

TRAINING:

# MAPPING METHODOLOGY

For EUWES Partners

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## Agenda

- Introduction
- Aim of the Mapping
- **Background information**
- Mapping of Policies
- Stakeholder Mapping
- Target Group Mapping
- Q&A



## Aim of the mapping

### Mapping Policies

- Understand the status quo of each national energy sector
- Gathering data for Deliverable 1.2, find gender policies and gender aspects in energy policies -> D1.2 due end of October (if postponed)
- Gathering data for Deliverable 1.4, aim to compare the distinct national situations

### Mapping Stakeholders

- Identify important actors that support EUWES goals
- Identify 4-8 people for indepth-interviews and meetings
- Generate information for Deliverable 1.3

### Target Group Mapping

- Identify target groups for training
- Understand the needs of women as well as the barriers hindering them to enter the energy sector
- In comparison to the other both mappings – not the highest priority



## Background information

### Mapping from a gender-just point of view

- Aim was to find an analytical standpoint, several indicators to agree on
- 3 focal aspects: Representation, Recognition, Redistribution
- **Representation:** Women's representation in the energy sector workforce is below 30% in all partner countries. One of EUWES main goals is to raise this percentage.
- **Recognition:** Transforming the energy sector, making women visible, e.g. through creating access to training and equal chances – women should have the same possibilities to join the energy sector than men have
- **Redistribution:** Having the same access to financial resources, reducing the Gender Pay Gap, Gender Care Gap, Gender Pension Gap in the energy sector



## Mapping policies

### Criteria for selecting policies

- Time frame of 2005-2023
- Different types of policies
  - Gender Equality Policy Initiatives; check EIGE Gender Equality Index
  - Gender Mainstreaming
  - Gender Action Plans to international climate treaties or energy policies
  - Energy policies: identify the three main energy policies (most recent) and do a lexical search
- 1) Search for policies, 2) Create an overview with the policy template, 3) **Prioritize around 10 policies/initiatives and analyse 5 of them in more detail**

#### How to find data:

- Webpages of ministries, governmental institutions
- EIGE Gender statistics data base, UN Women Data Hub
- Check on other data banks, e.g. on OECD, World Bank etc. for your country
- Google Scholar and Academic Institutions data banks for publications on gender in the national energy sector

# Relational content analysis

## Why?

- This type of analysis just helps to structure the content of the distinct policies
- Provides a direction by asking questions:
  - How do national strategies promote gender equality?
  - Which measures ensure equal opportunities for women to participate in the energy sector, especially in leadership positions?
  - Do the strategies and measures go further, and address representation, rights and redistribution aspects aligned to gender?
  - Which sectors are pushing gender equality in the energy sector beyond the energy sector itself? Is there a cross-sectoral strategy?
- Use Gender codes & indicators to cluster the relation between gender and energy

## Set of gender codes & indicators:

- Mentioning different gender identities (women, men, other genders), maybe even sexual orientation in gender and energy policies
- Mentioning of gender concepts in energy policies; political representation and economic representation
- (Material) resource distribution in favour of women or other groups in marginalised situations

# SHORT TASK: BRAINSTORMING

- Think of governmental actors/ministries/municipalities etc., whose webpage you can visit to check for gender data.
- Which other (national) databank could be helpful?



**- 7 Min**

A person wearing a hard hat and a safety vest is kneeling on a roof, working on solar panels. The scene is overlaid with a semi-transparent purple filter. The text 'POLICY ANALYSIS TEMPLATE' is centered over the image in white, bold, sans-serif font.

# POLICY ANALYSIS TEMPLATE



## Challenges

- Time pressure
- Finding no data on gender in each country
- Each partner has their own way of interpreting data → no basis to compare the data
- Not much information found about the gender-energy-nexus in some partner countries
- Stay motivated.



## Structure of D1.2 Report of Mapping Policies (idea)

1. Introduction
2. Short wrap-up of methodology for policy mapping (copy-paste)
3. General overview of gender legislation in specific country
4. Overview: gender policies
5. Overview: energy policies
6. Presenting results of in-depth analysis (e.g. clustered according to codes)
  - A. Mentioning of gender aspects in (energy) policies
  - B. Political representation of women
  - C. Economic representation of women – wage, measures against gender pay gap,
  - D. Gender-budgeting measures/material resource distribution
7. Discussion of results
8. Conclusion



## Stakeholder Mapping

- Stakeholders in the EUWES project are individuals and organisations with a vested interest and concern about **gender** and **energy**
- Conducting stakeholder analysis will help **identify behaviour**, intentions, and interrelations of stakeholders regarding the EUWES project with an aim to evaluate and ascertain their influence on decision-making and implementation
- **Stakeholder mapping** is a technique which uses visual tools to categorise various stakeholders by depicting stakeholder groups, the interests they represent and the power and influence they hold
- Stakeholder identification will be carried out through the use of the **stakeholder grid** (Excel Spreadsheets) which will give an overview of the overarching procedure as well as for each Level 1-4

# Overarching Procedure

## Four Levels of Mapping

- **Level 1** – Mapping of stakeholder groups, making a list of contact details
- **Level 2** - Identify values, experience, relevance and power of stakeholders with the help of a power-interest matrix
- **Level 3** - Prioritizing contacts and reaching out to the most important stakeholders (at least 2 to 3 per group)
- **Level 4** – Identifying entry points for policy recommendations and formulating specific recommendations for the different stakeholder groups

# Level 1 - Stakeholder Overview

## Four Stakeholder Groups

- **Political decision-makers and policymakers** – National and regional politicians, government agencies, municipalities
- **Private energy sector** – Energy technology companies, Energy utilities, SMEs
- **Civil society** – NGOs, CSOs, trade unions, energy communities and cooperatives, citizen energy movement
- **Academia and education** – Universities, research institutions, professors, PhD students

## Level 2 - Power-Interest Matrix

- Field of **interest** and expertise
- **Motivation** for supporting EUWES goals
- **Power** - position, visibility, network, influence
- **Gender expertise** - former projects
- Rating on a scale of **High, Medium** and **Low**
- Cluster stakeholders into one of **four groups** – high power high interest (HH), high power low interest (HL), low power high interest (LH), low power low interest (LL)

## Level 3 - Stakeholder Engagement

### **IDENTIFY 1 to 2 STAKEHOLDERS PER STAKEHOLDER GROUP TO ENGAGE WITH!**

- **Direct contact** by unstructured or semi-structured interviews - Overview of contacted stakeholders (eg. name, stakeholder group)
- **Goals** - Qualitative, quantitative, emotional, actions (eg. reaching out to 10 stakeholders, finding stakeholders for long-term collaboration)
- **Touchpoints, media and measures** - Means of contacting the stakeholder and conducting interviews, formal or informal meeting style
- **Evaluation and reporting** - Gathering of necessary information, difficulties contacting the stakeholders, usage of the template for minutes

## Level 4 - Advocacy and Policy

- **Advocacy campaigns and policy recommendations** - stakeholder mapping and engagement will give insight into gender gaps and barriers in the energy sector which shall then be addressed by policy recommendations
- **Stakeholders** - Decide on different key messages for each stakeholder, identify stakeholders for long-term collaboration, choose who to contact again
- **Policies** - Identify stakeholders relevant for the policymaking process, decide which policies need to be elaborate further
- **Touchpoints, media and measures** - Concrete campaigns and measures will be developed under Working package 4



## Semi-Structured Interviews

- The format has a **conversational tone** and encourages a two-way communication by allowing the interviewee to ask questions
- The interviewer asks questions within a **predetermined** thematic framework but the questions are not set in a particular order
- By **tailoring questions** to each interviewee, the interviewer facilitates a more fluid conversation
- The interviewer asks **open-ended questions** and asks follow-up questions to draw out more specific information, since by allowing flexibility, the interviewee can elaborate, clarify and rephrase their answers
- The interviews will allow for gaining more information about the current gender situation in each national energy sector and the current **barriers** for women and **entry points** to transform the sector to a more gender-just one

# Template for Minutes

## Virtual and In-person Meetings

- **Overview** – Name, organisation, stakeholder group, contact details
- **Key messages** – One or more messages tailored for specific stakeholders
- **Communication materials** – In-person, phone call, video call, flyers, publications
- **Conclusion** – Agreement reached and follow-up
- **Evaluation** – Awareness and information creation about gender and the energy sector

# TARGET GROUP MAPPING: BRAINSTORMING

- **Was your organization providing trainings? Have you already identified target groups for these trainings? Do they fit to the topic of EUWES trainings?**
- **Which contact lists from which projects can you reuse?**



**- 7-10 Min**

# Target Group Mapping

## Objective

- Identifying underrepresented women, especially young women, to carve out their gender-specific challenges, address their needs, and find opportunities to strengthen their capacities, build their careers and promote leadership opportunities.
- Deliverable(s): Training sets; target group mapping must not be documented in one of the next deliverables, but it helps to create training material
- EU female politicians,
- national female politicians,
- women in municipalities/local governments,
- female managers and employees in energy companies,
- women in research and education organisations,
- female students in STEM,
- Project partners,
- Male co-workers, colleagues, etc.



# Target Group Mapping

## Process

- User's personas
- A Presumption
- B Guiding questions/ Needs assessment
- C Data bank/contact lists
- D Compare data, check with contact lists and needs assessment responses – define specific target groups and tailored material set
- E Validate and refine



A woman wearing a hard hat and a safety vest is kneeling on a roof, working on solar panels. The panels are mounted on a metal frame. The background shows a residential area with houses and trees. The entire image has a purple tint.

Questions?



Thank you!



Partners:



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