

# Unlocking Benefits of Electrification for Women (UBEW)

## Partnering with Women to Create Sustainable Businesses to Improve the Quality of Life in Villages



The village leaders initially did not believe that we could become entrepreneurs. Now we have proven that women can succeed in business and also become role models for others.

**Osula Karu, Bakery owner**



The culture of Bwisya did not allow women to raise income for their families – villagers believed that if women would generate an income they would undermine the men in the clan. But now there has been drastic development as compared to before electrification without creating new tensions, and I would encourage GIZ to continue supporting our women.

**Oru Yona Magero, Bwisya village chairperson**

JUMEME provides reliable, affordable and clean electricity. JUMEME generates income and creates new jobs. We are changing the lives of the villagers.

**Egberth Bashweka,  
JUMEME productive  
user facilitator**



Before starting this business, I was a housewife. Then, GIZ opened my mind to start thinking beyond the walls of my house. Now more than 80% of the customers of Bwisya come to my restaurant.

**Winifrida Baragoma,  
Restaurant owner**



An empowered woman is the engine of economic development and poverty reduction.

**Gisela Ngoo and  
Everline Kihulla, GIZ Gender team**



Many people were inspired by my wife and I do not worry that she can undermine me – because when she is successful I am successful, too.

**Juma Msusa,  
Tailor's husband**



Before, it was dark at night so we used mobile phone lights during deliveries, but we could not use our birth equipment like electric incubators. Now, more women are delivering at the hospital because they feel safe in a place where they know their children will be handled properly.

**Beatrice Kibona,  
Nurse Bwisya health centre**



When JUMEME arrived, I did not know how to use electricity and was afraid of it. But after GIZ intervention, other women can be inspired by me using electricity productively.

**Zuhura Said, Mama Mia hair beauty salon**



Scan the QR Code to watch a video and learn about our project (April 2017)



Scan the QR Code to watch a video and meet our beneficiaries (November 2017)

# 2017

76 WOMEN HAVE AN INCREASED INCOME AND 16 NEW WOMEN-RUN BUSINESSES HAVE BEEN STARTED IN BWISYA VILLAGE DUE TO ELECTRICITY ACCESS

# 2019

AT LEAST 2000 WOMEN IN 19 VILLAGES IN LAKE VICTORIA HAVE AN IMPROVED QUALITY OF LIFE THROUGH A NEW JOB, INCREASED INCOME OR BETTER LABOR CONDITIONS DUE TO ELECTRICITY ACCESS

# VISION

THE RURAL ENERGY AGENCY GENDER RESULTS-BASED MONITORING AND MAINSTREAMING POLICY IS ENFORCED IN ALL RURAL ELECTRIFICATION PROJECTS FINANCED BY THE RURAL ENERGY FUND

## Promoting gender equality

According to the 2017 Global Gender Gap Report, Tanzania ranks 68th out of 144 countries in terms of women's economic participation, and is far away from closing the gender gap. Access to and utilization of electricity in Tanzania continues to be highly gender-imbalanced, with men predominantly regarded as the primary producers and productive users of electricity. The Government of Tanzania recognizes that improved access to electricity improves baseline living conditions for women and has taken steps to facilitate increased access to electricity. Developers of mini-grid projects can benefit from the light-handed regulatory approach of the small power project framework approved by the Energy and Water Utilities Regulatory Authority (EWURA), which does not require full licencing or tariff approval for projects with an installed capacity below 100 kW. The Rural Energy Agency (REA) also finances rural electrification through the Rural Energy Fund, with the objective "to contribute to sustainable socio-economic development and poverty alleviation in rural areas of mainland Tanzania by increased access to modern energy services in an environmentally sound manner and with due regards to gender issues." However, there is not yet a mechanism in place to actively promote gender equality in REA-financed rural electrification projects.

"Unlocking Benefits of Electrification for Women" (UBEW) is a development partnership between the GIZ Sustainable Energy programme (SENERGY), GIZ's Employment and Skills for Eastern Africa initiative (E4D/SOGA) and JUMEME, a micro-utility that implements and operates Solar-Hybrid Mini-Grids in remote settlements in Tanzania. The UBEW project promotes equal employment benefits for men and women from village electrification projects in Lake Victoria. The project has developed and tested an approach for gender mainstreaming in a rural electrification project in Bwisya village on Ukara Island, and

*Carpenter Kajeri is now using an electric lathe to complete more jobs in less time.*



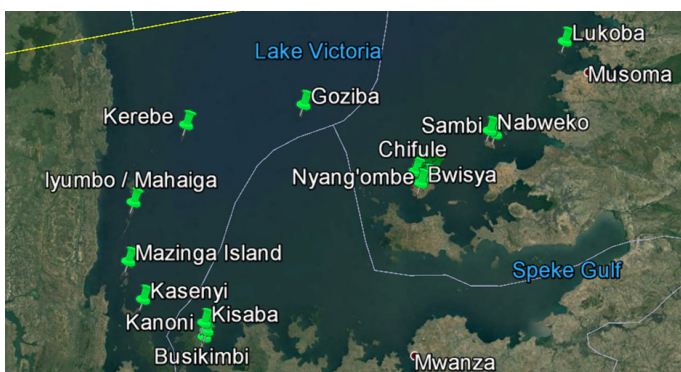
*Veronica has opened her own business selling homemade fruit juices made using electric blenders.*

this successful approach is ready for scaling to other villages in Lake Victoria.

After commissioning in April 2016 the solar power plant in Bwisya village, 76 women beneficiaries have increased their monthly income above the threshold of 50,000 TZS (ca. 20 US\$), and more than 16 new women-run businesses have been created to take advantage of the opportunities created by electricity access. Although these women face more business disadvantages than men due to cultural beliefs, less mobility, few financial support services and low education, one such business has grown into a small enterprise with more than five employees and investment above 5,000,000 TZS (2,000 US\$). This represents a great achievement in a community dominated by mini- and micro-sized enterprises.

GIZ and JUMEME intend to extend the duration of the UBEW project to 2019 and to scale-up the project activities so that at least 2,000 women in 19 villages with an estimated total population of up to 80,000 people could benefit from the intervention. This gender-based approach will be well researched and documented through collaboration with the Institute of Development Studies (IDS).

The long-term vision for this project is to assist REA in establishing a Gender Results-Based Monitoring and Mainstreaming Policy that would be mandatory for rural electrification projects in Tanzania.



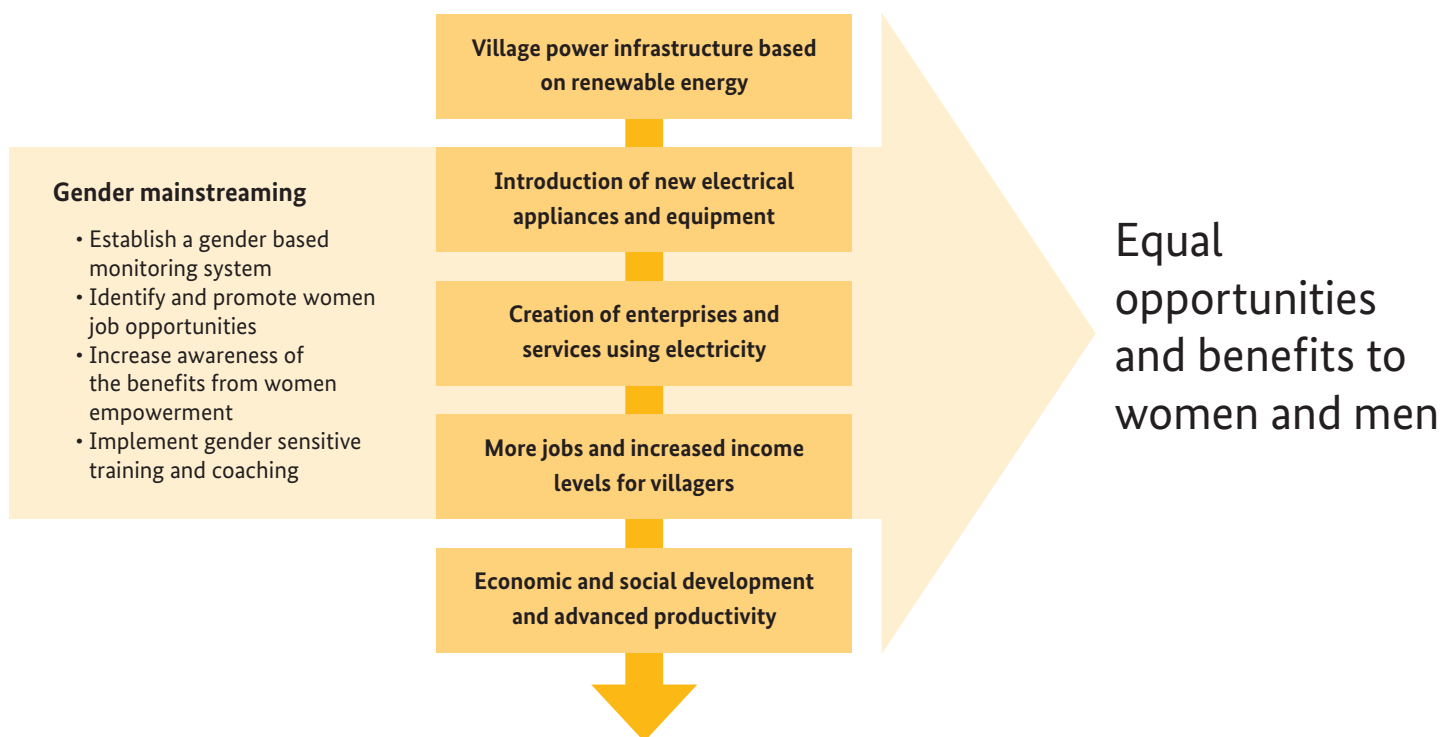


# Gender as a quality feature of our work

GIZ's access to its internal global knowledge network for renewable energy, productive use and gender mainstreaming, and direct access to policy makers in Tanzania through SENERGY were important factors for the initiation of this partnership. SENERGY formulated a vision for the project, identified the right partners, defined the objectives and success factors and coordinated the activities of various stakeholders. At the beginning of the project, JUMEME was mainly focused on building the physical system and on technical issues related to metering, connecting predominantly male-owned businesses and developing a sustainable business model. JUMEME local staff were not willing to take the risk of doing businesses with women and did not consider women-run business as distinctly important customers. Most village men and the village leaders were worried that allowing women to do business and earning their own money would make them too independent and this would lead to social problems within families and in the village. Women did not have access to financing, did not have sufficient self-confidence to start their own business and were even lacking the courage to approach male customers directly when trying to sell their products.

The GIZ gender advisory team collected gender-specific and disaggregated data and identified job opportunities for both male and female electricity customers, patiently approached the various stakeholders and explained the potential benefits of village electrification. GIZ organized technical trainings for women entrepreneurs and events promoting the benefits of female empowerment. JUMEME has gradually adapted its business model to the local conditions and is now offering time-of-use tariffs and incentives for productive users to use electricity during daytime when the sun is shining, as well as pre-financing of electrical appliances and equipment for small businesses. JUMEME is even considering offering special unsecured loans for women. In parallel, JUMEME is developing new business services suitable for female entrepreneurs such as: (1) purchase of Tilapia from local fishermen and export of frozen fish to the markets in Mwanza and Dar; and (2) bulk purchase of maize during low price season, storing it at the power station and selling it to local millers during seasons when the market price of maize is much higher.

## Productive use of energy



## Poverty reduction and improved quality of life

The UBEW project has transformed life for many women in Bwisya. The women entrepreneurs are now seen as potential engines of development in the community. Women are adding value to what they sell; for instance, they buy fruits and sell juice, they buy wheat flour and produce breads, and they even manufacture products, such as mosquito nets, that used to be imported to the island. Some women have managed to use their income to build modern houses, which is an exemplary practice in Bwisya community. The chairman of the district council appreciates the GIZ support to women productive users, which has motivated the council to provide assistance to women bakers in getting financial support from the District Women and Youth Development Funds. The village chairman now acknowledges the multiple development benefits realized by women entrepreneurs and the positive changes in men's attitudes towards women in Bwisya.

# Gender and RBM

The results-based monitoring system has evolved and strengthened each time a new strategic partner joined the UBEW project. Each partner contributes a complementary approach and also its own objectives and monitoring guidelines. JUMEME provided a fully-financed sustainable electrification project with a comprehensive approach and promotion of productive use of energy, but was lacking a gender-sensitive monitoring scheme and did not include gender-specific capacity development measures. The missing monitoring and capacity development components were added by the multi-donor E4D/SOGA programme, with emphasis on creating employment opportunities, particularly for women. SENERGY and the National Gender and Sustainable Energy Network (NGSEN) invested considerable efforts to align the two approaches and to develop a pilot monitoring system for the UBEW project.

Specific targets for women beneficiaries were defined as “new jobs,” “income increase” and “improved labor conditions.” Baseline information was gathered using gender-based participatory methods including meetings with the utility company, interviews with women and men entrepreneurs, village power committees, village leaders and focused group discussion with women and men in the village. Monitoring tools were designed to capture quantitative information (number of women entrepreneurs/employees, productive uses of electricity, business performance, income and loan repayment), as well as qualitative information (changes in behavior, attitudes and gender relations). The baseline monitoring system developed by NGSEN and JUMEME combined with the support from IDS research team was the basis for the systematic, comprehensive and gender-sensitive results-based monitoring system. IDS researchers introduced an in-depth research methodology, by which it will compare the results achieved in five project sites targeted by the UBEW project with appropriate control sites including JUMEME villages that will be provided with electricity supply systems but without specific gender-sensitive approaches, and similar villages without electricity supply. Separate baseline and evaluation surveys will involve over 1,000 individuals in both quantitative and qualitative research with the aim to identify best practices in implementing gendered approaches to promote the productive use of energy in different contexts.

# Cooperation

The GIZ's Sustainable Energy (SENERGY) Programme is an integral part of Germany's bilateral support to the Energy Sector in Tanzania. We advise the Ministry of Energy, the Energy and Water Utilities Regulatory Authority (EWURA) and the Rural Energy Agency (REA), and act as a facilitator for stakeholders in the renewable energy and energy efficiency sectors. This work contributes to Tanzania's development plans, the UN's Sustainable Development Goals, the Sustainable Energy for All agenda and the implementation of international climate change agreements. The three success factors of the UBEW development partnership include:

- The already existing legal and regulatory frameworks for renewable energy small power producers, gender policies and incentive mechanisms for rural electrification projects adopted by the Ministry of Energy and two key institutions in the energy sector (REA, EWURA);
- A partnership with a solar PV mini-grid utility (JUMEME) with an ongoing village mini-grid infrastructure project, with the mission to establish a long-term sustainable business operation in Tanzania; and
- Close coordination with village leaders, entrepreneurs, strategic cooperation partners, technical experts, and service providers for training and awareness. Each stakeholder addresses the problems from different perspectives and contributes to an improved outcome.

The selection of partners, harmonizing project objectives, monitoring and the organizational structures have been both challenging and very time consuming. The key partners and the respective roles are: **JUMEME Rural Power Supply Ltd.**, is planning, designing, installing and operating village based Solar-Hybrid Mini-Grids. The **E4D/SOGA – Employment and Skills for Eastern Africa initiative** is co-financing the project and is contributing by focusing on improved employment opportunities and labor conditions for women and contributed significantly to an improved monitoring system. The **National Gender and Sustainable Energy Network (NGSEN)** is providing gender-sensitive advice and technical support to local stakeholders and has also developed the pilot baseline monitoring system. The **Institute of Development Studies (IDS)** together with its local research partner in Tanzania, the **Economic and Social Research Foundation**, has developed a quantitative and qualitative monitoring system during the scaling up of the project and will also assist in developing policy recommendations.

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