

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)'s Gender Awards 2024

1. Technical data:

Country: Brazil

Composite Team:

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2. Submitted item:

Collective Action “Interligadas”



3. Assessment Criteria - Collective Action “Interligadas”¹:

Criteria 1: Promoting gender equality (40% of marks)

- a) **Objective:** The Collective Action “Interligadas” is an invitation for collective action, focusing on voluntary commitments from companies, schools, and organizations to enhance the presence and continuity of women in Technical and vocational Education Training (TVET) and in the job market within the renewable energy sector.
- b) **Context:** Women remain a minority among professionals in the renewable energy sector, largely due to pervasive gender prejudice. Despite women often possessing higher levels of education compared to men, a misguided belief persists that their underrepresentation is due to disinterest in the energy sector or inadequate professional training. Factors such as self-confidence, the challenge of balancing personal and family life with work commitments, and instances of gender-based violence further compound this situation.

Therefore, the collective action “Interligadas” was established by the project “Professionals of the Future Project: Competences for Green Economy”, carried out by the Ministry of Education (MEC) and the Brazil-Germany Cooperation for Sustainable Development, through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, to strengthening the presence of women in technical training programs and in the renewable energy job market.
- c) **People involved:** Companies from the Brazilian energy sector, public TVET institutions (Brazilian Federal Institutes), professionals engaged and experienced, social organizations.
- d) **Effective approaches:** Engage partners in voluntary commitments to promote gender equity in the energy sector, production of materials to support/guide the development and implementation of the commitments and provide training to TVET institutions to promote the presence of women in renewable energy courses.
- e) **Results achieved:**
 - 1) **Voluntary commitments and Interligadas seal:** Engagement of partners in voluntary commitments to promote gender equity in the energy sector, supported by a list with commitment proposals, such as: offer openings in renewable energies courses, sponsorship and internship for women, career

¹ [@interligadas_er](https://www.instagram.com/interligadas_er) | [Linktree](https://www.linktree.com)

mentorship, hosting workshops to foster gender inclusion in the energy sector, discussions at schools to empower girls and transform the education context, facilitate technical visits from schools at companies etc. Currently, approximately 113 partner institutions are committed, each receiving the prestigious "Interligadas" seal for their dedicated efforts.



- 2) **“Meninas em Ação”**: Inspired by the Germany’s “Girls Day”, it is an immersion in renewable energies and gender equity, offered to young women - especially high school students and/or those in TVET courses - with the aim of sparking their interest in renewable energies and energy efficiency professional training. Therefore, it proposes a set of activities designed to guide girls through a learning experience, aiming to generate outcomes aligned with the Sustainable Development Goals (SDGs) 4, 5 and 7, as well as to raise awareness among professionals in schools, energy sector companies, and NGOs, to strengthen the training and careers of young women, and to spread the cause.

The actions proposed were made in partnership with SENAI², the Brazilian Federal institutes and energy sector companies based on the capacity of their laboratories, available equipment, and materials, and primarily to their execution capability to receive and develop activities with the girls.



Thus, public schools’ girls from the Brazilian states of Rio Grande do Norte, Amapá, Ceará, Mato Grosso, and São Paulo were invited to 1) be immersed in technical/professional renewable energy sector challenge/activity at SENAI and TVET institutions; 2) participate in discussions with professional women in the renewable energy field; and 3) participate in technical visits to see renewable energy sector professionals’ work routine and be influenced by.

Moreover, 1 support material was created to guide schools, NGOs, and companies to implement the actions autonomously in future. The program is already in its fifth edition, with approximately 200 girls being assisted in 5 different states of Brazil, mainly in vulnerable ones, as mentioned previously.

- 3) **Career Mentorships program**: Free online program offered to girls who wish to receive professional guidance for a better understanding of career challenges and the job market in the field of renewable energies and energy efficiency. The mentors are skilled Brazilian female professionals working in these fields. The program is already in its third edition and has reached a total of approximately 70 mentored girls and involved 70 mentors in offering professional guidance.

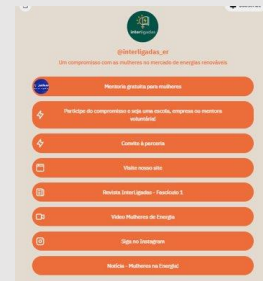


² “National Service for Industrial Training”: It's a Brazilian network of technical education and vocational training institutions in Brazil aimed at providing professional and technical education in various industrial sectors. SENAI offers courses, workshops, and training programs to prepare individuals for careers in industries such as manufacturing, construction, energy, and technology.

- 4) **Schools' commitment:** Through workshops and production of guidance materials, this activity aims to support TVET institutes in promoting and strengthening practices among teaching staff, management, and support teams that foster the presence of women in the renewable energy sector in Brazil. 5 schools were directly supported in 2023, but many others may have access to the produced guide.



- 5) **Communication strategy:** The collective action Interligadas developed 1 website section in partnership with the Brazilian Network of Women in Solar Energy (MESol) to anchor actions, including providing informative guides, digital magazines, videos, etc. Furthermore, there was created 1 Interligadas Instagram account for sharing information and experiences among girls, schools, social organizations, and the productive sector, reaching approximately 2.000 followers. Additionally, 4 online magazines were produced to share topics related to renewable energy and energy efficiency, showcasing the activities carried out by Interligadas.



f) **Impacts (short, medium, and long term):**

Short-term Impacts: 1) Girls and participants become more aware of opportunities in renewable energy and energy efficiency (increased awareness); 2) Immediate access to information through guides, digital magazines, and videos productions (Knowledge Transfer); and 3) Establishment of a supportive online community with shared experiences (Community Engagement).

Mid-term Impacts: 1) Girls acquire skills and knowledge necessary for pursuing careers in renewable energy and energy efficiency (Skill Development); 2) Expansion of a network connecting girls, schools, organizations, and the productive sector (Network Building); and 3) More girls express interest and engage in educational and career opportunities in renewable energy (Increased Participation).

Long-term Impacts: 1) Participants pursue successful careers in renewable energy and contribute to the diversification of the productive sector (Career Advancements); 2) Positive influence on schools, fostering a more inclusive and gender-diverse learning environment (Educational Impact); and 3) Contribution to breaking gender stereotypes, promoting gender equality in the energy sector, and inspiring future generations (Societal Change).

Criteria 2: Gender as a quality feature of our work (20% of marks)

- a) **Acknowledgement by clients, partners, and commissioning parties:** Thanks to the enthusiastic engagement and support from various energy sector companies, SENAI, and the Brazilian Federal Institutes, 'Meninas em Ação' has made significant strides in several Brazilian states (Rio Grande do Norte, Amapá, Ceará, Mato Grosso, and São Paulo). Around 200 girls actively participated in technical visits to five companies within the renewable energy sector. They engaged in insightful discussions with industry professionals (around 10), exploring potential careers in this field. Moreover, they enthusiastically took

part in workshops with around 10 volunteer teachers from the TVET institutions, as showcased on the Interligadas webpage.

- b) How is that reflected or shown:** Our commitment to integrating gender considerations into initiatives was evident across various aspects: from the development of a career mentorship program for three distinct groups to customizing TVET courses for girls/women. We facilitate discussions on gender-related challenges within the energy industry, engage in technical/professional renewable energy sector challenges/activities (Meninas em Ação), implement communication strategies on social media, and advocate with partners such as the Brazilian Network of Women in Solar Energy (MESol), the Brazilian Solar Energy Association (ABSOLAR), the Brazilian Distributed Generation Association (ABGD), and the SENAI network. Additionally, we've created supporting materials for future actions, actively integrating gender considerations into all our strategies, materials, and activities. This comprehensive approach ensures that gender is a fundamental quality feature embedded in every aspect of our work.

Criteria 3: Implementing feminist core principles (20% of marks)

- a) Human rights-based approaches:** Incentive that women's rights within the professional sphere in productive sector companies are respected, protected, and fulfilled. This includes advocating for equal learning and professional opportunities, fair treatment, and a supportive environment free from discrimination.
- b) Targeted dismantling of structural causes for inequality, disadvantages, and exclusions (gender-transformative approaches):** Interligadas adopts a gender-transformative approach by empowering women in energy sector through education, mentorship, and advocacy, we strive for systemic change.
- c) Intersectional and gender-inclusive, post-colonial and power-critical approaches:** Interligadas' initiatives incorporate diverse perspectives, acknowledging the unique challenges faced by women from different backgrounds and identities in Brazil.

Criteria 4: Cooperation (20% of marks)

- a) Cooperation with colleagues, partners, donors, civil society representatives:** Interligadas' collaboration spans across various stakeholders, including colleagues, partners, donors, and civil society representatives, such as the Brazilian Network of Women in Solar Energy (MESol), the Brazilian Solar Energy Association (ABSOLAR), the Brazilian Distributed Generation Association (ABGD), SENAI network etc. Together, we pool resources (logistic for events), expertise (knowledge sharing from experienced professionals), and networks between partners through advocacy to foster gender equality in the energy sector.
- b) Reasons for unit efforts to enhance gender equality (shared or same goals, strategies, international or other obligations and requirements, etc.):** Interligadas' efforts are driven by a shared commitment to gender equality and inclusivity, aligned with international obligations and ethical imperatives, reflecting a global mandate to create a more equitable and diverse workforce in the renewable energy field.
- c) Major challenges encountered individually or together:** entrenched societal biases and the need to overcome preconceived notions about gender roles in the energy sector, as well as managing resource constraints and ensuring sustained engagement from all stakeholders.
- d) Three key success factors:** Collaborative approach from diverse stakeholders; tailored interventions to address the unique challenges faced by women in the energy sector; and continuous engagement through ongoing mentorship, education, and advocacy efforts.