

## Equal by 30 Campaign

### Overview

Achieving the clean energy transition requires the adoption of innovative solutions and business models and the broad participation of women in the energy sector. However, in addition to facing many structural and cultural challenges in the energy sector the sector remains one of the most gender imbalanced, with women making up just 20 percent of the workforce. Women's representation in clean energy is only slightly higher at 35 percent. Closing this gap will be vital in accelerating the pace of progress as women are key drivers of innovative, collaborative and inclusive solutions.

At present, there is strong momentum in support of expanding women's participation in the economy including the implementation of policies which attempt to close the gender gap both in the public and private sector. The evidence is overwhelming that higher participation of women in leadership roles is good for business and public policy. However very few women can be found on the board of energy companies and even fewer women CEOs lead energy companies. In the public sector, of the 39 countries invited to the 2017 International Energy Agency (IEA) Ministerial, only four were women.

### The goal

In 2015, world leaders committed to the Sustainable Development Goals (SDGs), including SDG 5 which aims to “*achieve gender equality and empower all women and girls by 2030*”. In the energy sector, gender equality is reflected in the achievement of the 3Es: equal opportunity, equal pay and equal leadership. The 3Es are the principles behind the Equal by 30 campaign which seeks to build strong momentum and commitment from governments, industry and other energy stakeholders to implement actions which would accelerate the participation of women in the clean energy sector and achieve the gender equality goal (SDG 5) by 2030.

### The call to action

Collaborative action is needed by governments at all levels (both in Canada and internationally) and industry to address previously noted challenges and overcome barriers to women's full participation and advancement in the energy sector.

To assist key players in finding common ground for action, this document sets out a high-level framework to bring together leadership from across the energy sector in Canada in develop overarching principles for change. The proposed framework builds upon existing gender-based work by industry not-for-profit associations like Electricity Human Resources Canada (EHRC)'s *Leadership Accord on Gender Diversity in the Canadian Electricity Industry* (the Accord), and has been designed so that endorsement of this domestic framework aligns with the Common Statement.

## Make a commitment

The aim of the **Equal by 30 campaign** is to establish Canadian government and organizational commitment to relevant common principles outlined below and/or commitment to individual pledges all of which support the 2030 target of 3Es: equal opportunity, equal pay and equal leadership.

## Example commitments

In taking action on the commitments outlined below the campaign recognizes and acknowledges that this would be done in accordance with one's own priorities and programs:

- Government / Organization X commits to the ongoing improvement of its workplace policies, practices and operating procedures so that women are sufficiently represented in the workplace. This includes a review of key HR policies and the creation of gender-diverse work environments and organizational cultures that are supportive of women.
- Government X will ensure that gender diversity is respected when appointing advisory bodies, executives, panels etc.
- Government / Organization X commits to promoting occupations in the natural resources sectors in a way that attracts more women.
- Government Y will on regular, pre-established basis follow-up, analyze and disseminate the development of gender diversity in the energy sector (production, distribution, trade and suppliers) in country Y.
- Electricity company x commits to signing EHRC's *Leadership Accord on Gender Diversity in the Canadian Electricity Industry*.
- Company x commits to address unconscious bias (prejudices) as this prevents inclusion essential to unleash the potential of diversity (company).
- Company x promises to address unconscious bias (prejudices) as this prevents inclusion essential to unleash the potential of diversity (company).
- Company x promises to act for equal pay, equal opportunity and equal leadership in the professional development and career advancement of all employees.
- Partner organization X can contribute to expanded research and analysis on gender diversity in the clean energy sector to help build knowledge.
- Partner organization Y can commit to promoting gender diversity in their projects and events including a pledge to participate on gender-diverse panels.
- Non-profit organization X can support the funding of programmes that promote and encourage girls and women to pursue higher education in STEM fields.
- Non-profit organization Y can convene workshops to share lessons learned on the development of policies and programmes to support women's empowerment.

## Be part of driving transformational change in the energy sector

- Join energy ministers at the 9th Clean Energy Ministerial (CEM9) meeting in Copenhagen, Denmark and Malmö, Sweden on 24 May, as we launch the Equal by 30 campaign to advance women's participation in the clean energy sector.
- Demonstrate leadership and raise your country/company's visibility on gender diversity actions while sharing lessons-learned.
- Act as a champion in raising awareness of the benefits of a more gender-diverse clean energy workforce.
- Learn about current best practices in supporting women's empowerment and leadership in the sector.
- Contribute to the development of unified commitments on gender equality in opportunity, pay and leadership (3Es).
- Provide input to help track progress on commitments through regular reporting mechanisms already in place under *The Accord*.

### How to join the campaign

For more information on making a commitment, or to discuss ways to get involved, please contact: [aitken@electricityhr.ca](mailto:aitken@electricityhr.ca) or [nrcan.C3E.nrcan@canada.ca](mailto:nrcan.C3E.nrcan@canada.ca).