Women as creators of energy through personal empowerment

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Challenges of energy poverty

Photo sources: The Clean Cooking Alliance, Oxfam, Intl, IBD.org and Nic Bothma/EPA
Women are critical along the value chain:

- Engage in design of new technologies
- Participate in production of energy solutions
- Help to scale distribution
- Provide key after-sales service

Photo sources: Solar Sisters, Betty Ikalany and LaML
## Types of energy needed to transform communities

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<th>Physical sources of energy</th>
<th>Psycho-social sources of energy</th>
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<td>Beliefs</td>
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<td>Clean fuels</td>
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<td>Solar technologies</td>
<td>Inter-personal relationships</td>
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<td>Personal agency</td>
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Ecosystem Support Framework

Types of Capital

- **Economic**
  - Cash, resources
  - Financial assets

- **Time**
  - Household work
  - Family care work

- **Social**
  - Networks
  - Information

- **Symbolic**
  - Social status
  - Credibility

- **Cultural**
  - Mindsets (Habitus)
  - Education, training

*Source: Shankar, Elam and Glinski, 2020*
The MINDSET is the physical embodiment of culture

- Gender ideology is socialized in individual mindsets (i.e. ways of thinking, feeling and doing)

To break the cycle of inequality, mindsets need to **shift**

*Source: Bourdieu, P. 1986*
Shifting Mindsets
Through Personal Agency-Based Empowerment Training

Definition of Empowerment

➢ **External supports** that allows one to take action
  - Skills, education, opportunity, money

➢ **Internal ability** to make decisions and take action
  - Related concepts include self-efficacy, self-respect, self-reliance, **personal agency**

➢ **Personal agency-based empowerment** enhances one’s capacity to create and focus on his/her goals

*Increased personal agency ➔ more likely to take advantage of opportunities when they arise*
Personal Agency-Based Empowerment Training

- Cognitive behavioral approach
- Draws on positive psychology, mindfulness
- Focus on self-awareness and reflection
- Capacity building grounded in individual context and experiences

Shankar, Siddhu and Smith, 2018
Testing the impacts of personal empowerment training in Kenya

► If given equal opportunity, can women sell improved cookstoves as well as men?

► Does the **agency-based empowerment** training improve the effectiveness of improved cookstoves entrepreneurs when compared with **standard entrepreneurial training**?

► Does the gender of the improved cookstove seller affect adoption practice?

*Photo source: ManiStudioWorks; Envirofit*
Results: Randomized controlled trial in Kenya (2015)

Nine months after the training, those in the empowerment training group were *twice as likely* to have active businesses than those with standard business training.


Participants received either empowerment training OR standard business training

- Empowerment training group had **more than double the sales** and higher business growth rates than standard business training group
- **Women outsold men 3:1**

Kenya Cookstove Study

Conclusions

► Women sold cookstoves more effectively than men, if given equal opportunity in the Kenyan context

► The agency-based empowerment training improves the effectiveness of cookstove entrepreneurs

► If a woman sells cookstoves, adoption and perception of the value of the cookstoves is significantly better

Shankar, Onyura, Ojode, Milliam, 2015
Empowered Entrepreneur Training Handbook

Developed with funding from the Global Alliance for Clean Cookstoves
Lead authors: Dr. Anita Shankar & Genevieve Smith

  ► Developing customized trainings for each organizations using human-centered design principles

► Part 2: Empowered Entrepreneur Handbook
  ► ~50 hours (or 6 days) worth of business, empowerment and leadership training curricula

► Part 3: Participant Packet
  ► Available in English, Swashili, Bengali, Tamil, French, and Spanish

Accessible: http://cleancookstoves.org/resources/342.html
Evaluation of training results

Training Evaluation Results

Trained entrepreneurs tend to earn more
Practical Action / SCODE entrepreneurs (n=169 trained, 147 untrained)

Quartile Rank in Sales at Month 6

RR = 1.8 (CI:1.7-2.0)

Training Evaluation Results

Briquette sales over time
Practical Action / SCODE entrepreneurs (n=56 trained, 20 untrained)

Retention over 6 months
Untrained: 10%
Trained: 52%
Self-Empowerment and Equity for Change (SEE Change) Initiative

SEE Change mobilizes global research and training solutions grounded in behavioral science and positive psychology to promote equity and prosperity.

Current Research and Training Activities

- Integrated Clean Cooking and Empowerment in a Refugee camp in Rwanda
- Empowered Employee Training in Energy utilities worldwide
- Training of global social businesses involved in agricultural and water for food programs

Photo Source: Solar Sisters
THANK YOU