



# WOMEN ENERGIZE WOMEN

EVENT: "HOW TO OVERCOME GENDER BIASES AS A FEMALE FOUNDER"

DATE: 26.01.2022, 4:00 – 5:30 PM CET

TOOL: MS TEAMS

## OUTLINE:

The entrepreneurial and start-up sector are highly important drivers for innovation. Especially in the energy sector, start-ups can often provide new, adventurous ideas from technological innovation, to energy provision, to small scale decentralized renewables. However, the entrepreneurial sector is still largely dominated by male founders and CEOs.

In Germany the share of female founders across all sectors lay at about 15% in 2020, in the US the share of start ups with at least one female founding member was at 28% in 2020. Is this rather low share due to unequal opportunities and obstacles for women in the start up sector? Are there differences in the granting of finance to women and to men? Are there specific obstacles to female founders, that are seldomly spoken about? Would you like to share a personal experience? And what are important steps to secure financing to female founders (both systemic and personal steps)?

## THE MAIN QUESTION:

What are the main opportunities and challenges for female founders?

## GUIDING SUB-QUESTIONS:

- What is the share of female founders worldwide? Does this depend on the sector? And what is the situation like in the energy sector? What are the main steps for founding?
- Did you encounter any specific obstacles, e.g. in financing your endeavor? Have you been treated differently than male founders?
- Can you think of any advantages that female founders might have over male founders? What motivated you to found your business/initiative?



- What needs to change in order to facilitate founding a company/initiative for women? Are there specific changes that you would expect from the financial sector?

#### PRELIMINARY SPEAKERS:

- Moderation: **Geraldine de Bastion**, CEO & founder Konnektiv Kollektiv
- **Damilola Asaleye**, Co-Founder Ashdam Solar Company (Nigeria)
- **Dr. Rashi Gupta**, Founder & Managing Director Vision Mechatronics Pvt. Ltd. (India)
- **Aidé Zamora Espinola**, Co-founder & CEO Grupo AMERALI (Mexico)
- **Carina Klaffl**, Head of Grow F Initiative, Female Founders (Austria)

**Women Energize Women** #womenenergize is a communication initiative of the Federal Ministry for Economic Affairs and Climate Action (BMWK) and is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the German Renewable Energy Federation (BEE) within the scope of BMWK's global project [Bilateral Energy Partnerships and Dialogues](#). The campaign aims to empower, motivate, inform, inspire and connect women working in the energy sector across the world by offering interactive events, inspiring role models as well as important information and general knowledge on the state of gender equality in the energy sector.

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