

FIVE ACTIONS TO BE GENDER SMART FOR INNOVATIVE CLIMATE ENTREPRENEURSHIP



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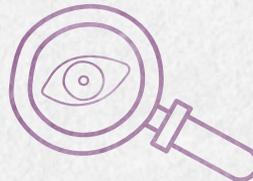
Five actions to be gender smart for innovative climate entrepreneurship

Investing in women pays off in both financial gains and positive impact on the planet. Indeed, despite facing significant discrimination and securing only five per cent of global venture capital funding, ventures owned by women demonstrate greater financial sustainability.

However, while women bear a disproportionate burden of climate change impacts, solutions primarily originate from men. To foster inclusive and effective climate solutions, we need to support women and minority-gender entrepreneurs and enable their innovative ideas for mitigation and adaptation.

We identified five actions that organisations can take today to address gender inequity in climate entrepreneurship.

1. Reflect internally



An important first step is to examine where you are and where you want to be on the issue of gender equality in your organisation. This will help to identify gaps and to create actions based on needs specific to your work.

If you are an entrepreneurship support organisation (ESO), we already have a great workbook that can be downloaded for free and is an easy-to-use template to fill in. [Download the WeClim Equally Handbook here.](#)

Following this, an important next step is to invest in unconscious bias training that tackles issues of inequality related to gender, race, ethnicity, sexuality, and any other demographic group. Investing in this type of training as an organisation will allow reflection to happen across your company, leading to integrated change happening at every level of the work you do.



2. Show them the money!

The biggest and most effective action you can take is to give direct investment or financing to women-founded partners you are working with. This will not only go a huge way in closing the investment gap that exists, but investing in women-founded companies will generate more revenues, and for longer, compared to companies founded by men. →

Within your organisation, allot budget for inclusion activities and policies such as having designated breastfeeding rooms, protection policies in place regarding harassment and discrimination, policies on equal pay and equal work, enhanced parental leave, allocating budget on gender bias workshops, etc..

3. Updating communications and marketing materials



The language and materials we use to attract potential customers or staff plays such an important role in whether someone feels represented, and therefore, comfortable investing in your organisation. This can be everything from who is represented in your marketing – is it only men or only a certain type of woman – to the language used in descriptions – when you read it, are you conjuring a man or a woman in your mind? Taking time to examine and frequently update your communications materials will allow your marketing campaigns to stay relevant to the groups you are trying to target, diversifying the group of people you can diversifying the group of people you can effectively engage with and ultimately, attract to your organisation.

4. Robust data collection



Having clear mechanisms for data collection is so vital to this work, otherwise, how do you know where you are succeeding? Although,

traditionally, data collection in this area has focused on getting the number of women in programmes or cohorts up to 50 per cent, reducing gender equality to just a figure is problematic in a few ways. Firstly, it reduces gender to a binary, which erases those that are non-binary or identify as neither a woman nor a man, and secondly, it does not capture the cultural and emotional shifts that happen when tackling gender bias at a grassroots level. Allow for a more nuanced data gathering. Disaggregated data is more impactful if pivoted with data on influence. For example, disaggregated data on hiring must be measured against disaggregated data on salary and promotion.

5. Bringing in men as allies



Gender equality is not just about supporting women and other minority genders but engaging and changing the minds of men to take action in this area. As men hold a lot of the power, they can have a lot of impact in creating change that sometimes women cannot. Unlocking men as allies will allow norms and biases to change more quickly, opening up opportunities that benefit everyone involved.

Think creatively about how you want to include men in your work; find allies who are passionate about the work you are doing and train them to be thought leaders in this space. Just as women often feel more comfortable sharing experiences with other women, think about how men can start to change the minds of men in their communities or sectors and give them the tools and training to be able to do so.



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About EIT Climate-KIC

EIT Climate-KIC is Europe's leading climate innovation agency and community, using a systems approach to shape innovation to support cities, regions, countries and industries meet their climate ambitions. EIT Climate-KIC has been **supporting innovative ideas to tackle gender inequity in the climate start-up world since 2019**. Working with partners across Africa, Asia and Latin America, diverse interventions have been taking place to integrate gender meaningfully into an organisation's everyday work.

