

Women in Energy in Jordan

WHY WOMEN IN ENERGY?



Women are needed in the energy sector (government, private sector, NGOs) for the following reasons:

- Jordan needs motivated and competent individuals – male and female - for this vital sector
- Women in leadership help to shape company culture, goals, and activities so they reach all customers – including female customers
- Employers have a larger talent pool to choose from
- Diversity increases company performance and employee retention. Hiring people of all backgrounds (women and men of different ages, people with disabilities, different social and ethnic groups) is good for business.
- Women bring a strong social commitment to their work, which can help energy projects to focus on socioeconomic benefits



Benefits to organizations who encourage diversity (hiring people with all backgrounds)

39% Higher customer satisfaction

22% Greater productivity

27% Higher profitability



Source: Cumulative Gallup Workplace Studies

CHALLENGES

15%
Women's participation in the workforce in Jordan is very low overall, only 15%

Females do well in Science, Technology, Engineering and Math (STEM) education, but most do not end up in STEM-related careers

Perception that "Energy careers require manual labor and field work"

Additional perception that "Women can't do or won't do manual labor or field work"

The double burden of family and work obligations – it's difficult and employers make the false assumption that women will neglect their work for families

Jordan has some progressive regulations (on-site day care, maternity leave) - but these are often used as unspoken excuses to not hire women

Lack of knowledge about the many opportunities in the sector – technical and non-technical

OPPORTUNITIES

Women have easier access to homes for activities like energy audits and behavior change campaigns

More women-owned businesses can shape the sector by hiring and mentoring women

Clean energy is a rapidly growing sector providing more opportunities for both men and women

More men are leaving for energy jobs in the Gulf – women can shape and lead Jordan's energy sector

Renewable energy and energy efficiency are emerging sectors which bring a wider range of roles for which there are fewer stereotypes

Growing number of strong female role models demonstrating that women can make valuable contributions to the sector

What kinds of Jobs are there?

Customer relations Financial – banking (loans), Financial analysis, Accounting

Technical – chemical, mechanical, electrical engineering; Sciences

Policy development Performance management **Legal**

Community development **Marketing and public relations**

Communication – promoting adoption of new behaviors and technologies

Management, Administration, Human resources