GENDER IN ENERGY STORAGE
A NEW ERA FOR STEREOTYPES

NATHYELI ACUNA, GENDER SPECIALIST, ESMAP
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
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

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%

Source: Catalyst, 2013

Companies with more women board directors outperform
- Equity: 53%+
- Return on Sales: 42%+
- Return on Capital: 66%+

+ women = better financial performance
Increase of 34% return to shareholders
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 require STEM knowledge.
- Workers in STEM fields have lower unemployment rates.
- STEM professionals earn about 85% more than others.
Both men and women need to adapt to the challenging era we are living in.

- Emotional Intelligence
- Team Work
- Cognitive Flexibility
- Costumer Services
- Creativity
- Negotiation
- Management
- Decision Making
- Critical Thinking
- Complex Problems Resolution
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

We are losing women

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Education</td>
<td>48%</td>
</tr>
<tr>
<td>Superior Education</td>
<td>51%</td>
</tr>
<tr>
<td>Doctorate</td>
<td>46%</td>
</tr>
<tr>
<td>Researches</td>
<td>36%</td>
</tr>
<tr>
<td>Engineering and Technology</td>
<td>19%</td>
</tr>
</tbody>
</table>
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