

# GENDER IN ENERGY STORAGE

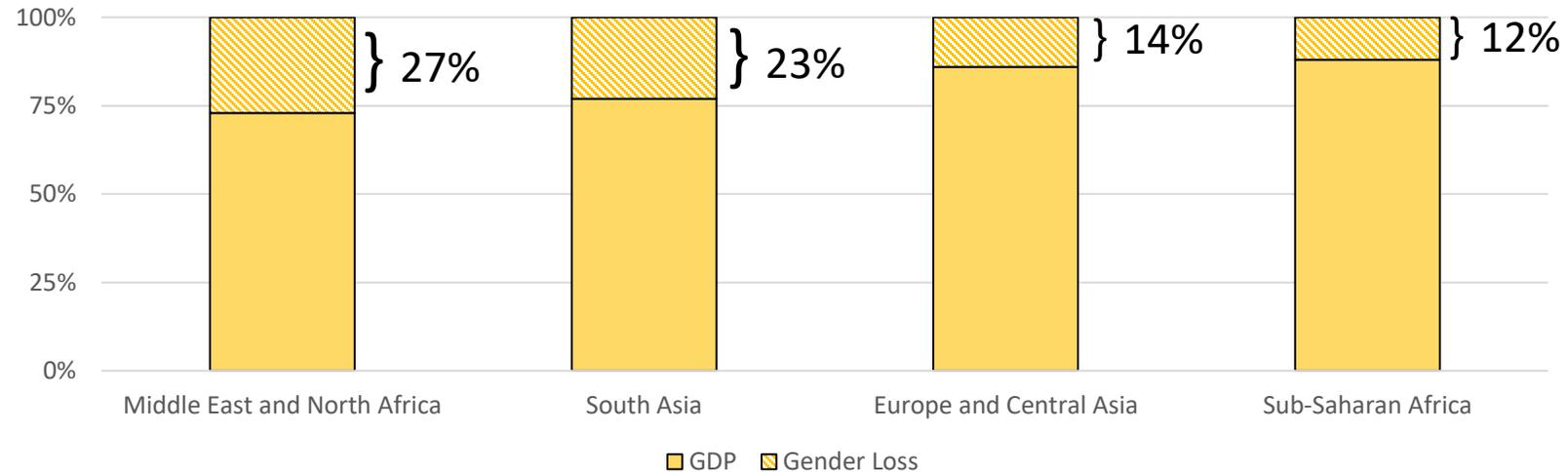
## A NEW ERA FOR STEREOTYPES

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ENERGY STORAGE ACADEMY

# WHY DO WE WANT MORE WOMEN IN THE ENERGY SECTOR?

Simply because it is the smartest way to go...

## GDP Losses Due to Gender Inequalities

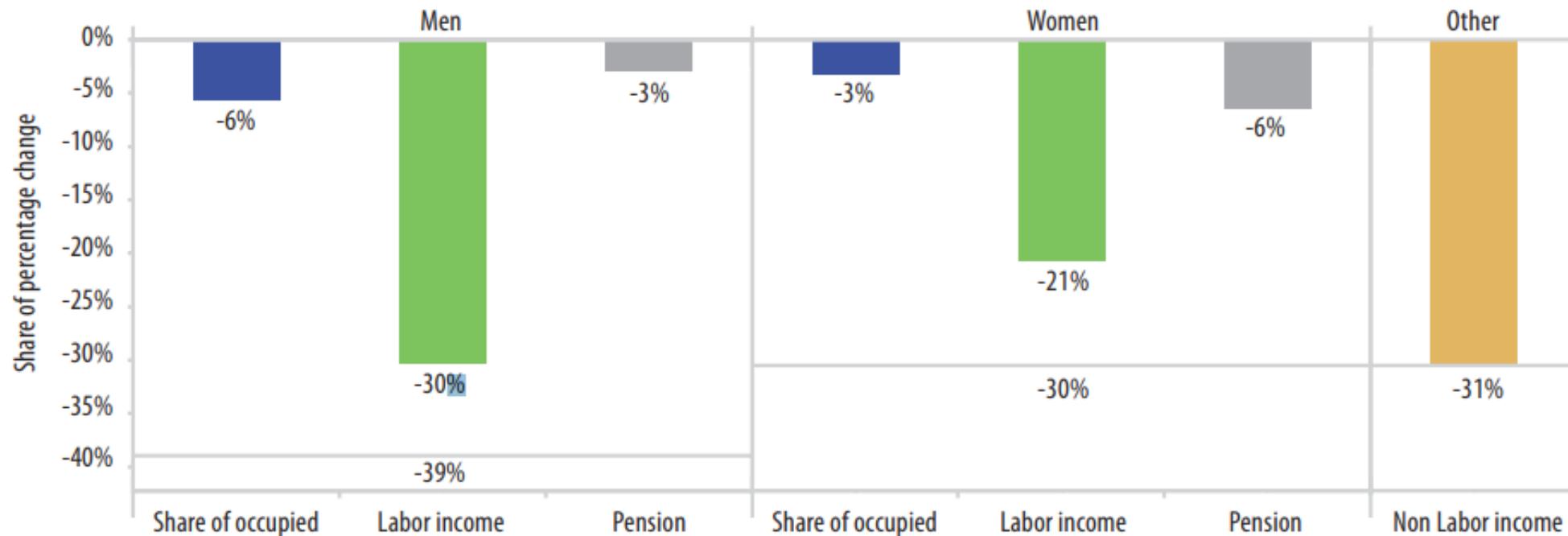


Gender disparities in labor markets represent losses up to 27% of the GDP in development countries.

Source: Cuberes y Teignier, 2012

# INVESTING IN GENDER EQUALITY WORKS

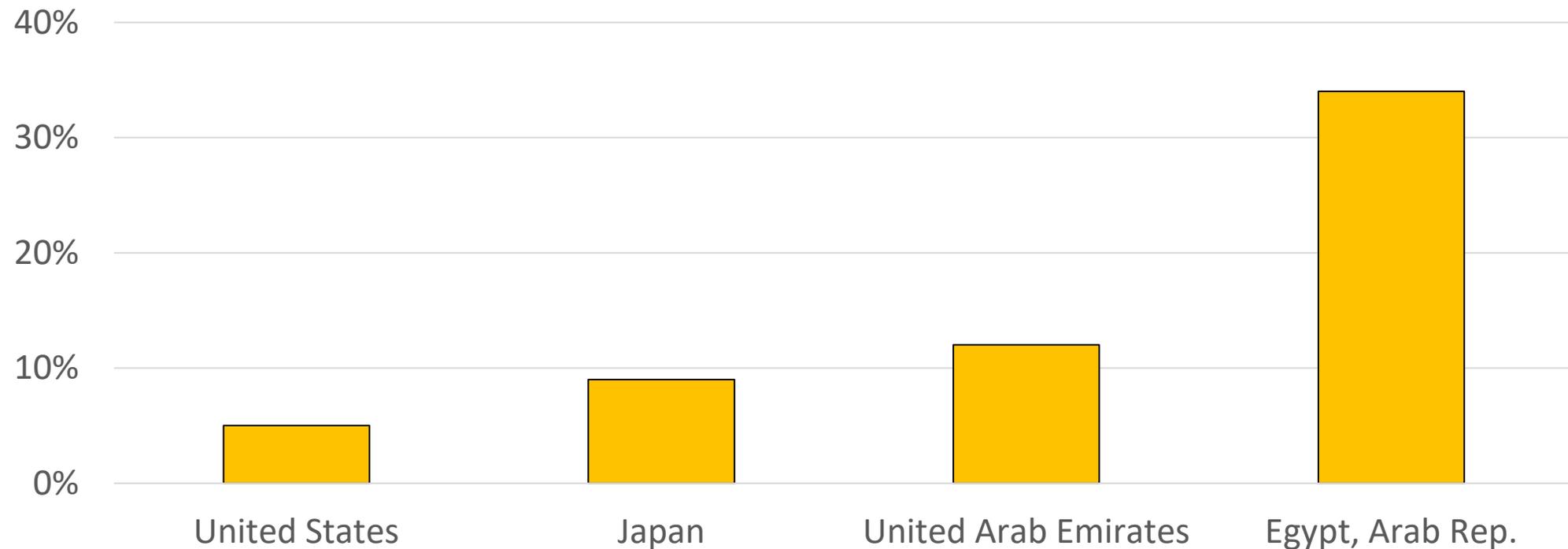
**In LAC region: Female income contributed 30% to extreme poverty reduction (2000-2010, \$2.5 USD/PPP)**



Source: Author's calculations SEDLAC data, 2011 (CEDLAS and the World Bank). Note: Poverty defined by Headcount ratio at \$ 2.5 USD/PPP. Please see footnote 4 for a brief explanation of the methodology used.

# WHY DO WE WANT MORE WOMEN IN THE ENERGY SECTOR?

There is ample evidence that when women are able to develop their full labor market potential, there can be significant macroeconomic gains.



Source: IMF, 2012

# WHAT HAPPENS WHEN WOMEN ARE INCLUDED?

## We get better performance and financial results

Gender diversity is linked to **better corporate governance**: Evidence for China reveals that fraud is minimized by up to 50% when women are part of boards.

Source: Cumming et al., 2012



### Positive outcomes:

When women represent at least 30% of Board members, companies experience better financial outcomes

+ women = better financial performance  
Increase of 34% return to shareholders

companies with more women board directors outperform

Equity: 53%+

Return on Sales: 42%+

Return on Capital: 66%+

Companies with the most women board directors outperformed those with the least on return on sales by 16% and return on invested capital by 26%

# WHY DO WE WANT MORE STEM WOMEN IN THE ENERGY SECTOR?



The 4th industrial revolution is here and we have the potential to increase the benefits from it



25%

Of Jobs required **STEM** knowledge



Workers in STEM fields have **lower** unemployment rates



STEM professionals earn about 85% more than others

# JOBS FOR THE FUTURE... SKILLS FOR THE FUTURE

Both men and women need to adapt to the challenging era we are living in



Creativity

Negotiation

Emotional Intelligence

Management

Team Work

Decision Making

Cognitive Flexibility

Critical Thinking

Customer Services



Complex Problems Resolution

# BARRIERS AND CONSTRAINTS WOMEN FACE

Gender inequities in the STEM field are complex, but **stereotypes, conscious and unconscious biases, and lack of role models** represent significant barriers.

Some challenges for women:

## Science Career Pipeline



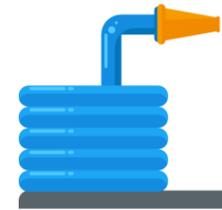
Work life balance challenges

## Sticky floor, Glass Ceiling



Stereotypes; women are not as popular

## Velvet Ghetto



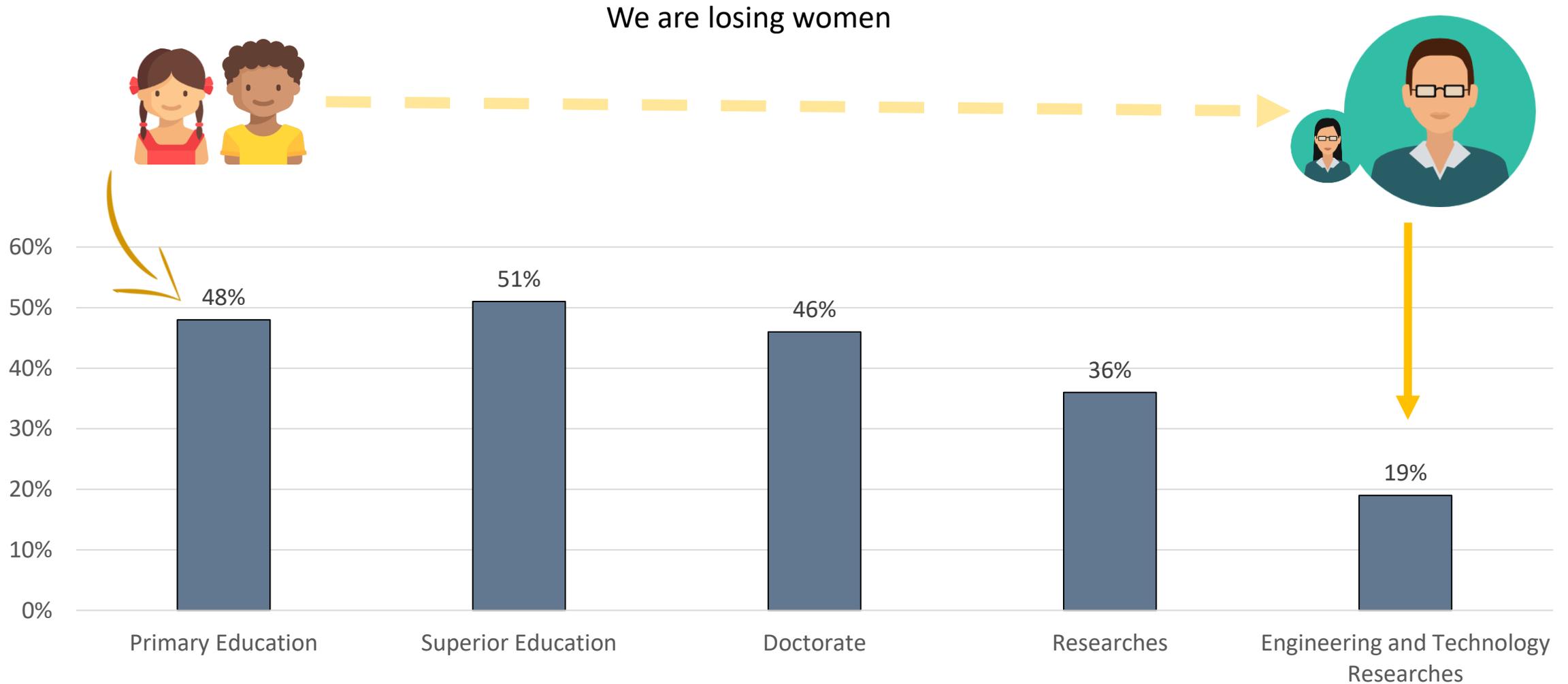
Clustering of women in to specific fields

## Biases



Social construction about science and scientists.

# WE HAVE A LIFE-CYCLE PROBLEM



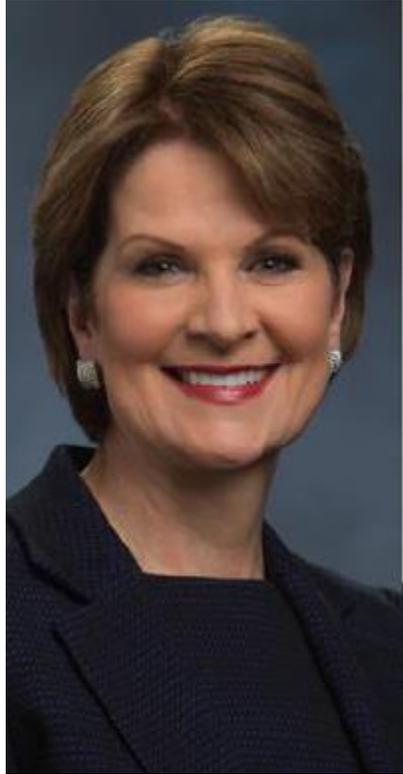
# WHAT WORKS?

What can we do to attract more young girls to this field?

What we should not do?



# MORE WOMEN LEADERS



**Marylin Hewson**  
Lockeed Martin



**Phoebe Novakovic**  
General Dynamics



**Ursula Burns**  
Xerox



**Marissa Mayer**  
Yahoo



**Sally Ride**  
1st USA Women to  
journey into outer  
space



**Sandra Cauffman**  
NASA