

WOMEN IN CLEANTECH

Gender diversity in the London cleantech sector



Cleantech describes products and services that **avoid or repair the damaging effects of human activity on the environment**. It plays a central role in low carbon economies.

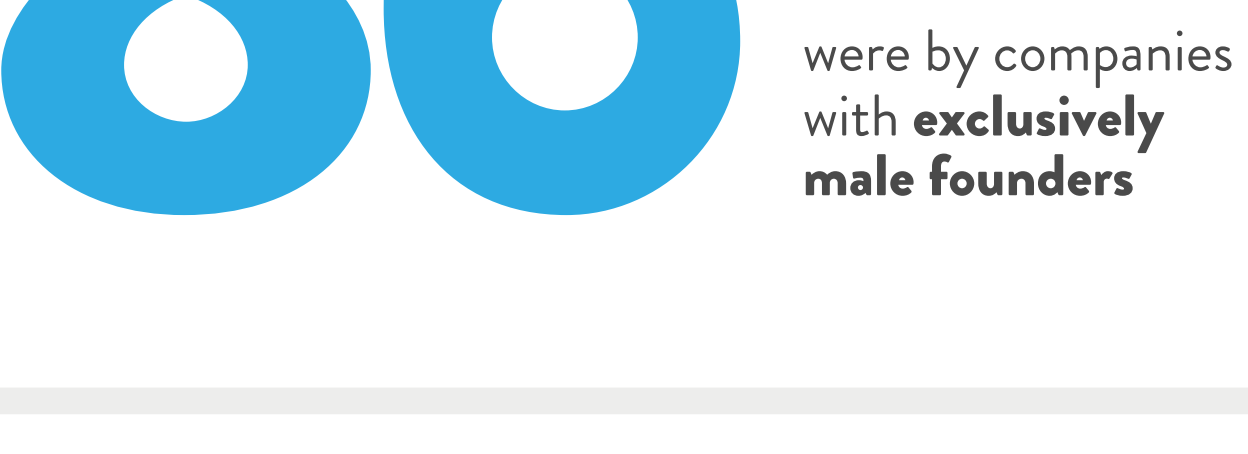
Despite the lack of data on gender in cleantech entrepreneurship, available data about women in technology and innovation suggest that **gender disparities are pervasive in the UK entrepreneurial ecosystem**.

As part of the London Sustainable Development Commission's efforts to develop a Cleantech Innovation Cluster in London, the Commission **investigated gender diversity in the cleantech sector**.

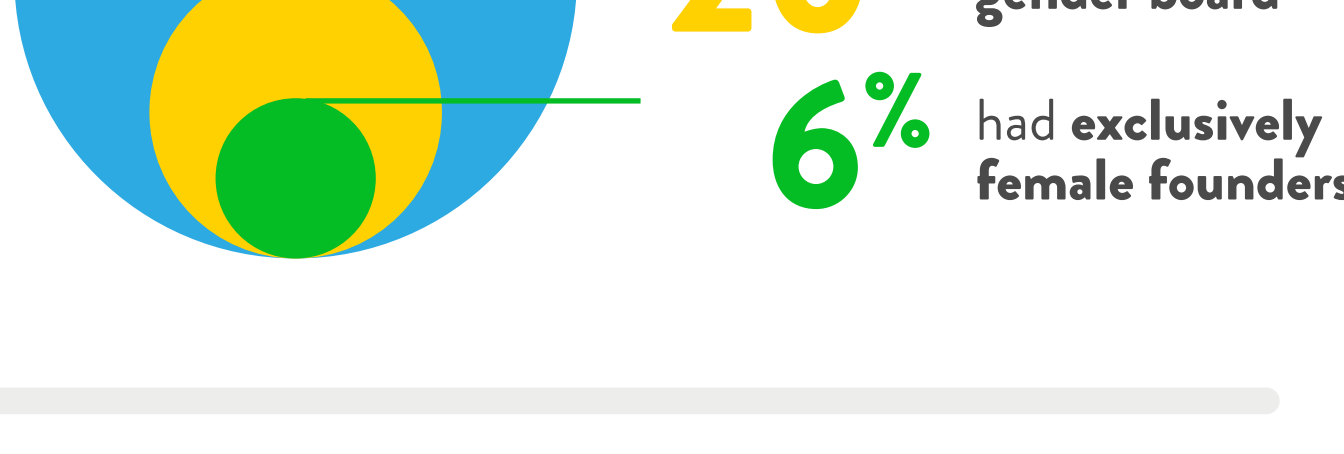
GENDER IMBALANCE IN STARTUPS AND CLEANTECH

While anecdotal evidence suggests that the percentage of women in cleantech exceeds that of women in technology and startups more broadly, **there is still a strong gender imbalance**.

Of the early stage deals completed in 2016 (global startup ecosystem)



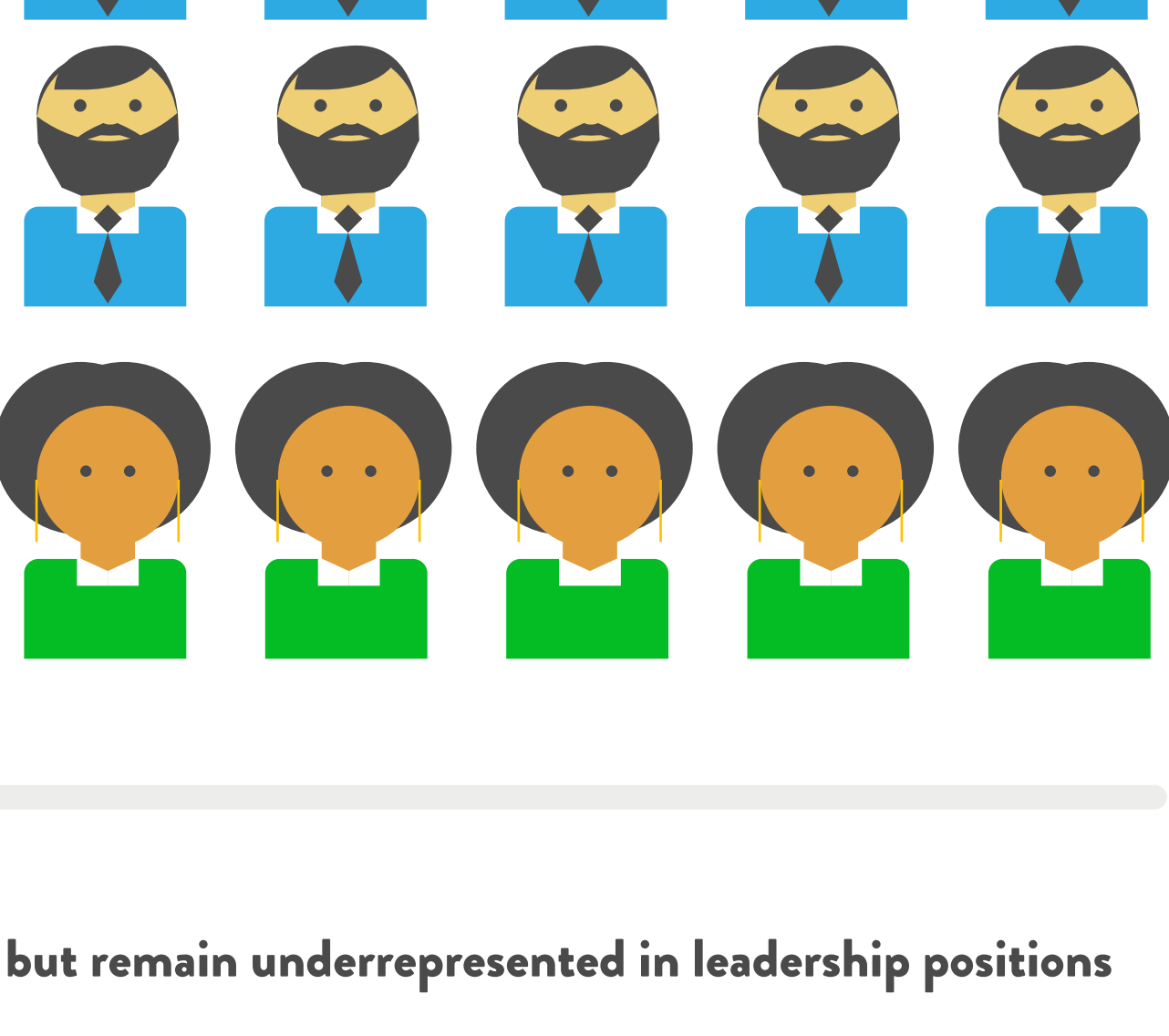
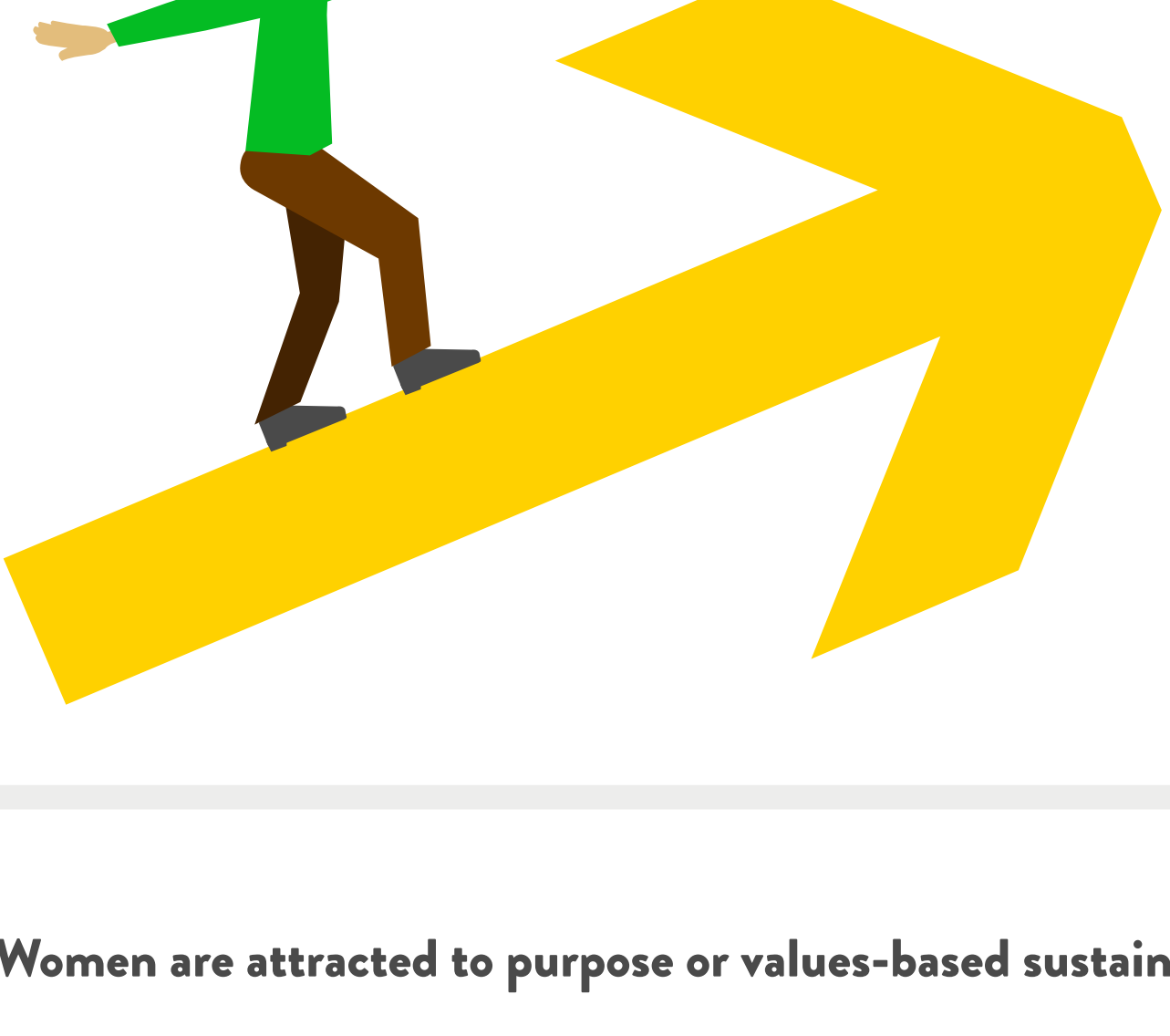
Of the early stage cleantech start-ups that receive UK grant funding



Women in the UK are increasingly attracted to entrepreneurship, but the balance is still far from equal

Between 2013 and 2016, the proportion of **women entrepreneurs rose 45%**.

However, the proportion of women in entrepreneurship is **still half the level of men**.

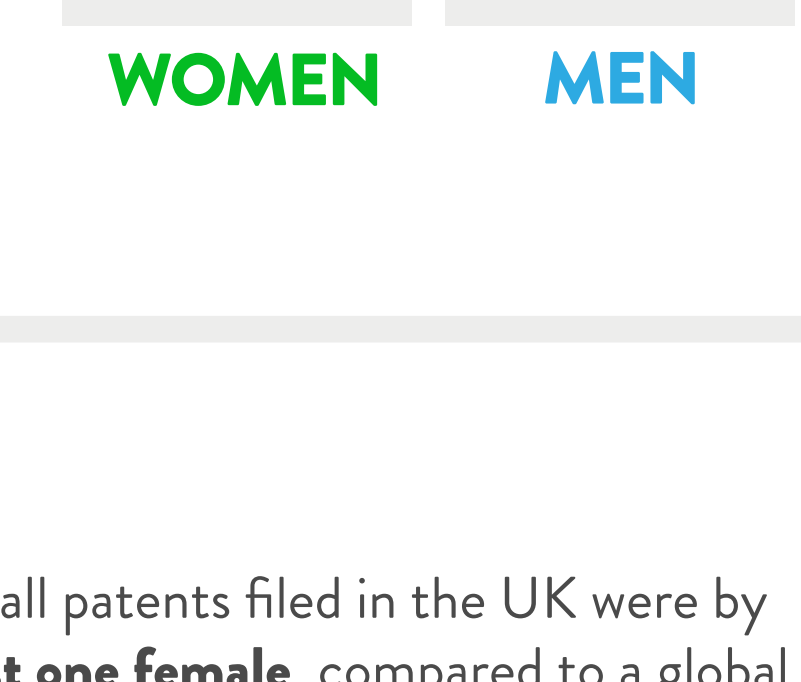
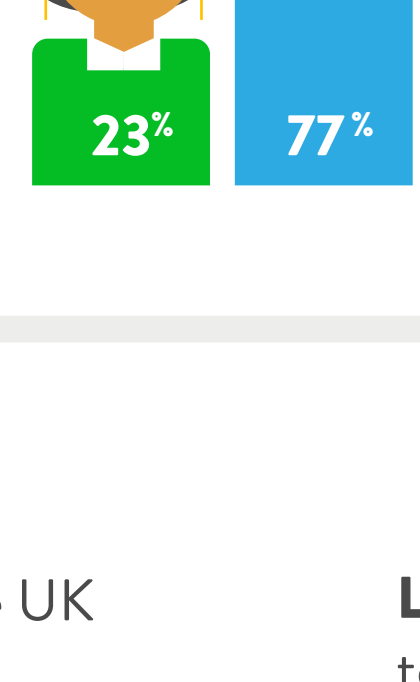


Women are attracted to purpose or values-based sustainability sectors, but remain underrepresented in leadership positions

61% of **entry level workers** are female.

Only **23%** of those in a **leadership position** are women.

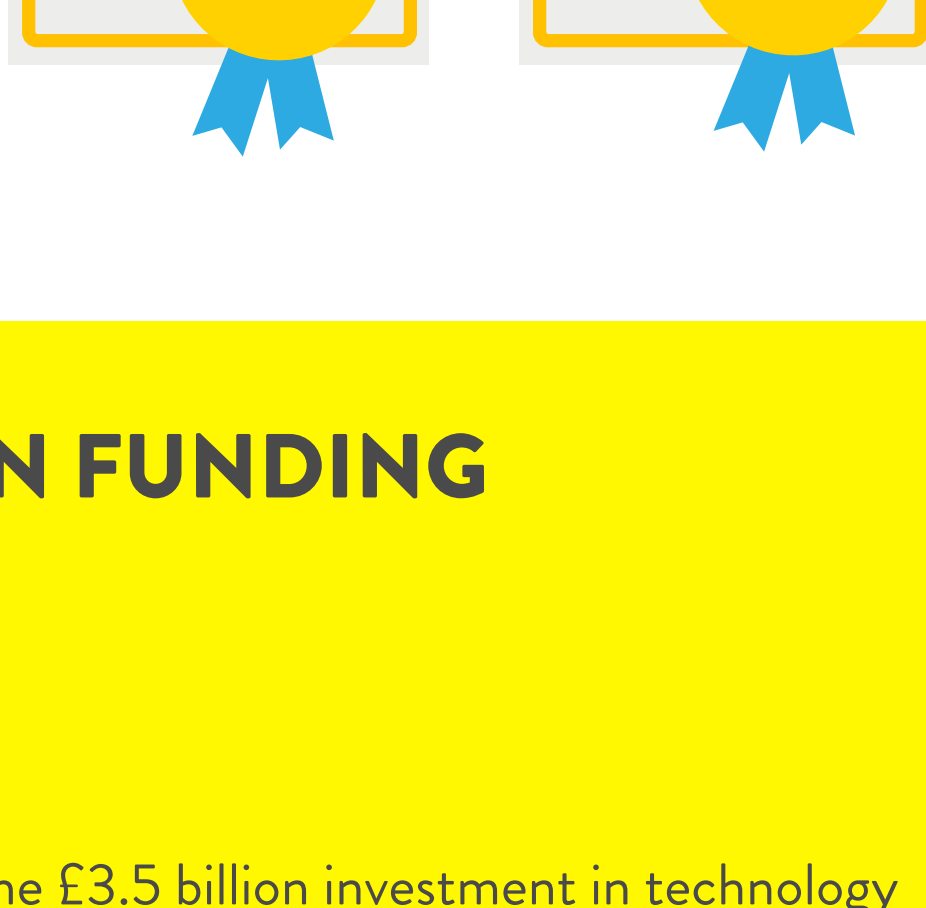
There is a **14% pay gap** in the sector.



Women are little involved in Green Channel Patents

Only **7%** of patents for cleantech inventions filed in the UK in 2017 were by teams with **at least one female**.

Less than 10% of all patents filed in the UK were by teams with **at least one female**, compared to a global average of 30%.

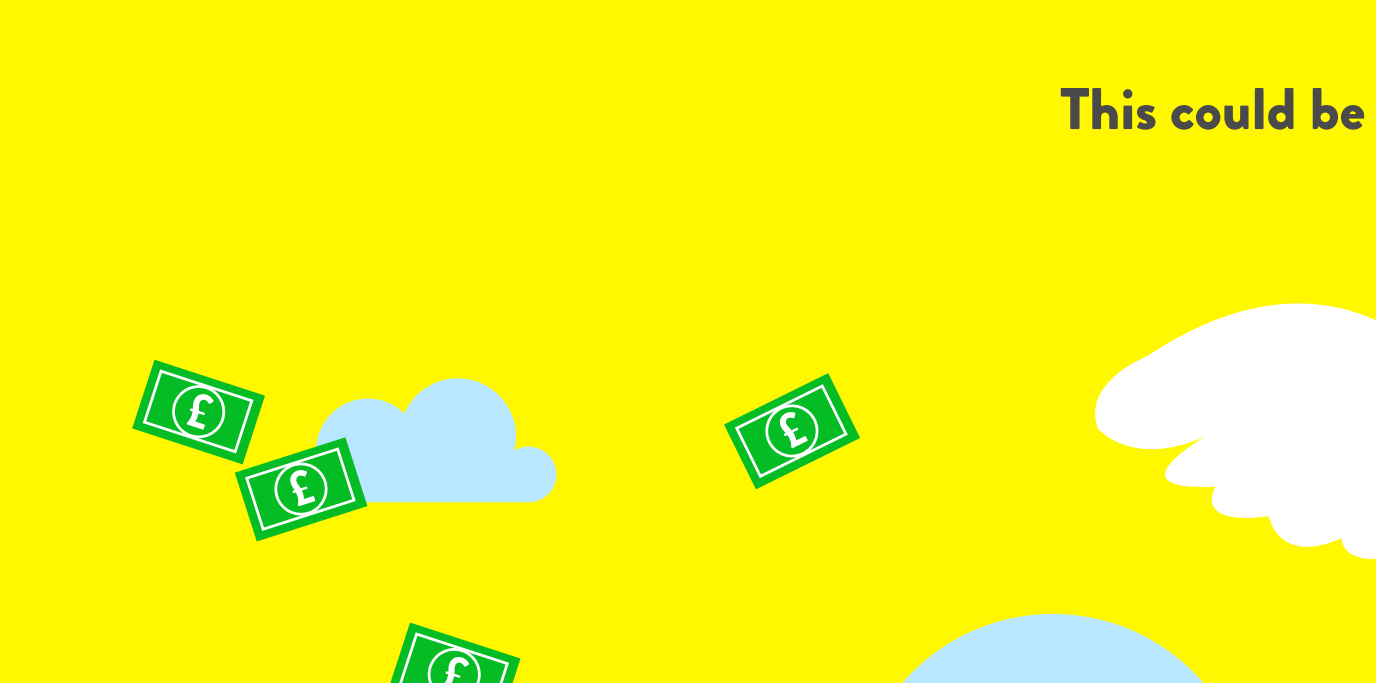


GENDER INEQUALITY IN FUNDING

Funding goes mainly to men

In 2016, start-ups with male founders received **over 16 times more funding** than start-ups led by women.

Only **9%** of the £3.5 billion investment in technology start-ups went to businesses with **at least one female founder**.



This could be linked to gender disparities in VC

Women comprise just **3%** of **venture capital partners**,

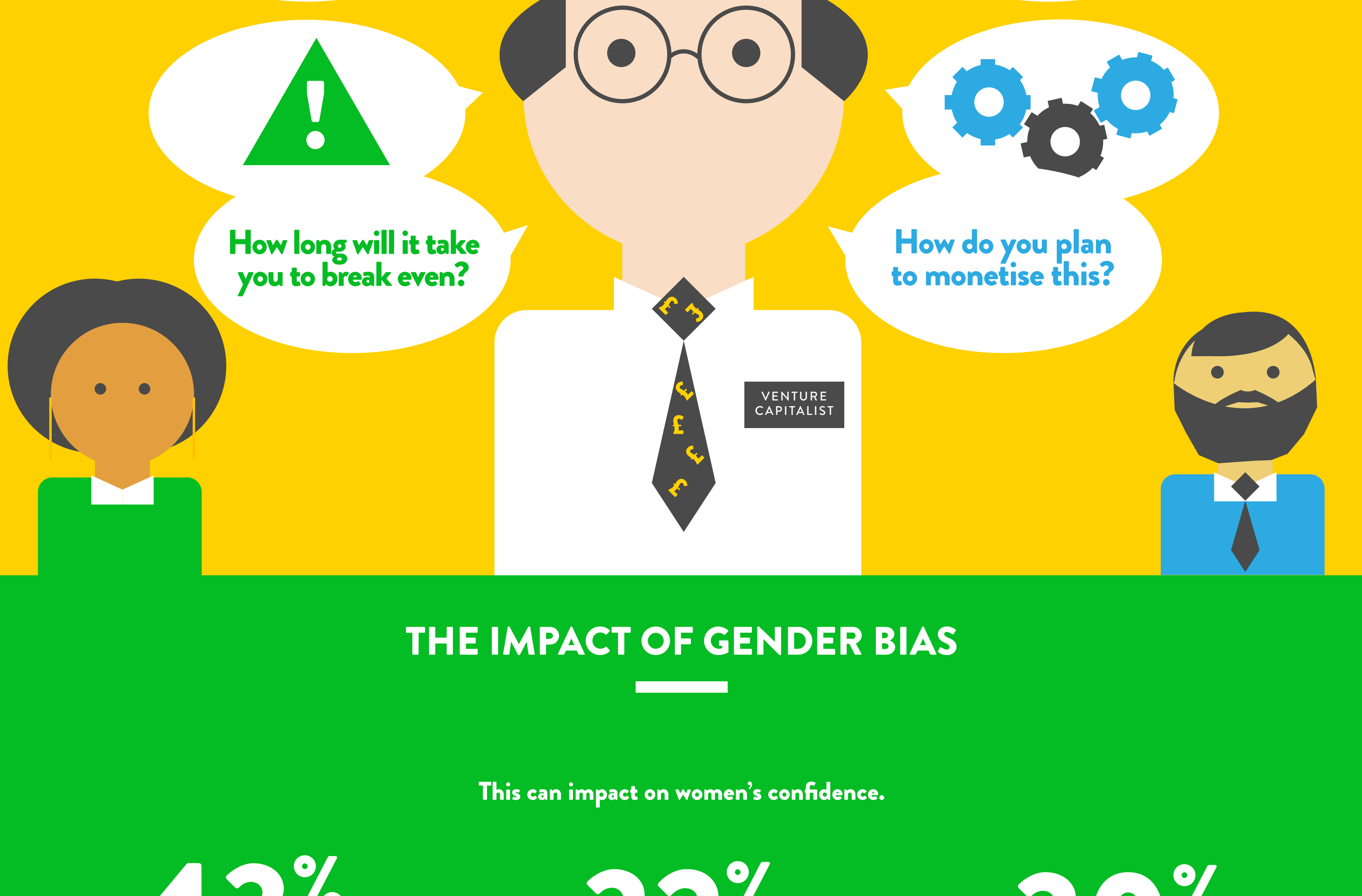
and only **14%** of the **Business Angel community**.



THE PERSISTENCE OF GENDER BIAS / STEREOTYPES

Venture capitalists tend to ask **men promotion questions**, which focus on the potential gains, whereas **women get asked prevention questions**, which focus on potential losses.

Venture capitalists tend to ask men **more technical questions**, irrespective of their level of expertise.



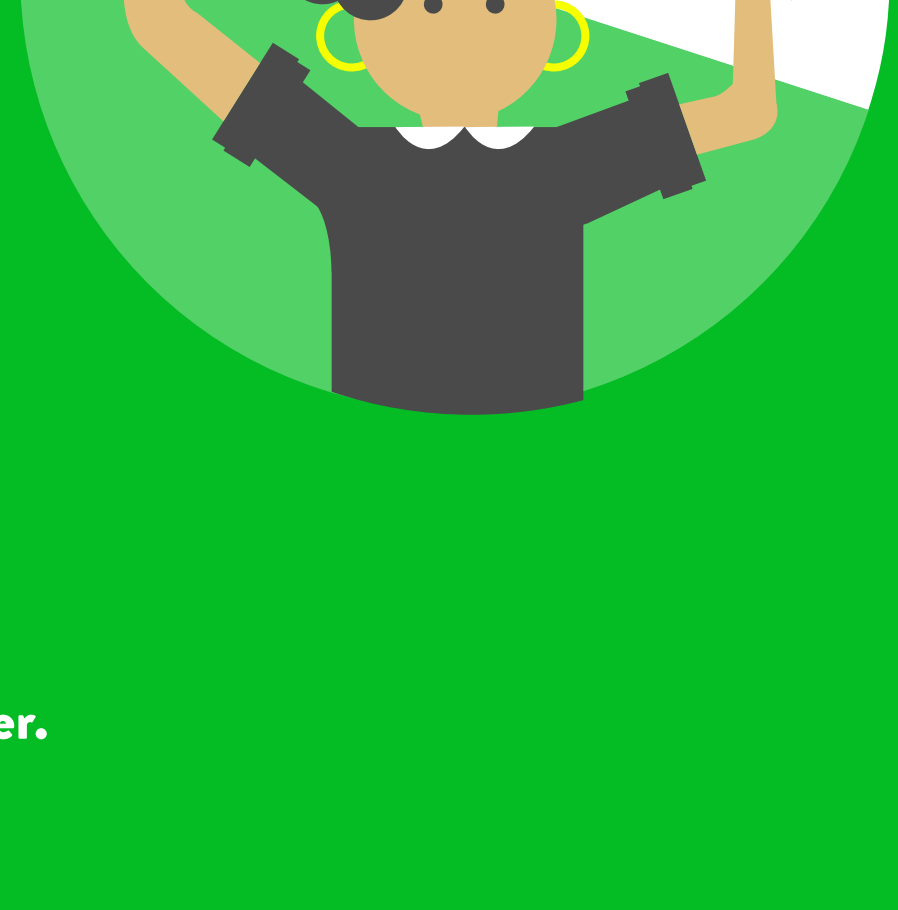
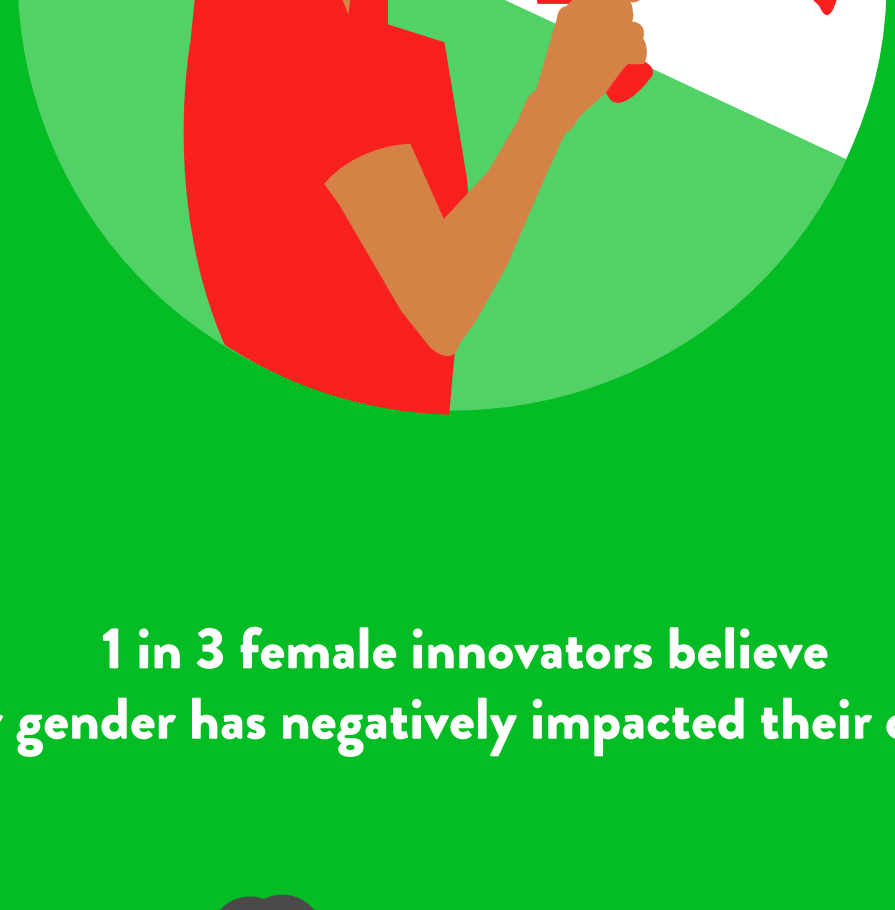
THE IMPACT OF GENDER BIAS

This can impact on women's confidence.

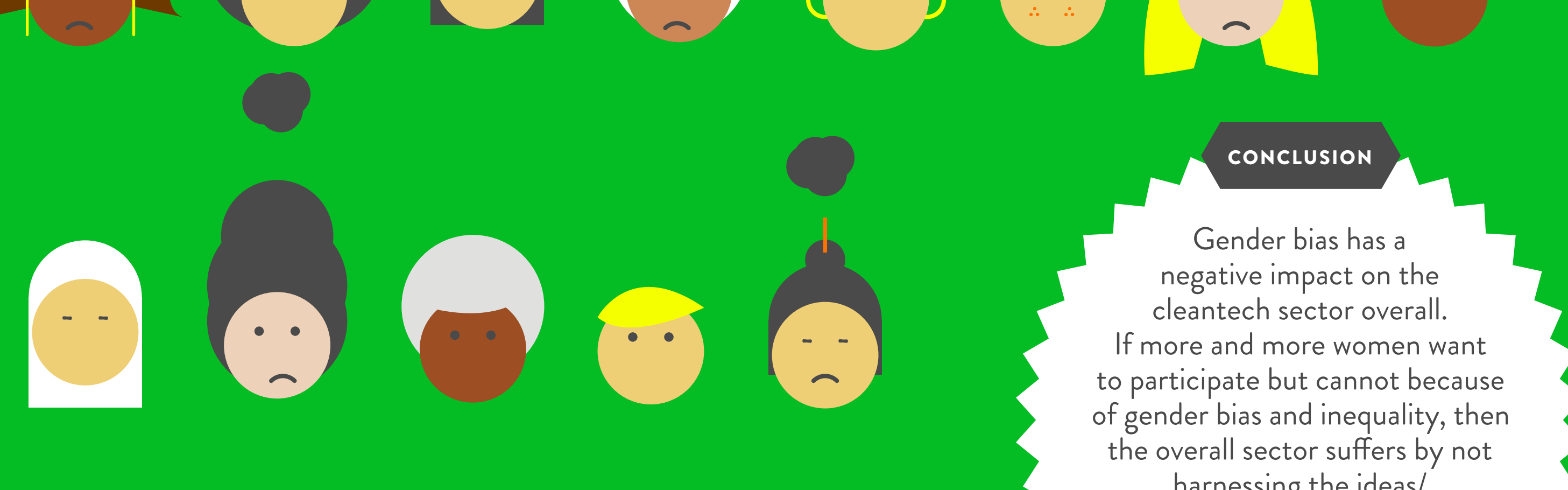
43% of women surveyed cited lack of confidence as a barrier to success in cleantech.

32% felt it was difficult to be heard in their organisations.

30% felt that investors did not take them seriously.



1 in 3 female innovators believe their gender has negatively impacted their career.



CONCLUSION
Gender bias has a negative impact on the cleantech sector overall. If more and more women want to participate but cannot because of gender bias and inequality, then the overall sector suffers by not harnessing the ideas/knowledge/energy/momentum of all the women who want to participate.

RECOMMENDATIONS

Based on this research, the London Sustainable Development Commission has developed **six work streams to increase women's leadership in cleantech**:

- 1 Connecting existing networks.
- 2 Working with the finance community to improve gender parity in the companies receiving financing.
- 3 Strengthening the existing ecosystem, amplifying activity and developing best practice.
- 4 Cohesive, and targeted entrepreneurs to inspire the next wave of female cleantech entrepreneurs.
- 5 Working with schools and education institutes to encourage girls and young women into the field.
- 6 Addressing unconscious biases and giving women the tools and skills to succeed in cleantech entrepreneurship.