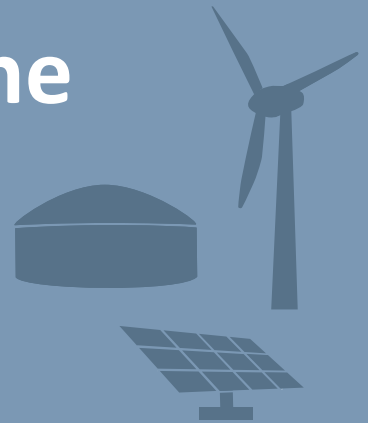


Empowering women as entrepreneurs in the green energy sector

Fundraising concept note



Empowering women as entrepreneurs in the green energy sector



It has been great being involved in this course which has brought me into this level. So many qualified material being presented.

Friga Ragina, Indonesia, 2019

Background

In the last two decades, the energy sector has been transformed by the market entry of innovative renewable energy technologies, accompanied by new policy approaches and business models. This shift requires a new generation of managers and entrepreneurs to enter the traditionally centralised, large-scale project-oriented and often monopolized energy markets, dominated by fossil fuel use.

For many in search of new perspectives, the renewable energy sector offers a variety of new opportunities along its entire value chain: engineers and technicians, economists, scientists, bankers, lawyers, sales and marketing,

etc. So far, these opportunities have not benefitted men and women equally. While the share of women working in the renewable energy sector is higher than in the global oil and gas industry (32% in comparison to 22% respectively), gender equality is far from being mainstream. Despite regional differences, women all over the world still face challenges in entering and advancing their careers due to unequal access to education, training opportunities and funding, as well as open discrimination or implicit gender bias.

Addressing these challenges requires a targeted and holistic approach.

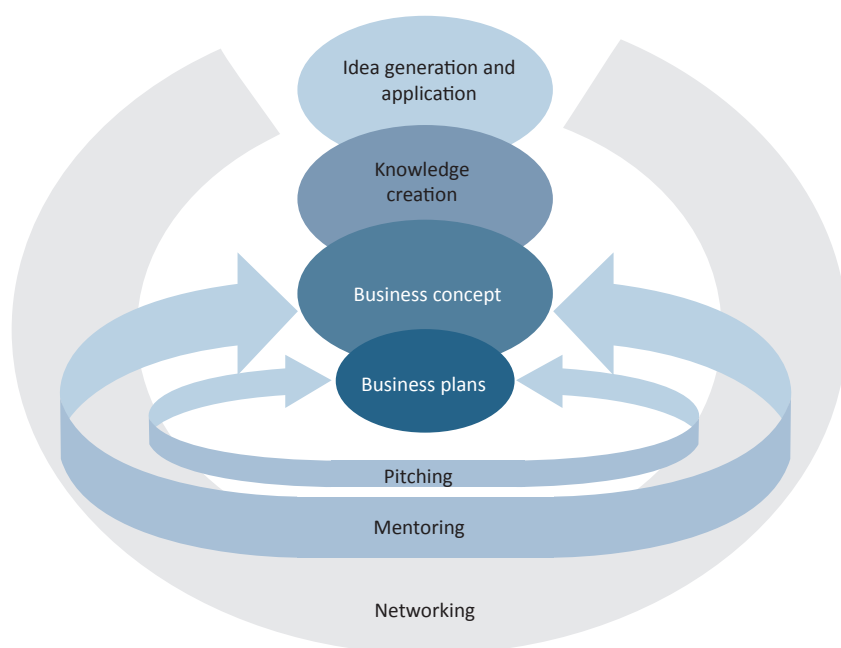
Empowering women: Capacity building – mentoring – networking – making business

Empowerment means equal opportunities and equality. With our ambitious, comprehensive and targeted capacity-building, mentoring and networking programme, we support accelerated career advancement of women in the green energy sector.

The programme is designed for women who aim for leading positions in the renewable energy industry, whether at an established company or by setting up their own renewable energy-focused business venture.

The overall goal is to reach as many future female entrepreneurs as possible through this initiative, thus contributing to a paradigm shift in the energy sector towards an environment of gender equality and equal opportunity.





The programme's theory of change rests on three key pillars:

- Increasing knowledge of renewable energy or energy efficiency technologies, markets and policies;
- Enabling the participants to develop sound, comprehensive and convincing business plans;
- Facilitating professional exchanges, peer-to-peer mentoring and networking to finance institutions and / or future project partners.

The programme is structured as a staged approach:

- Development of business ideas – application: Applicants will be invited to submit a renewable energy-related business or project idea.
- Online training: Selected participants will take an online course with examination on green energy technologies, policy and regulation, project development, business development and financial planning.
- Development of business concept notes: Participants successful in the online training will be asked to further develop their business ideas into concept notes.
- Development of business plans and mentoring: Selected participants will be invited to develop their concept notes into bankable business plans. Throughout this process they will

be mentored by a group of technical and economic experts with a vast experience in the renewable energy sector to support.

- Review of business plans – pitching: A face-to-face training on entrepreneurial and management aspects in the energy sector combined with networking possibilities will further qualify the participants for leadership positions. During the final pitching sessions, the finalists will present their business plan to an audience of financing institutions and potential business partners.
- Follow-up networking: All participants of the programme are invited to join an alumni group which facilitates continuous networking and exchange of ideas and experience.



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It was a fruitful experience to be part of the Empowering women as Managers of the Renewable Energy sector” course. The learning experience and the online RENAC training was superb.

Jaqueline Sanchez, Mexico, 2019



Support sought

The expected duration of the programme is 9-12 months.

The estimated cost of full programme implementation is in the range of EUR 100,000 – 150,000 for a cohort of 30 – 50 participants.

References

‘Empowering Women as Managers in the Renewable Energy Sector’ was successfully implemented in the Asia-Pacific region in 2018.

The programme enabled 50 women from 12 countries to advance their knowledge in the renewable energy development. Following a 12 week-long online training, 22 women successfully passed the exam and were invited to advance to the business plan development stage.

14 of them were invited to take part in a week-long in-person capacity building workshop in Singapore. In a mock business pitch session, participants presented their business plans to real-life renewable energy project investors, experts and developers.

The diversity of participants’ professional, personal and cultural backgrounds was reflected in the broad range of project concepts developed the programme participants. Proposed projects included the use of solar, wind, hydro and bio energy technologies in urban and rural settings.

For further information, please see the [project report](#).



Implementing organisations

‘This programme is offered by the partner institutions Renewables Academy AG (RENAC), and SD Strategies and Nedworc Foundation (NWF).

The Renewables Academy AG (RENAC) in Berlin, Germany, founded 2008, is an interdisciplinary and international provider of know-how, academic and non-academic education, specialised in the areas of renewable energy and energy efficiency.

SD Strategies is a policy and communications consultancy focused on issues at the intersection of economic and social development, energy, and the environment. Headquartered in Berlin, SD Strategies often works as a collaborative work-desk partnering with leading individuals and institutions from all over the world.

The Nedworc Foundation (NWF) is a non-profit organisation established in 1986, to render support services to independent consultants working in the fields of international development cooperation and mainstreaming gender in different sectors, including renewable energy sector.



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