



Power Sector: Gender Materiality Map

GENDER-SMART STRATEGIES		OVERALL	INDUSTRIAL PRODUCT DESIGN, MANUFACTURE, & EXPORT	ENERGY INFRASTRUCTURE DEVELOPMENT	GENERATION, TRANSMISSION, STORAGE, & TRANSPORTATION	ELECTRICITY DISTRIBUTION
			1	2	3	4
		POWER SECTOR VALUE CHAIN				
Governance	Greater gender diversity on governing bodies and boards is linked to project success and corporate financial performance.	Dark Red	Light Red	Light Red	Light Red	Light Red
Workplace	Gender equitable project sites and workplaces achieve higher levels of worker safety, retention, and productivity. Enterprises that recruit and promote women benefit from greater diversity among employees and senior management. Gender diversity in leadership and on teams is linked to financial performance as well as innovation. In emerging markets, there is a strong materiality case for women's representation in product design and customer-facing roles.	Dark Red	Light Red	Light Red	Dark Red	Dark Red
Supply Chain	State-owned enterprises increase can gender equity in public expenditures by improving women's ability to access economic opportunities as individual suppliers or distributors, or as firm leaders tendering for contracts. Sourcing materials and labor from women contributes to inclusive economic growth, of national benefit.	Light Red	Light Red	Light Red	Light Red	Light Red
Consumers	Distribution companies can use gender-smart customer segmentation, marketing, and sales strategies to increase capture, reduce non-technical losses such as electrical wire tapping, and improve customer safety and loyalty.	Dark Red	Light Red	White	White	Dark Red
Community	Gender opportunities in the community start with gender-responsive planning at the site. Infrastructure projects that consult with female and male community members build stronger trust, expand local sourcing channels, and reduce instances of vandalism. Providing ancillary development projects (roads, clinics) and local livelihood opportunities for women and men stimulates the economy and increases project effectiveness. From a shared value perspective, manufacturing, generation, transmission and distribution companies that invest in girls' education build the pipeline of women with STEM credentials, expanding their future talent pool for technical positions. Public electricity innovations in the community enhance corporate reputation and promote brands more widely.	Light Red	Light Red	Dark Red	Light Red	Dark Red

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