

The Clean Energy Education and Empowerment (C3E) Initiative and Equal by 30 Campaign

Contents

C3E Campaign	2
What is the C3E campaign (Equal by 30)?	2
Why do we need this campaign?	2
What’s the relationship between gender diversity and economic growth?	3
Why does the campaign target the year 2030?.....	3
Campaign Launch	3
When was the Equal by 30 Campaign launched?	3
What happens after May 24?	3
Becoming a Signatory	4
Why should my government sign onto this campaign?	4
Why should my organization sign on to this campaign?	4
Do new signatories need to have commitments in place in order to sign on?	5
Are there pre-established commitments organizations can refer to?	5
What Happens After I Sign On?.....	5
What Kind Of Reporting Do I Need To Do?.....	6
What if I am already a signatory to an existing framework, like the Electricity Human Resources Canada Leadership Accord?	6
Do I need to report twice if I am already a signatory to a different framework?	6
I represent an association. Can we develop our own in-house framework that falls under the umbrella of Equal by 30?.....	7
I represent a company. Do I need to work through an association to sign on to Equal by 30?.....	7
Who can sign on?.....	7
About the C3E Initiative	8
What is the C3E?	8
When did Canada join the C3E?.....	8
Why did Canada join the C3E?.....	8
What has the Initiative done since 2010?	8
Who leads the C3E Initiative now?	9
What is the C3E’s Work Plan under the IEA TCP format?.....	9
What’s the difference between the C3E Initiative and the C3E Campaign?	9

C3E Campaign

What is the C3E campaign (Equal by 30)?

Equal by 30 is a commitment by both public and private sector organizations to work towards equal pay, equal leadership and equal opportunities for women in the clean energy sector by 2030. *Equal by 30* asks companies and governments to endorse principles, then take concrete actions to support women in the sector and help close the gender gap.

- Through this campaign, we are bringing together leadership from across the energy sector to galvanize action, and help all players - from private sector companies to governments at all levels - take action together.
- Once commitments are announced, we will be working with signatories to make sure we measure and track progress being made, so that in the future, companies and governments can highlight the successes and opportunities they've uncovered through their actions. This aspect is crucial to keeping ourselves accountable to each other, and the public.

Why do we need this campaign?

Successfully transitioning to a low-carbon future will depend on our ability to harness all possible talent in service of the breakthrough ideas and solutions that will transform our world.

- Right now, the resource sector is one of the least diverse in Canada and worldwide; internationally, [women represent only 32%](#) of the renewable energy workforce. The meaningful participation of women in the decision-making, and implementation of climate action is essential for this transition to be successful. We must do more to ensure that this global shift results in the kind of growth that is innovative, intersectional and inclusive.
- Through this campaign, we are bringing together leadership from across the energy sector to develop overarching principles that galvanize action, and help all players – from private sector companies to governments at all levels – find common ground for action.
- By working together, we can help accelerate the transition to a low-carbon future in a way that is sustainable, inclusive, and diverse.

What's the relationship between gender diversity and economic growth?

Many countries have recognized the importance of harnessing all talent and closing the gender gap, noting that greater gender equality brings economic and social benefits to all.

- According to the G20, [reducing the gender employment gap by 25% by 2025](#) could add a full percent to baseline GDP growth for OECD countries — and 100 million new jobs for women.
- International research also consistently shows that a diverse workforce and gender-balanced boardrooms result in greater organizational performance and stronger bottom lines, both in private and public sectors. According to the [Peterson Institute for International Economics](#), increasing the number of women in leadership positions from 0 to 30% translates to a 15% boost in profits.

Why does the campaign target the year 2030?

In 2015, world leaders committed to the Sustainable Development Goals, including [SDG 5](#), which aims to “achieve gender equality and empower all women and girls by 2030.”

Under this campaign, the focus will be on achieving equal pay, equal leadership and equal opportunities across the energy sector by 2030.

When was the Equal by 30 Campaign launched?

- Equal by 30 launched on May 24, 2018, at the Clean Energy Ministerial in Copenhagen.
- The event was well-attended and included remarks from Parliamentary Secretary Kim Rudd, as well as Ministers from Sweden and Finland, and a number of private sector early adopters. Christine Lins, of the Global Women’s Network for the Energy Transition, provided valuable insights as moderator.

What's Next?

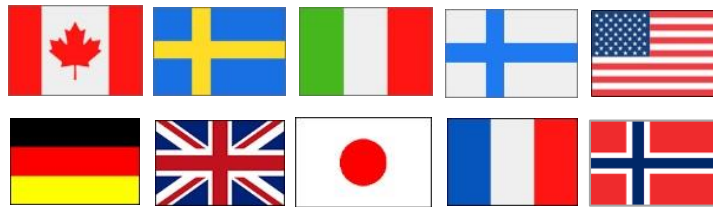
- Now that the campaign has officially launched, participating countries will work to promote the campaign domestically with the goal of seeking new signatories, and working together to develop commitments and tools to report on progress and successes.

Becoming a Signatory

Why should my government sign onto this campaign?

Many countries have recognized the importance of harnessing all talent and closing the gender gap, noting that greater gender equality brings economic and social benefits to all.

- The [McKinsey Global Institute](#) estimates that by taking steps to advance greater equality for women, such as employing more women in technology and boosting women's participation in the workforce, the world could add \$12 trillion to its economy by 2026.
- The strength of this campaign lies in having as many participants as possible signing on, and demonstrating how they are taking action. Governments have a significant role to play, both as signatories, and as key agents that can use your influence to help our natural resource sectors seize the opportunity, and start addressing the gender imbalances that exist in the sector.
- The campaign also helps to galvanize international consensus into concrete action, giving countries an opportunity to demonstrate work already underway that is bringing key objectives of equal pay, opportunity and leadership into greater focus.



Why should my organization sign on to this campaign?

This campaign signals your commitment to taking steps to advance gender equality in your organization. Even modest changes, like putting women on hiring boards, or promoting a woman into a leadership role, can have meaningful impacts for your organization's culture, your community, and your bottom line.

- Your efforts, combined with those of all signatory companies and governments, can help build momentum towards meaningful global change. Together, shared knowledge and better, more transparent data to illustrate the state of women's participation, will provide new pathways to make measurable progress.
- It also serves as an opportunity to lead by example, providing a platform to share your success, and help others learn from your experiences.

Do new signatories need to have commitments in place in order to sign on?

- No. The Equal by 30 principles provide a framework for action, and are a first step towards the development of concrete action, and formal reporting on progress.
- Companies and governments are able to sign onto the high-level principles first, then work with NRCan and other partners to develop commitments that speak to their organization's objectives and goals on gender equality.

Are there pre-established commitments organizations can refer to?

- Yes! We have prepared a [signatories toolkit](#), where we have gathered examples of well-established commitments that your organization can make towards gender equality in the clean energy sector.
- You are welcome to visit the website to see what other companies are committing to under the campaign.
- We also highly recommend consulting:
 - [Electricity Human Resources Canada \(EHRC\) Leadership Accord on Gender Diversity](#)
 - [G7 Gender Advisory Council's Make Inequality History](#)

What Happens After I Sign On?

- When you decide to become a signatory, we'll request a copy of your company logo, as well as some baseline information about you, to feature [on our website](#). We also have a social media onboarding feature that will allow us to highlight your participation in [#Equalby30](#). We want you be as involved as possible! If you want to collaborate on a campaign that promotes your organization, while also promoting the Equal by 30 campaign, [reach out to us](#), and we'd be happy to help!
- Thereafter, you can develop commitments that speak to your organization's objectives on gender equality, and that support the goals of equal pay, equal leadership and equal opportunities. Once your commitments are final, they will be posted on the [Equal by 30](#) website.
- As you start to implement your commitments, we will look to you to report on progress so that we can shine a light on your success. We intend to seek your views on the types of activities and opportunities that will serve you best, and help you develop commitments, or make progress against them.

- We'll also use this opportunity to clarify an official reporting schedule, so that you know exactly when you need to finalize your commitments, or report your progress. You'll be invited to offer your views on this point, too.

What Kind Of Reporting Do I Need To Do?

We will be working to develop reporting timelines that do not present undue burden to signatories, but still allows us to show the impacts of putting commitments in place to advance gender equality.

- **Periodically**, companies will be invited to submit baseline data on gender participation within their organizations to help support the development of the [second Clean Energy, Education and Empowerment Initiative pamphlet](#). This request is voluntary, but we strongly encourage signatories consider making data collection one of their commitments.

What if I am already a signatory to an existing framework, like the [Electricity Human Resources Canada Leadership Accord](#)?

We recognize that certain industries have already made significant progress to the goal of gender equality. That is why this international campaign has been designed to act as an umbrella under which domestic, made-in-Canada frameworks can continue to exist and evolve.

- Signatories of the Leadership Accord will continue to report progress directly to EHRC, based on the commitments outlined in the Accord.
- EHRC encourages Accord signatories to also sign on to the *Equal by 30 Campaign*, as it will highlight those individual organizations as champions of diversity on the international, as well as domestic stage.

Do I need to report twice if I am already a signatory to a different framework?

Where existing frameworks exist, we intend to work with those associations or organizations to streamline reporting, and develop reciprocity so that private sector participants face no undue duplication or burden.

- In the case of the EHRC Leadership Accord, those signatories will report directly to Electricity Human Resources Canada, and progress will be shared with NRCan at an aggregate level. EHRC will only share individual best practices or achievements with NRCan with the explicit approval of the individual organization.

I represent an association. Can we develop our own in-house framework that falls under the umbrella of Equal by 30?

- Yes! We welcome this approach, and recognize that many industries in Canada are best-placed to develop their own frameworks with commitments that align with the unique attributes of the sector, be it forestry, mining, or energy.
- We will work with your association to ensure that your framework aligns with [the Equal by 30 principles](#), and that the reporting mechanisms you develop synch with ours.
- The Equal by 30 campaign offers an international platform through which companies can show their commitment that builds upon existing frameworks like the Leadership Accord.
- This international high-level framework builds on existing gender-based work by industry associations like [Electricity Human Resources Canada \(EHRC\)'s Leadership Accord](#), and has been designed so that endorsement of a domestic framework also confers adherence to the Equal by 30 campaign.

I represent a company. Do I need to work through an association to sign on to Equal by 30?

- No. You can sign on directly to the campaign. We will work with you on a bilateral basis to develop commitments that make sense to your organization's goals and objectives. However, we do encourage companies to also sign on to their industry's existing framework, if one exists (e.g. the [EHRC Leadership Accord](#)).

Who can sign on?

- This framework is broad enough that all participants helping to transition the world to a low-carbon future have a way to participate, including mining and forestry. We believe we are stronger when all sectors stand together on gender equality.
- We also believe that transitioning to a low-carbon economy will require many hands, and that all industries stand to benefit by increasing the participation of women in their organizations and cultures.

Join Us!



About the C3E Initiative

What is the C3E?

The [Clean Energy Education and Empowerment](#) is an initiative under the Clean Energy Ministerial (CEM) that works to enable greater gender diversity in clean energy professions.

- The C3E was launched at the very first CEM in 2010, in recognition of the fact that the transition to a clean energy future will only succeed only if we harness all possible talent.
- The Initiative was initially led by the U.S., and members included the United States, The United Arab Emirates, India, Japan, Mexico, South Africa, Sweden, and the United Kingdom.

When did Canada join the C3E?

- Canada joined the C3E initiative at the Clean Energy Ministerial in San Francisco in 2016.

Why did Canada join the C3E?

A key factor in the transition to a low carbon economy will be the ability to attract and retain a diverse pool of talent capable of bringing fresh perspectives. Many countries have recognized the importance of harnessing all talent and closing the gender gap, noting that greater gender equality brings economic and social benefits to all.

- Gender equality is not only the right thing to do for Canadians, it is also the smart thing to do for the economy. Domestically, [RBC Economics](#) estimates that adding more women to the workforce could boost Canada's GDP by as much as 4%.
- International research also consistently shows that a diverse workforce and gender-balanced boardrooms result in greater organizational performance and stronger bottom lines, both in private and public sectors.

What has the Initiative done since 2010?

- Since 2010, member countries have collaborated on the C3E's flagship initiative - an Ambassador Corps made up of 60+ exceptional women who promote the initiative, build partnerships, mentor other women, and advocate on behalf of gender equality in the clean energy sector.

- Ambassadors hail from eleven different countries worldwide, including China, Canada, Finland, Germany, Japan, Mexico Saudi Arabia, Sweden, the United Arab Emirates, the United Kingdom and the United States.
- Several C3E members have also undertaken domestic activities under the banner of the initiative, including the United Kingdom, the U.S., and Sweden, who both host programs that highlight and celebrate the advancement of women in energy.
- In June, 2017, the C3E Initiative became a Technology Collaboration Partnership (TCP) under the International Energy Agency (IEA) in recognition of the fact that this format would provide a better basis for international collaboration. This re-set has allowed the Initiative to develop a stronger work plan with clear objectives. Past members, including Canada, have also been able to re-join the initiative in this new format, bringing continuity and momentum to the work.

Who leads the C3E Initiative now?

- Today, the C3E TCP is led by Sweden, Italy and Canada, and recently welcomed Finland, Australia, Austria, the Czech Republic, Chile, and the United States.
- A number of countries are also in the process of joining the C3E Initiative under its new TCP format.

What is the C3E's Work Plan under the IEA TCP format?

- When the C3E was launched, there was already broad consensus that women in this sector were underrepresented – both in executive boardrooms, and at the highest level of government, where decisions get made.
- When the C3E transitioned to its current format, members saw an opportunity to respond to some of these challenges, and identified concrete areas of work:

The C3E initiative currently has five focus areas:

1. Awards and recognition (led by Canada)
2. Gender Data and measurement (led by Italy);
3. Ambassador Corps, (led by IEA, with support from C3E Ambassadors);
4. Dialogue / communications (led by Austria); and
5. The Equal by 30 Campaign (led by Canada and Sweden).

What's the difference between the C3E Initiative and the C3E Campaign?

- Under the CEM, there are two different types of work: CEM initiatives and CEM campaigns.

- An initiative is an indeterminate program, whereas a campaign is a time-limited undertaking with a strong communications component intended to raise the profile of a given issue to the Ministerial level.
- Thanks to strong leadership from Sweden, Canada is pleased to be supporting the new Equal by 30 campaign, launched on May 24 in Copenhagen.
- This new campaign helps governments and companies commit to shared principles on gender diversity to guide their business practices (e.g. including a woman on hiring boards). Signatories are also expected to demonstrate action and report on progress based on their individual commitments.