



PUTTING GENDER
EQUALITY AT THE HEART
OF THE GLOBAL
TRANSITION TO A
CLEAN ENERGY FUTURE

Equal by 30 in Review: Canada & Chile Knowledge Exchange on Gender- Responsive Climate Policies

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1 MISSION

Equal by 30 is a commitment among public and private sector organizations to work towards equal pay, equal leadership and equal opportunities for women, and other marginalized communities, in the global energy transformation by 2030.

237 SIGNATORIES



214

Organizations



16

Governments



7 sub-national

Governments



EQUALby**30**
Equal Pay, Equal Leadership, Equal Opportunities

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Why Equal by 30?

All people should be able to view the energy sector as a viable career path.

In 2015, world leaders pledged to achieve gender equality and empower women and girls as part of Sustainable Development Goal 5 (SDG 5).

Still, gender equality is a shared responsibility that depends on the active engagement of businesses, governments, industry leaders, civil society, educational institutions and individuals.

The energy sector is currently one of the most gender imbalanced industries in the world. Internationally, women represent [only 32% of the energy workforce](#), and racialized peoples account for just 22%.

The right thing to do. **The smart thing to do.**



**INCREASING WOMEN IN
SENIOR ROLES BY 30 PERCENT**

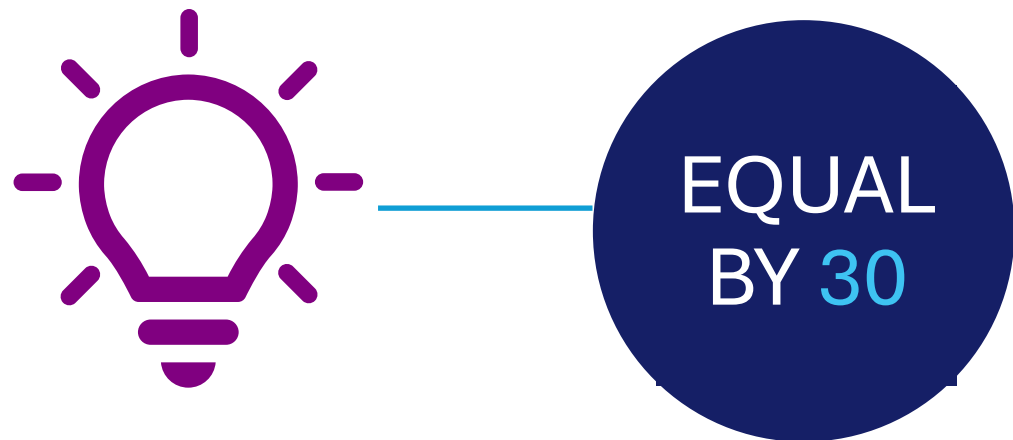
+15% more profit



**HIRING MORE WOMEN AND
MARGINALIZED PEOPLE
ALLEVIATES GROWING
EMPLOYMENT NEEDS IN THE
SECTOR.**



Our Impact



- ✓ Strong **representation from several areas of the sector**
- ✓ **390+ unique commitments** from participants
- ✓ **Higher rates of women in leadership positions** compared to non-signatories
- ✓ Regularly featured as a **best practice in the clean energy transition**
- ✓ Active through **social media, communications** and **timely resources for signatories**



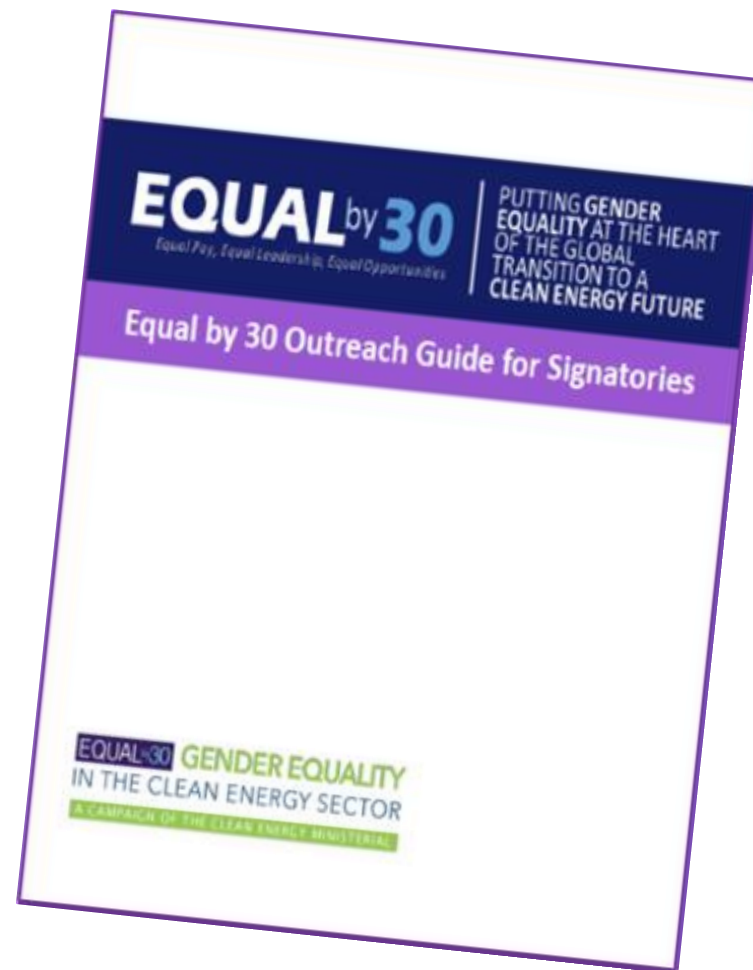
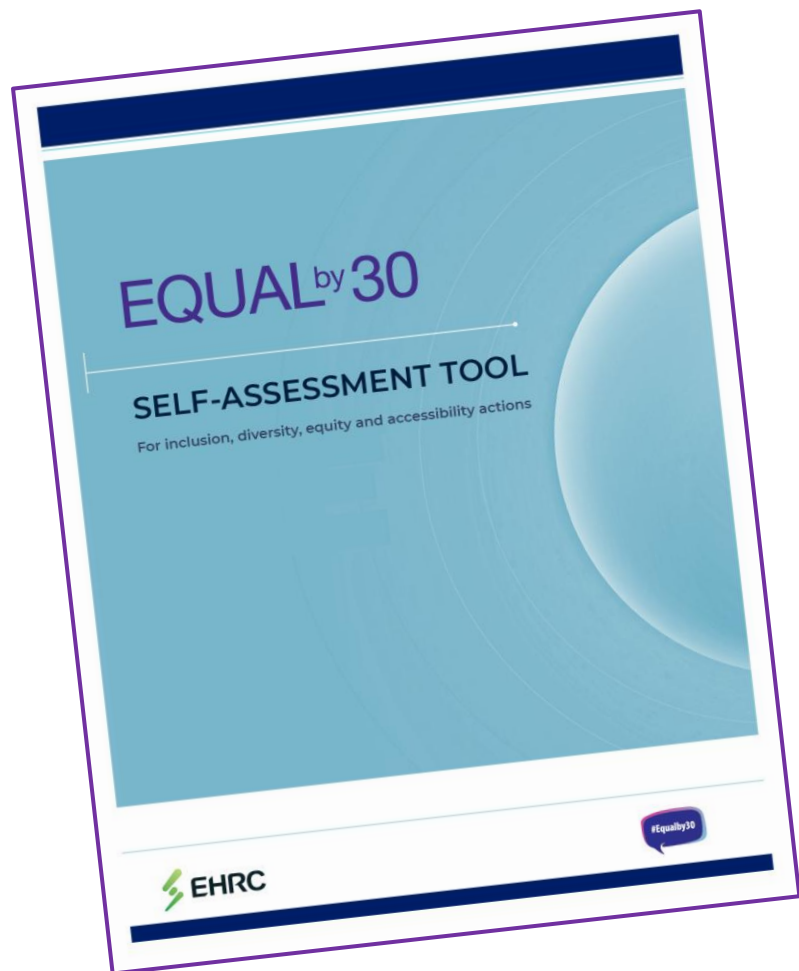
Integrating Equal by 30 at the Nation-Level



Countries can integrate Equal by 30 in their energy strategies by:

- Conducting or compiling qualitative and quantitative research, uncovering the needs of women and marginalized people in energy ministries and energy organizations within your jurisdiction.
- Identify key thematic areas for intervention, such as: **equal pay, equal leadership, equal opportunities, inclusive culture, fair management, career development and workplace safety and harassment.**
- Compare commitments from other countries on the Equal by 30 website for inspiration.
- Leverage tools like Equal by 30's Self-Assessment Tool, the Equal by 30 Outreach Guide, the UN's SDGs, the IEA's Indicator Handbook, and publications from ENERGIA for ideas.
- Start small and adopt commitments that are feasible within your country's public sector capacity.
- Promote Equal by 30 to your country's provinces, regions or sub-governments. Encourage their signage to create more localized commitments.
- Build a spreadsheet or tracking mechanism to monitor and refine your commitments.
- Connect with other signatories to share ideas and develop a knowledge-sharing relationship.

Download a copy of our Self-Assessment Tool and Outreach Guide from our website!



Get Inspired: Profiling Australia's Success

The Australian Government became an Equal by 30 signatory in November 2021 at COP 26.

In January 2023, the country completed an extensive consultation process to develop five additional commitments.

- need for gender balance at domestic and international levels
- importance of practical, equity-based policies.

Today, women represent 39% of the clean energy workforce in Australia, higher than the global average.

- Demonstrating leadership: 21 Australian organizations have signed onto Equal by 30.



Australia's Equal by 30 Mobilization Approach

Key Strategies:

- **Targeted Outreach:** Identified organizations by sector; used LinkedIn and public sources to find contacts
- **Personalized Engagement:** Reached out with tailored messages and offered one-on-one meetings.
- **Supportive Materials:** Created a welcome pack explaining Equal by 30 and outlining next steps to join.
- **Stakeholder Engagement:** Hosted roundtables and built a regular, collaborative working group for signatories.

Messaging Ideas:

- Emphasize flexible, non-prescriptive commitments.
- Reassure organizations that quotas and reporting are not mandatory.
- Frame their participation as contributing to broader systemic change – every action counts.
- Encourage organisations already creating change to join, lead by example and make their successes public.

Australia's Quick Tips for Signatories

1. Focus on **awareness-raising**
2. When pitching the campaign to a potential signatory, encourage a **direct, in-person interaction**. Share your successes and lessons learned.
3. **Follow-ups matter:** success often comes after persistent outreach
4. **Allyship is for everyone.** Encourage male-led organizations to see the benefits of gender equality and join the movement!

Contact Us

Any more **questions?**

Don't hesitate to reach out to the Equal by 30 Team – we're here to help!

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 <https://x.com/NRCan>

 www.linkedin.com/company/natural-resources-canada

#Equalby30