

Energy ambassadors challenge gender norms in STEM and advance Jordan's energy transition

Description of the project:

The SEED project implements a holistic and gender-responsive approach to energy transition in Jordan, providing technical training to women and empowering local communities to adapt to climate change and advocate for climate solutions. Women energy ambassadors learn to install solar water heaters and photovoltaic systems, thereby challenging gender-stereotypes in the male-dominated sector of energy efficiency and renewable energy (EE&RE). SEED also facilitates women's participation in the labour force thanks to individual coaching, innovation grants, and employment opportunities. The SEED team conducts awareness-raising and national advocacy activities to scale-up the project's impacts.



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TRANSFORMATIVE OUTCOMES

Climate impact



Strengthening local technical skills for the EE&RE sector, thus bringing Jordan closer to achieving national climate goals



Energy savings in private households and public institutes installation of 1,500 solar PV systems and 1,700 solar water heaters



Social justice in climate adaptation through the use of EE&RE solutions in areas of poverty.

Gender impact



Challenging gender norms in a male-dominated sector



Economic empowerment and enhanced participation in the labour force for women



Capacity building of female organisations' leaders, who take on inspirational roles within their communities

Scalability / replicability



Holistic incentive program providing capacity-building, coaching, and financial support to innovators in disadvantaged communities



Revolving fund to ensure financial sustainability of the project



Willingness to scale up the solution's outcomes in the local road-map to national sustainability and climate change initiatives

CONTACT

SEED

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