### Governance
Greater gender diversity on governing bodies and boards is linked to project success and corporate financial performance.

### 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.

### Supply Chain
State-owned enterprises increase economic opportunities 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.

### 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.

### 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.

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**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**

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**Power Sector: Gender Materiality Map**

<table>
<thead>
<tr>
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**Power Sector Value Chain**

1. Industrial Product Design, Manufacture, & Export
2. Energy Infrastructure Development
3. Generation, Transmission, Storage, & Transportation
4. Electricity Distribution

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