**APPLIANCES EMPOWER**

A Campaign to Advance Gender Equality and Inclusion Through Energy-Efficient Appliances

---

**SDG 5 & SDG 7: A Natural Connection**

Women shoulder a disproportionate share of the energy poverty burden. Around the world women and girls are expected to complete time- and labour-intensive activities. Firewood gathering, water collection and manual grain processing often preventing women and girls from pursuing an education or other income-generating activities.

Greater access to energy-efficient off-grid appliances and modern energy services can improve a woman’s health, well-being, social, and economic status. In this way, United Nations Sustainable Development Goal (SDG) 7 (“Affordable and Clean Energy”) and SDG 5 (“Gender Equality”) are inextricably linked: achieving one goal will advance the other.

---

**About the Campaign**

Appliances Empower is a global campaign to develop deep linkages between energy access, gender equality, and social inclusion. Between November 1 and March 31, the Appliances Empower campaign will centre women in global energy access by connecting high-performing, energy-efficient appliances and SDG 7 to SDG 5.

---

**Our Approach**

Appliances Empower will take an interdisciplinary approach, connecting SDG 5 and SDG 7 to SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 3 (Good Health and Well-being), SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities). Each month, the Appliances Empower Campaign will spotlight one of the above SDGs, allowing us to dive deep into specific appliance technologies and their impacts. A full campaign timeline is listed on the following page.

---

**Our Ask**

2020 marks the 25th anniversary of the historic Beijing Platform for Action, the first comprehensive blueprint to establish gender mainstreaming as an integrated practice in policy and decisionmaking. The Appliances Empower campaign will ask our community to reaffirm its commitment to female empowerment by pledging to adopt gender mainstreaming policies or continue/deepen the practice in their operations. We invite campaign partners to sign our pledge and participate in a social media thunderclap on 9 March 2020, the first day of the 64th session on the Commission on the Status of Women. More details to follow.

---

**Our Hashtag**

Energy-efficient off-grid appliances unlock a myriad of opportunities that help women expand opportunities and empower them to succeed. All campaign-related materials and collateral will use the hashtag, #AppliancesEmpower.
Join Us

Appliances Empower will build new partnerships and opportunities across the energy access and gender equality landscape. Throughout the campaign, Efficiency for Access will partner with organizations to disseminate information; host events, such as webinars and Twitter chats; and develop new content, including blog posts and editorial-type content.

Campaign Events

**Twitter Chat:** In early December, Efficiency for Access will host a Twitter chat to raise awareness about the role of energy-efficient appliances in advancing gender equality through poverty alleviation. This event will give 3-5 organizations the opportunity to showcase their own programmes or research. A second Twitter chat will occur in late March with a focus on appliances, gender, and reduced inequalities.

**Webinar:** In early February, Efficiency for Access will organize a webinar connecting modern energy to female empowerment, with a focus on education. We invite 2-3 partners to showcase their work by participating in this event.

**Gender Mainstreaming Pledge and Social Media Thunderclap:** In March, we invite members of our community to sign a pledge signaling their commitment to establishing, maintaining, or advancing gender mainstreaming within their work. Participants will share their pledge on social media in a thunderclap on 9 March 2020 at 9:00 am EST. The thunderclap will align with the first day of the 64th Commission on the Status of Women, a global forum at the UN headquarters in New York to assess the status and implementation of the Beijing Platform for Action. Details to follow.

Ongoing Communications

**Monthly Toolkits:** Each month, Efficiency for Access will share a social media toolkit on a new SDG theme.

**Guest Blog Posts:** We invite our partners to showcase their work on SDG 5 by authoring an article or editorial for our blog. We encourage authors to align content with our campaign timeline (right).

Get Involved

To get involved with the Appliances Empower campaign, please contact Lauren Boucher or Joanie Coker.

Lauren Boucher  
Communications Associate  
lboucher@clasp.ngo

Joanie Coker  
Communications Associate  
jcoker@clasp.ngo