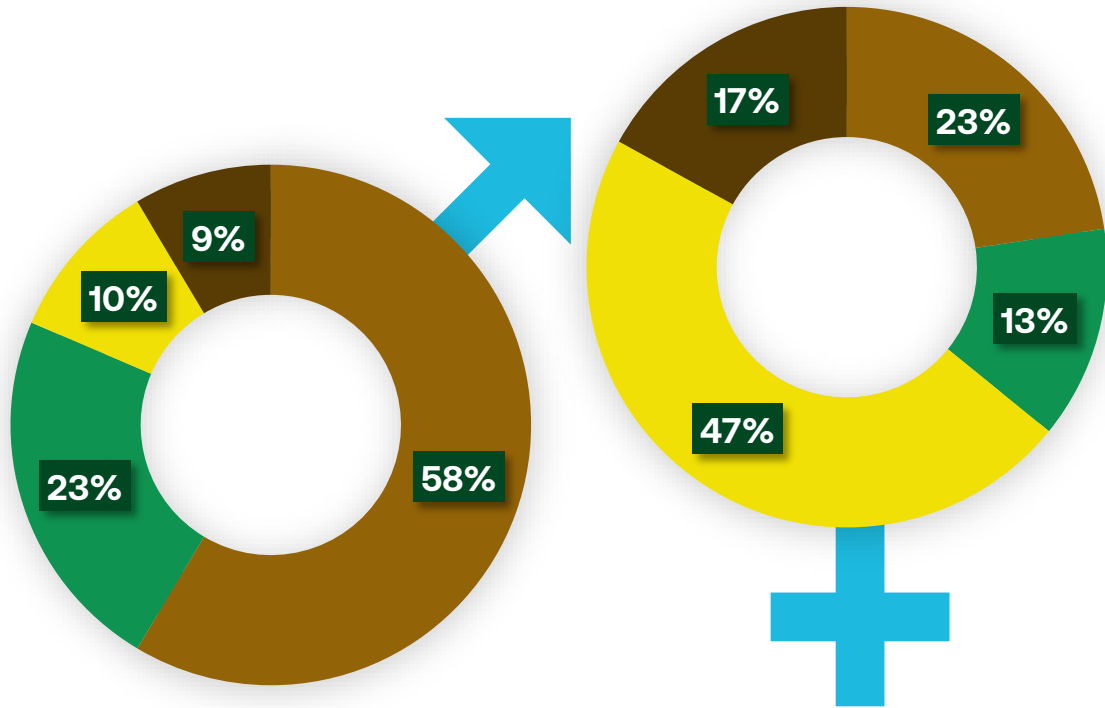


Finance for women's businesses

- Multifaceted finance support
 - financial literacy, leadership and agency
- Link women to women-focused financiers



Supporting women to access RBF



- Starting with gender analysis, gender goals, indicators etc
- Address eligibility, application process and documentation requirements for GESI barriers

Increasing women's and local companies' access to RBF



Gender criteria in selection

- FCDO, SF, Odyssey Energy Solutions, and Cross Boundary
- HTCC Uganda and Ethiopia
- Various sales targets (ABC Kenya)



Incentive structure and verification

- ABC Kenya's Taroworks backed by proactive technical support.
- Paying for specific gender results – HTCC Cambodia



Reaching out and supporting women's businesses

HTCC Cambodia's RBF support sessions.



Technical interventions to overcome GESI gaps

What RBF could be paying for



Time poverty and welfare



Control over business and incomes



Access to resources including technical skills, business skills, finance



Enabling environment and working safe spaces

Conclusion