

WOMEN IN CLEANTECH ACTION PLAN

2020

A decorative graphic consisting of a cluster of hexagons in various shades of green and teal, arranged in a pattern that resembles a honeycomb or molecular structure. The hexagons are of different sizes and are scattered across the lower half of the page, with some overlapping.

WORKSTREAM 1

CONNECTING, AMPLIFYING AND STRENGTHENING THE NETWORK

The overall goal of this workstream is to enable a better connected female cleantech community, to encourage good practice and shine a light on the issue of gender diversity in cleantech. We will do this by focusing on the following activities.

- 1. Connecting up the network to enable increased and quicker introductions and interaction between women in cleantech**
 - 1.1. Create a map of the network where WiCT women work and operate
 - 1.2. Programme of outreach to accelerators, incubators, programmes and academic institutions that may have collections of women entrepreneurs
 - 1.3. Use the network to expand the network

- 2. Best practice: sharing and developing good guidance for the ecosystem**
 - 2.1. Identify those doing good work to provide and develop best practice guidance
 - 2.2. Use existing good practice tools on inclusive recruitment to start and gain momentum within cleantech

- 3. Comms and promotion: Promote women, share best practice, and get other events to focus on this issue.**
 - 3.1. LSDC to lead this with help from other partners including Better Futures showcase and case studies from LWARB.
 - 3.2. Promote and share best practice.

Workstream 1	Commitment	Lead partner	Delivery timeframe	Progress so far
Connecting up the network	Identify, document and categorise organisations in the network including accelerators, incubators, investors, and other organisations supporting female cleantech entrepreneurs	Sustainable Ventures, GLA, LSDC	Early 2020	Underway – initial list developed and uploaded onto WiCT webpages
Connecting up the network	From network list, conduct outreach to organisations to identify how to promote their work and link to the wider network	Sustainable Ventures, LSDC	Mid – End 2020	
Connecting up the network	Invite organisations contacted as part of initial outreach to advertise and publicise their events via the Linked In group by either direct input as members or via LSDC sec	Sustainable Ventures, LSDC	Mid – End 2020	Underway
Connecting up the network	Develop a core membership/supporter list – starting with Better Futures (BF) women, and other steering group member contact lists via BF newsletter and through networks contacted as part of outreach	Sustainable Ventures, LSDC, Better Futures	2020	Linked in group established over 110 members now joined

Workstream 1	Commitment	Lead partner	Delivery timeframe	Progress so far
Best practice - developing and sharing	Develop Better Futures guidance on specific topics tailored for the early stage start up audience (e.g. preparing yourself for a pitch, presentation and public speaking)	Better Futures	Mid – late 2020	
	Generate 1 Better Futures and 1 LWARB Advance London case studies and publish on the WiCT webpages	LWARB, BF and LSDC	May – July 2020	
	Create a Cleantech Champions webpage on the WiCT web area to showcase companies with female leads/majority ownership – use this format to tell their story	LSDC	Initiate April 2020	Underway beginning with drawing up guidelines on applicability for entry
Comms and promotions	Develop concept and plan for a Women in Cleantech event to run in 2020 either virtually or in person	Sustainable Ventures	Mid 2020	Completed and event series under development

WORKSTREAM 2

FINANCE, INVESTMENT AND FUNDING

Working with the cleantech finance community to improve gender parity, and diversity more broadly, in the companies receiving financing.

The principal goal of this workstream is to create an environment within cleantech finance which encourages and values diversity. We will do this by focusing on the following activities.

1. Understand the key barriers to diversity within the sector

1.1. Survey diverse entrepreneurial and investor community

- 1.1.1. Based on insights derived from real experiences, create support activities for entrepreneurs and investors

2. Communicate best practice via events, case studies and guides e.g.:

2.1. Panels, events and best practice showcases:

- 2.1.1. Panels with diverse founders
- 2.1.2. Best practice in diverse investment selection process
- 2.1.3. Showcase success stories

2.2. Case studies:

- 2.2.1. Female focused funds/investors
- 2.2.2. Male-led funds taking positive action on diversity
- 2.2.3. Female led businesses

3. Organise workshops with a training focus, e.g.

- 3.1. How to secure funding
- 3.2. Pitch training
- 3.3. Guidance workshops on identifying investors with strong diversity practices

4. Explore viability of female-focused investment fund and accelerator

Workstream 2	Commitment	Lead partner	Delivery timeframe	Progress so far
Entrepreneurs	1 Together with Unconscious Bias workstream, create survey for diverse founders in the sector to understand their experience of raising investment. Use survey to derive insights into what specific support/actions would be constructive/helpful for diverse founders to raise investment funding.	Sustainable Ventures/ Measurable /LWARB	Early 2020	Survey completed and launched, data now being reviewed, report finalised and next steps being developed
Investors and entrepreneurs	1.1.1 Run investor engagement activities with female decision makers - to also include guidance on gender balanced investment selection process and success stories.	All	Ongoing throughout 2020	One panel delivered: Better Futures female entrepreneur panel in July 2019
Investors and entrepreneurs	2.2 / 2.2.2 Track diversity-focused cleantech enterprises and investors, e.g. by introducing a gender field on SeedTribe investment website, and review developments periodically.	SeedTribe	2020	Gender field complete
Investors	2.2.1 Reach out to angel investors to understand what the barriers are to women becoming angel investors, identify actionable insights and create initiatives to address these barriers.	Seed Tribe/ Sustainable Ventures		Answered – add action to WS1 to add to network activities

Workstream 2	Commitment	Lead partner	Delivery timeframe	Progress so far
Entrepreneurs	<u>3.2 / 3.3</u> Design, advertise and run online workshops to cover additional topics of relevance for fundraising/ business growth journey, e.g. pitch training, public speaking, assertiveness, negotiation.	Sustainable Ventures and JM	2020	Number of workshops to be defined
Investors	<u>4</u> Explore possibility of establishing dedicated equity funding for female led businesses.	Sustainable Ventures /Seed tribe		Long term proposal

WORKSTREAM 3

EDUCATION

Working with schools and education institutes to encourage girls and young women into the sector.

The goals of this workstream are to:

- 1. Inspire, welcome and support women into careers in the cleantech sector**
- 2. Work with women in the sector to promote cleantech entrepreneurship in schools and universities**

Both will be achieved through WISE's new platform 'My Skills My Life' and WISE's focus on environmental issues and sustainability across 2020.

Workstream 3	Commitment	Lead partner	Delivery timeframe	Progress so far
1. Inspire, welcome and shine the spotlight on women with careers in the cleantech sector	Identify 10 female cleantech role models/ambassadors to add to the WISE programme to inspire the next generation of talent.	WISE	End 2020	MSML now live, WISE are actively recruiting role models to feature on the platform
1. Inspire, welcome and shine the spotlight on women with careers in the cleantech sector	Work with Team London and the GLA's London Enterprise Advisor Network to identify and recruit women role models/ambassadors in cleantech for the GLA's LEAN work with schools (number tbc)	Sustainable Workspaces and WISE	End 2020	See below links now made with LEAN – numbers of role models to be determined
1. Inspire, welcome and shine the spotlight on women with careers in the cleantech sector	Identify speaking opportunities at min 1 WISE MSML celebratory event during 2020 in order to raise the profile of women with careers in the cleantech sector.	WISE	Opportunities across 2020	WISE Activity Plan for 2020 now live with opportunities on MSML includes Celebratory Event & WISE Annual Conference

Workstream 3	Commitment	Lead partner	Delivery timeframe	Progress so far
<p>2. Work with schools and educational institutes to encourage girls and young women into the sector</p>	<p>Work with the women cleantech role models/ambassadors to promote cleantech entrepreneurship in schools and universities through the WISE Campaign's 'My Skills My Life' programme.</p>	<p>WISE</p>	<p>End 2020</p>	<p>WISE online training platform developed to accompany the MSML resource for all those working with schools to ensure clarity and consistency.</p>
<p>2. Working with schools and educational institutes to encourage girls and young women into the sector</p>	<p>Develop guidance for London schools and colleges on the opportunities in cleantech.</p>	<p>Women in Cleantech Steering Group and LSDC, supported by WISE</p>	<p>End 2020</p>	<p>WISE has developed training resources detailed above, with the support of Women in Cleantech Steering Group and LSDC, the group will work together to raise the profile of the MSML resource.</p>

WORKSTREAM 4

UNCONSCIOUS BIAS

The overall goal of this workstream is to address the unconscious biases within the cleantech sector. We will do this by focusing on the following activities.

- 1. Provide support to ensure all workstreams are taking unconscious bias into account with tests, initiatives and deliverables**
- 2. Create a central repository of resources to:**
 - 2.1. Identify and promote self-awareness around unconscious bias;
 - 2.2. Develop and deliver women's skills in a way that promotes them as humans and combats unconscious bias they may encounter;
 - 2.3. Educate and provide best practices on ways organizations can promote diversity and inclusion as a priority within their organizations.
- 3. Create awareness and change among event planning to increase women participation in a way that does not deter participation of men.**

Workstream 4	Commitment	Lead partner	Delivery timeframe	Progress so far
1. Support for other workstreams	Design, execute and analyse a survey to identify how experience, knowledge, environment, and confidence can affect the investment process within cleantech.	Sustainable Ventures, Jessica Mangona & LWARB	End 2019	Survey launched, results back, report complete and next steps in development
2. Creating a central repository of resources 3. Create awareness and change amongst event planners to increase female participation	Coordinating with WS1, Identify and design best practice guidance for organizations to promote diversity and inclusion, to include: <ul style="list-style-type: none"> • Running diverse events • Recruitment and retention • Avoiding unconscious bias 	Jessica Mangona	End 2020	Event best practice guidance completed

Workstream 4	Commitment	Lead partner	Delivery timeframe	Progress so far
2. Creating a central repository of resources	Identify and signpost to existing training and mentoring programmes challenging discrimination and unconscious bias such as the WISE campaign. Create training and mentoring area on WiCT web pages.	LSDC and Jessica Mangona	Mid 2020	
2. Creating a central repository of resources	Develop and offer public speaking, self awareness, and confidence training for women in Cleantech.	Lead partner to be determined	New Pledge	