




Gender Materiality Map: Off-Grid Energy



KEY

Materiality:
Where gender issues or opportunities may impact the financial condition or operating performance of a company.

-  **No known materiality case**
-  **Weak materiality case in the particular sector, but domain still links to research or practices that show benefits of gender integration in other industries**
-  **Potential materiality case, with some research linking materiality, and evidence from multiple businesses expressing business impacts**
-  **Clear materiality case, with various research linking to materiality and evidence from at least 4 businesses**

► For more information about the evidence base informing the Gender Materiality Maps, please contact ICRW Advisors: advisors@icrw.org

GENDER-SMART DOMAIN

		OVERALL	1	2	3	4	5
			VALUE CHAIN				
			DESIGN AND R&D	PRODUCTION & MANUFACTURING	MARKETING & SALES	DISTRIBUTION & INSTALLATION	AFTER-SALES SERVICE
Board Diversity dividend: Various research highlights the link between greater diversity on boards and financial performance.							
Senior Management/ Employees Diversity dividend: Various research highlights the link between greater diversity in leadership and on teams, and financial performance as well as innovation. For products and services that target women end-users, there is a strong materiality case for women's representation in client interfacing roles (e.g., marketing, sales, distribution, after-sales service) and product development / design.	If women are primary end-users, or products/services may be used differently by women and men:						
	If no clear difference in use of products/ services by gender:						
Entrepreneurs Commissioning women to market products and services (particularly those that target female end-users) can help companies spread awareness and enhance sales, particularly in rural or hard-to-reach areas.	If women are primary end-users, or products/services may be used differently by women and men:						
	If no clear difference in use of products/ services by gender:						
Gender Lens with Consumers Gender integration in off-grid energy value chains enables companies to better understand and target end-users, enhancing sales and adoption of products/services by new market segments.	If women are primary end-users, or products/services may be used differently by women and men:						
	If no clear difference in use of products/ services by gender:						
Gender Opportunities in Community From a shared value perspective, companies have the opportunity to support the community while expanding the talent pool for technical positions through programs to build up the pipeline of women with STEM credentials. Off-grid power innovations in the community can also enhance corporate reputation and promote the brand more widely.							