



JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Women as creators of energy through personal empowerment

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Challenges of energy poverty



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

Types of energy needed to transform communities

Physical sources of energy

- ▶ *Electricity*
- ▶ *Clean fuels*
- ▶ *Solar technologies*
- ▶ *Clean Cookstoves*

Psycho-social sources of energy

- ▶ *Beliefs*
- ▶ *Values*
- ▶ *Inter-personal relationships*
- ▶ *Personal agency*

Ecosystem Support Framework

Types of Capital



Economic

- Cash, resources
- Financial assets



Time

- Household work
- Family care work



Social

- Networks
- Information



Symbolic

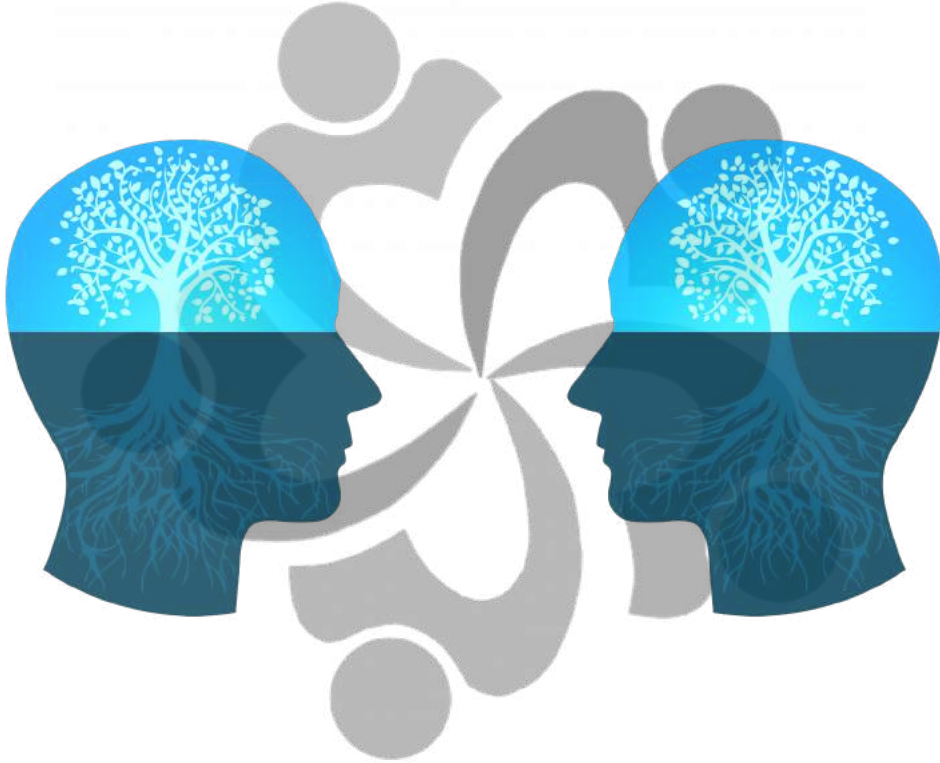
- Social status
- Credibility



Cultural

- Mindsets (Habitus)
- Education, training

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***

Shifting Mindsets

Through Personal Agency-Based Empowerment Training

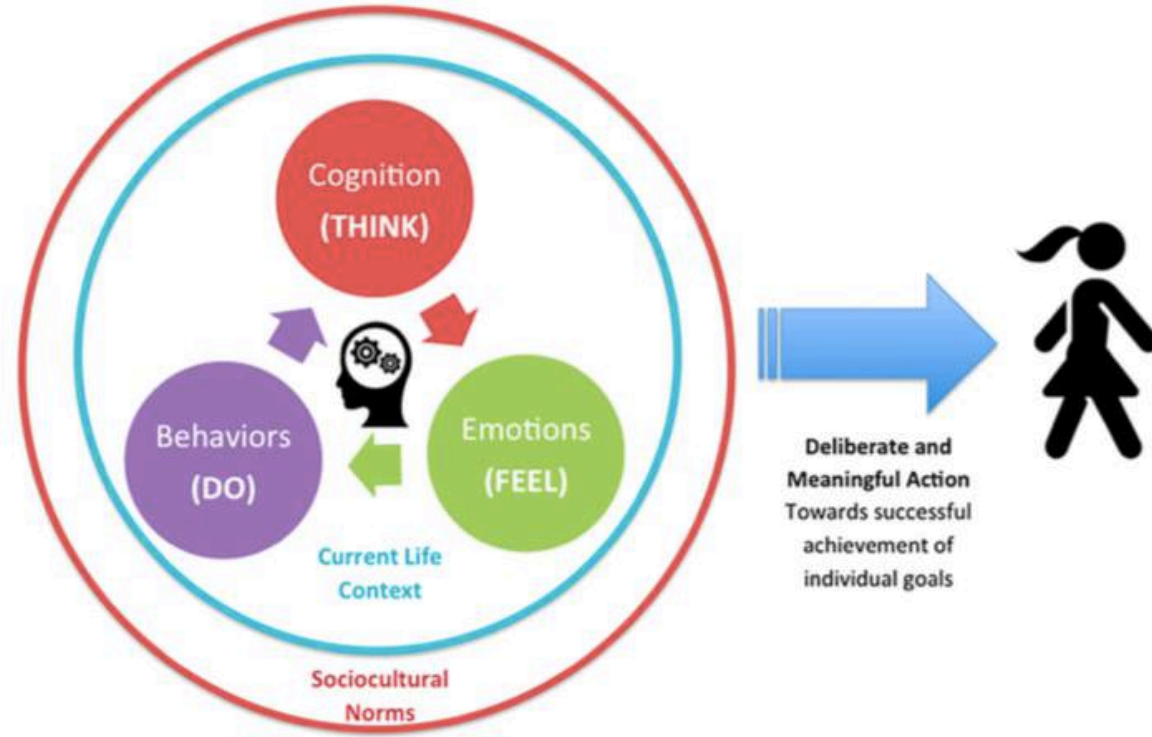
Definition of Empowerment

- **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

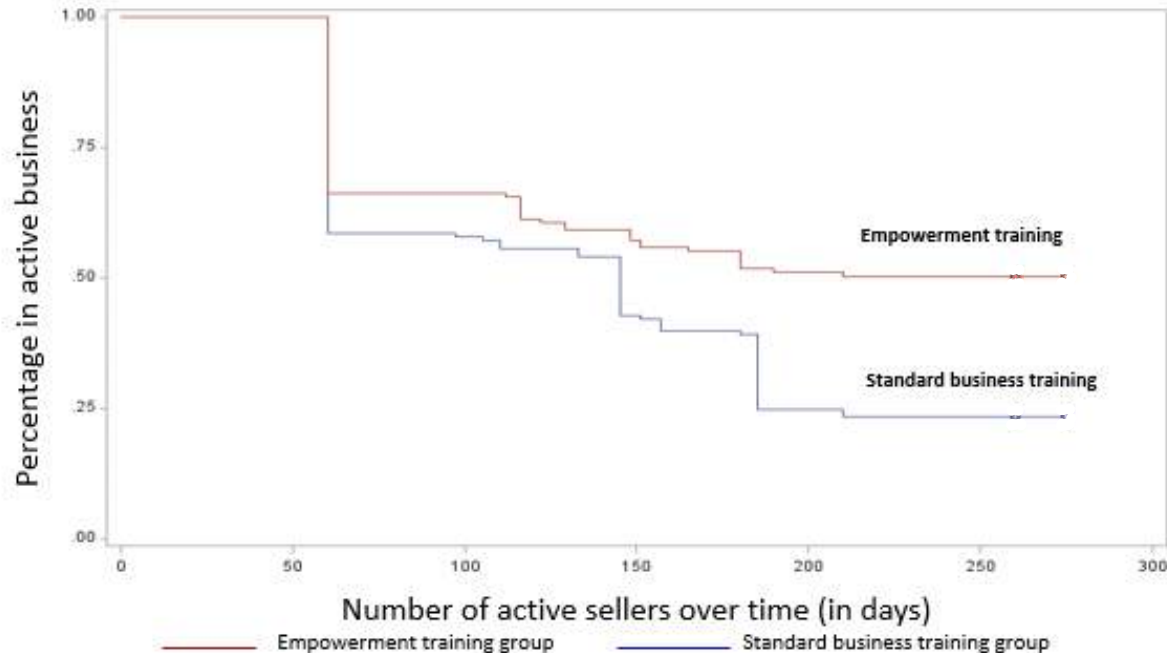
Testing the impacts of personal empowerment training in Kenya

- ▶ 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?



Results: Randomized controlled trial in Kenya (2015)

Empowerment training group has more active businesses over time

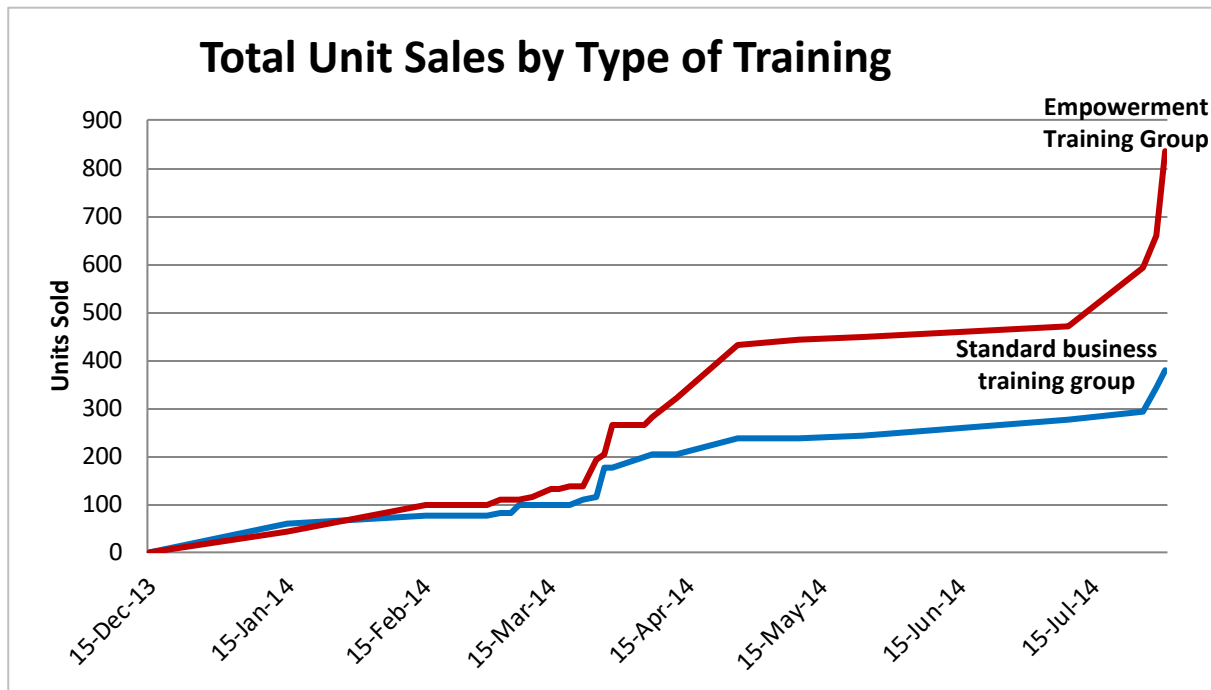


- Nine months after the training, those in the empowerment training group were ***twice as likely to have active businesses*** than those with standard business training

Results: randomized controlled trial in Kenya (2015)

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



Photo source: Envirofit

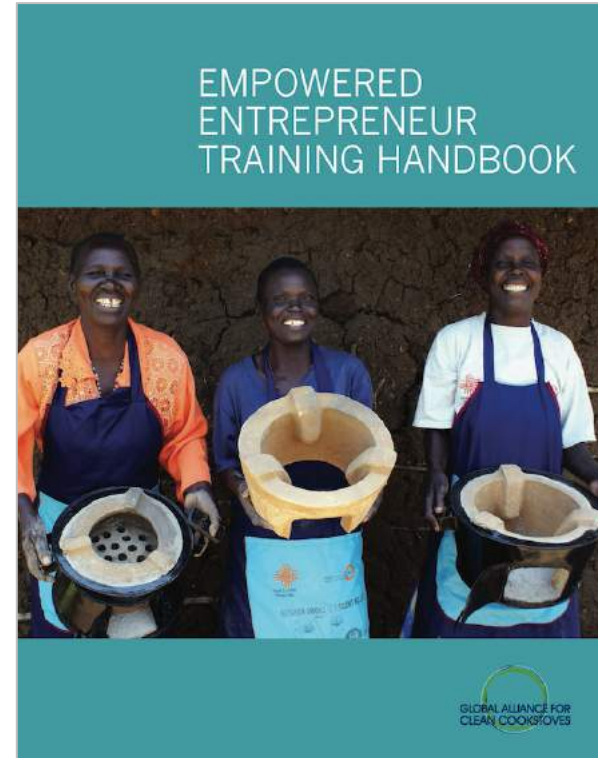
Empowered Entrepreneur Training Handbook

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

- ▶ **Part 1: Human Centered Design Handbook**
 - ▶ 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, Swahili, Bengali, Tamil, French, and Spanish



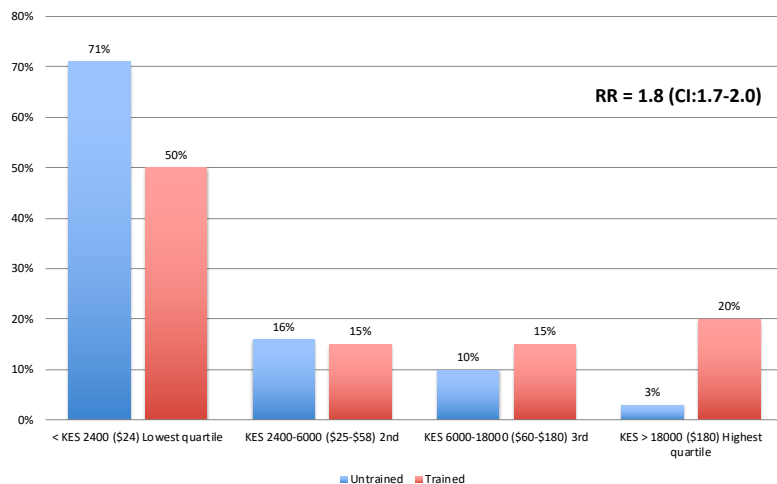
Evaluation of training results

Training Evaluation Results

Trained entrepreneurs tend to earn more

Practical Action / SCODE entrepreneurs (n=169 trained, 147 untrained)

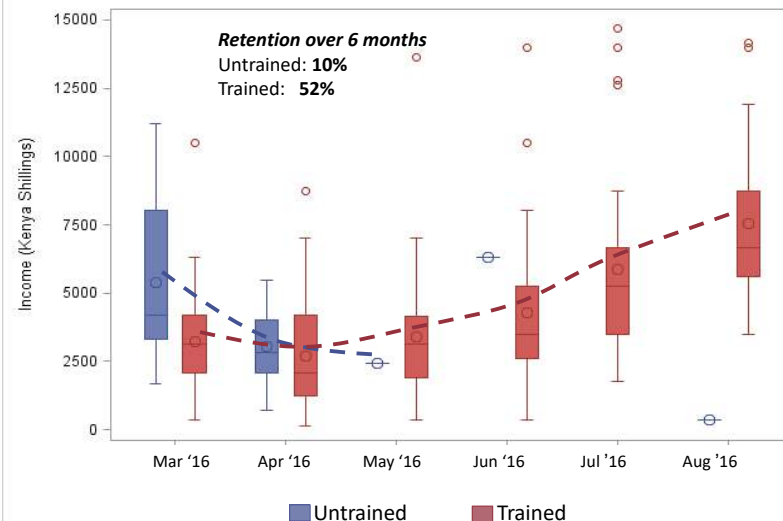
Quartile Rank in Sales at Month 6



Training Evaluation Results

Briquette sales over time

Practical Action / SCODE entrepreneurs (n=56 trained, 20 untrained)



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

