

EQUAL^{by}30

Equal Pay, Equal Leadership, Equal Opportunities

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

Equal by 30 Outreach Guide for Signatories

EQUAL^{by}30 **GENDER EQUALITY**
IN THE CLEAN ENERGY SECTOR

A CAMPAIGN OF THE CLEAN ENERGY MINISTERIAL

Table of Contents

A Letter to Equal by 30 Signatories	3
The Equal by 30 Outreach Approach	4
1. Mainstream	5
2. Pitch	7
3. Amplify	11
Overcoming common roadblocks: Lessons learned	14
Additional Resources	15



A Letter to Equal by 30 Signatories

In 2018, Equal by 30 was launched to support the global energy transition: an environmental imperative and an economic opportunity.

Signatories like you have joined the campaign to champion equal pay, equal leadership, and equal opportunities for women and other marginalized people in the energy sector. We are deeply grateful for your support and your more than 300 commitments made to date. **This outreach guide is designed to help you gender mainstream your operations, recruit new signatories, and promote Equal by 30 within your networks.**

Equal by 30 is grounded in a simple, yet powerful truth: the transition to clean energy is not just a technological shift, but a societal transformation. A movement that overlooks equity, inclusion, and gender is not only incomplete, but also bound to be unsuccessful. A truly transformative energy transition goes beyond replacing fossil fuels with renewables; it reimagines decision-making structures, access, and opportunity to ensure no one is left behind. The energy transition can protect the planet for future generations and create new job opportunities for people around the world.

Navigating this change will require thoughtful and strategic collaborations between governments, industry and organizations. As global markets and resource demands evolve, countries must harness all available talent. Increasing the number of women and other marginalized communities in the energy sector is essential to ensure all workers can access the benefits of a low-carbon future. Empowering them to become active participants is not only the right thing to do—it is a vital resource solution.

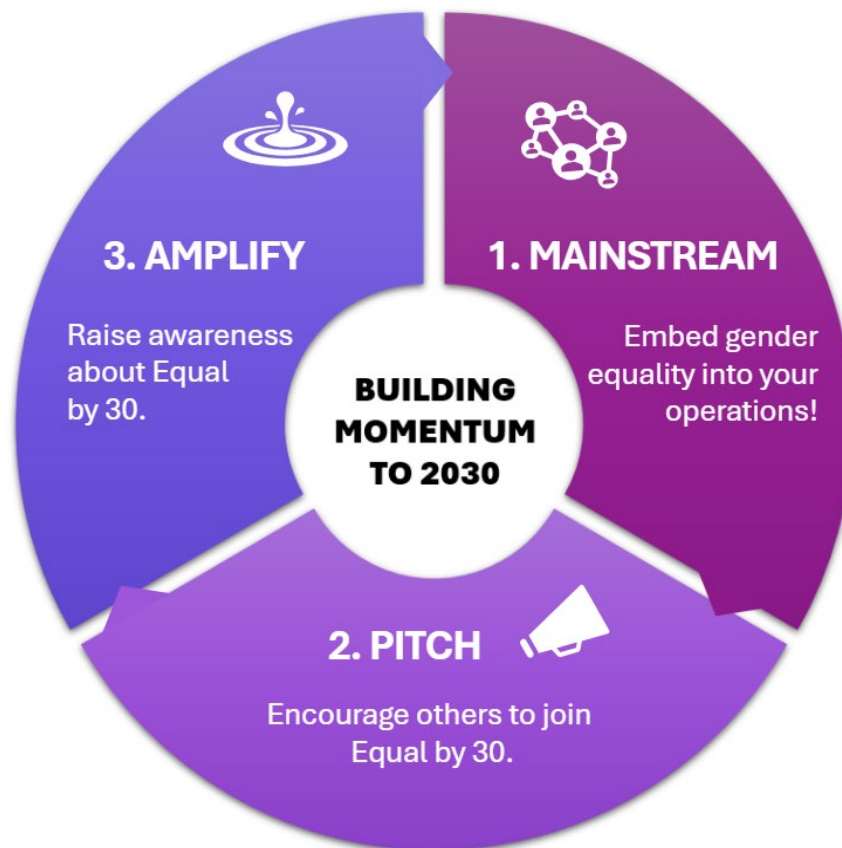
Thank you for being part of the Equal by 30 campaign, which connects energy industries, governments and organizations from around the globe. Together, we are driving climate change action and shaping a prosperous economic future for generations to come.

The Equal by 30 Outreach Approach

As an Equal by 30 signatory, you play an important role in growing the campaign and advancing gender equality in the energy sector.

This outreach guide will show you how to embed gender equality and the principles of Equal by 30 into your organization, engage prospective signatories, and continue raising awareness across the sector.

Inside, you'll find templates for social media, email and other communications to help you promote Equal by 30 at-the-ready.



#Equalby30

1. Mainstream

WALK THE WALK: EMBED GENDER EQUALITY INTO YOUR OPERATIONS, POLICIES AND EVERYDAY ACTIONS!

Embracing gender equality and Equal by 30 can be done in many ways, from formal commitments to advocacy within your networks.

a) Creating goals will inspire action. One important way to mainstream gender equality is to set concrete commitments aligned with Equal by 30.

- ✓ Consider which inequalities are affecting your organization. Talk to your staff or issue a survey about potential gender-based discrepancies, review trends in your jurisdictional context, and use our [self-assessment tool](#) for thematic areas of analysis.
- ✓ When creating your first commitments, don't be afraid to start small—all actions contribute to the bigger picture!
- ✓ If your organization is already pursuing gender equality efforts, build on these aims and the broader needs of women and girls in your jurisdiction.
- ✓ Track and monitor your commitments and their outcomes.
- ✓ Measure your efforts with our self-assessment tool (linked above).

b) Use informal opportunities – such as internal and external events, mentoring, or networking – to generate interest in Equal by 30.

- ✓ Talk about best practices and start conversations that encourage gender equality within the energy sector.
- ✓ Encourage all staff to advocate for Equal by 30 and take part in gender equality efforts. Allyship is for everyone!
- ✓ Feature your organization's Equal by 30 progress in public reports.
- ✓ Point out the contributions of women in your organization. Invite women to speak about their career accomplishments and how initiatives like Equal by 30 have benefited their leadership journeys.



c) Analyze your policies from a gender-based point of view. This lens will help ensure your Equal by 30 goals are being met in your programmatic decisions.

Ask questions like these:

- ✓ Does this proposal correspond to our Equal by 30 commitments?
- ✓ Does this policy have implications for women and other marginalized people? Consider how the policy may affect different genders and communities, by using [Webinar 1](#) and [Webinar 2](#) about the Equal by 30 self-assessment tool for additional insights.
- ✓ Are there any unintended gender-based inequalities or biases in the policy or program?
- ✓ Is there an opportunity to improve women's pay, leadership or participation in the energy sector through this proposal?
- ✓ Are women or marginalized people excluded from or misrepresented in the policy?
- ✓ [If the policy under review was created by another organization] Could this organization be interested in Equal by 30?
- ✓ Would this product benefit from a [Gender-based Analysis Plus](#) assessment?



2. Pitch

INVITE ORGANIZATIONS IN THE ENERGY SECTOR TO JOIN EQUAL BY 30!

Use our correspondence templates to connect with organizations and enroll them to the campaign.

a) Begin by identifying organizations that may be interested in Equal by 30.

Find out who your organization's stakeholders and partners are and gauge their interest. These prompts can guide your selection process:

- ✓ Have they expressed a need for finding new talent?
- ✓ Are they concerned about the economic changes that the clean energy transition will bring?
- ✓ Do they already hire women and marginalized groups, and want to make their organization more inclusive?
- ✓ Do they already demonstrate support towards women in the energy sector or show an interest in getting involved? This may involve funding dedicated for inclusive STEM education, advocacy efforts, and more.

b) Contact the organization directly and track your correspondence!

Direct outreach is a proven strategy—use our message templates and schedule meetings to connect with potential signatories. Explore the examples below to get started.



1

Subject: Join us in advancing gender equality – Equal by 30 invitation

Hi _____,

At [your organization], we believe in a more inclusive and diverse clean energy future. That's why we are part of Equal by 30, a global campaign dedicated to achieving gender equality in the energy sector.

We'd love to discuss how your organization can be part of the campaign. I'd be happy to provide more details or connect you with the Equal by 30 team.

Let's work together to build a more inclusive energy transition!

Sincerely, _____

2

Subject: For information: Equal by 30 Campaign

Hi _____,

I'm writing about Equal by 30, an energy sector campaign that may be of interest.

Equal by 30, led by the Government of Canada, brings together leadership from across the energy sector. This campaign has generated a network of governments and organizations that collectively advance the participation of women and other marginalized groups in our field.

The campaign has been immensely successful in galvanizing action around a common understanding that gender equality and a clean energy future must go hand in hand. Hiring more women and marginalized people is not only the right thing to do—inclusivity also addresses the resource challenges we face. Equal by 30 has provided us, a signatory, with the ability to demonstrate leadership on gender equality and address a critical resource gap in the sector.

Due to your organization's role in the energy industry, I thought you might be interested in the campaign and potentially joining. To learn more, visit their website at Equalby30.org. You can contact them directly or I can answer any questions you have.

Sincerely, _____



c) If the organization is interested, sign them up! Help them join and introduce them to the Equal by 30 team.

- ✓ **Introduce the principles:** Share the private or public sector [principles](#) with the organization and ask for their review and agreement.

Private Sector Principles

We aim to lead by example, integrating equality principles into our organization and policies, and will step up our efforts to promote gender diversity activities, in areas of recruitment and career advancement in particular.

We pledge to highlight and support women, and close the gender gap, by promoting actions in our business.

We will provide leadership, and share our experiences and lessons learned on gender diversity programming and initiatives.

We recognize the importance of reporting on progress and will support efforts to improve the collection of gender disaggregated data so that we can and report on our progress in a transparent, open manner.

Public Sector Principles

We aim to lead by example by taking concrete steps to promote gender equality so that our lessons can serve as an example for others to follow.

We aim to integrate a gender lens into all levels of our work, mainstreaming gender equality into our organizational culture and process.

We will set high standards for the recruitment, promotion and participation of women, adopting more rigorous requirements where necessary.

We will report regularly within our organizations and to the public we serve, so that progress is measured, visible, well-communicated, and we are fully accountable to our citizens.



- ✓ **Request a flag or logo and offer an introduction:** Ask for their flag (government) or **logo** (organization) to complete their sign up.
- ✓ **Connect with the Equal by 30 team:** After they have agreed to our principles and you've received their flag or logo, introduce the organization to the Equal by 30 team (equalby30-paritedici30@nrcan-rncan.gc.ca).

Here's an email template to bring it all together!

Subject: Next steps to joining Equal by 30

Hi _____,

Thank you for your interest in joining Equal by 30! We are looking forward to working together to advance gender equality and diversity.

To officially join, follow these steps:

1. Confirm your organization's endorsement of the Equal by 30 private sector [principles](#).
 - a) We aim to lead by example, integrating equality principles into our organization and policies, and will step up our efforts to promote gender diversity activities, in areas of recruitment and career advancement in particular.
 - b) We pledge to highlight and support women, and close the gender gap, by promoting actions in our business.
 - c) We will provide leadership, and share our experiences and lessons learned on gender diversity programming and initiatives.
 - d) We recognize the importance of reporting on progress and will support efforts to improve the collection of gender disaggregated data so that we can and report on our progress in a transparent, open manner.
2. Provide your organization's logo for display on the Equal by 30 [website](#).
3. Share the contact details of your main representative who will be our point of contact.

After we have this information, we will connect you with the Equal by 30 team to complete your sign-up.

Sincerely, _____



3. Amplify

AMPLIFY EQUAL BY 30 BY STAYING ACTIVE AND CONNECTED.

Being visible to the public and sharing information helps build relationships and inform partners.

a) Share Equal by 30 on social media and use the campaign hashtag #Equalby30 or #Paritedici30. Here are some example posts you can post on X or LinkedIn, but feel free to share information about your Equal by 30 journey!



Your Name
@username



A just energy transition ensures all women and marginalized people can access fair pay, leadership and opportunity. As an #Equalby30 signatory, we are building an inclusive energy workforce, so no one gets left behind.

Learn more: <https://www.equalby30.org/> #Equalby30 #Paritedici30

3:30 PM · Aug. 14, 2025



Your Name
@username



Energy jobs are for everyone. Companies, governments and organizations: Join #Equalby30 today to enhance opportunities for women in the energy sector.

Learn more: <https://www.equalby30.org/> #Equalby30 #Paritedici30

3:30 PM · Aug. 14, 2025





Your Name
@username



Looking to hire new talent in the energy sector? We've become an #Equalby30 signatory to unlock opportunities for women and marginalized people.

Learn more: <https://www.equalby30.org/> #Equalby30 #Paritedici30

3:30 PM · Aug. 14, 2025

You can also promote Equal by 30 in newsletters and other communications.

Here are some ideas!



Spotlight on Equal by 30:

WE'RE A SIGNATORY!

Equal by 30 is a public commitment led by the Government of Canada to help governments and organizations work towards equal pay, equal leadership and equal opportunities for women in the clean energy sector by 2030.

The campaign asks signatories to endorse principles and take concrete action, and we're on board!

At this time, we're committing to ____, ____, and _____. Contact _____ at [email address] to learn more about our success with Equal by 30!



Did you know?

WE'RE AN EQUAL BY 30 SIGNATORY!

The energy sector is one of the most gender imbalanced industries in the world. Internationally, women represent only 32% of the energy workforce, and racialized people account for just 22%.

As the world transitions to clean energy, clean jobs must be available to all workers and communities. Equal by 30 is a public pledge led by the Government of Canada to work towards equal pay, leadership and opportunity in the energy sector by 2030.

As a new signatory, we are excited to take concrete actions to advance inclusion, diversity, equity and accessibility in energy.

Want to learn more? Contact _____ at [email address]!

a) Contact the Equal by 30 team and post updates about the campaign using the hashtag #Equalby30 or #Paritedici30!

- ✓ Email the Equal by 30 team with your questions and updates—nothing is too big or too small! We're eager to hear about your journey, achievements and commitment goals.
- ✓ Connect the Equal by 30 team to endorsement opportunities. We are always interested in sharing the campaign with others in the sector!

b) Build on each other's success.

- ✓ Build networks by retweeting, liking and endorsing posts about the campaign.
- ✓ Collaborate with other signatories on Equal by 30 commitments and other efforts.
- ✓ Consider creating shared social media posts.



Overcoming Common Roadblocks: Lessons Learned

As you introduce *Equal by 30* to new organizations, it's helpful to know what questions and hesitations may arise. Here's how to address them with confidence.



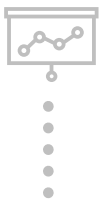
The starting point: “We are just starting our gender equality work.”

- ✓ That's okay – the campaign is about progress, not perfection.
- ✓ Signatories can make commitments that suit their current situation. The goal is to grow over time.



Reporting requirements: “We're worried about reporting obligations.”

- ✓ There are no mandatory reporting requirements.
- ✓ We encourage signatories to track their progress for internal use, and from time to time we have run voluntary reporting exercises to aggregate data, but the campaign does not require standardized reporting.



Concerns about targets or quotas: “We don't want to commit to targets.”

- ✓ Equal by 30 does not set quotas.
- ✓ Commitments are flexible and voluntary, and any step towards gender equality contributes to change in the energy sector.



Budget and resource constraints: “We don't have the resources or capacity yet.”

- ✓ Joining the campaign is free. As commitments are voluntary, your level of participation is up to you.
- ✓ The campaign supports incremental action and builds on what organizations are already doing. Even small actions can make a meaningful difference.





Uncertainty about what to commit to: “We don’t know which commitments to make.”

- ✓ The self-assessment tool and signatory toolkit can help organizations design commitments aligned with their goals and context. You can also reach out to the Equal by 30 team for ideas.

Thank You for Supporting Equal by 30!

If you need assistance, contact equalby30-paritedici30@nrcan-rncan.gc.ca. Together, we can drive meaningful change in the energy sector!

ADDITIONAL RESOURCES

Email: <mailto:equalby30-paritedici30@nrcan-rncan.gc.ca>

X: <https://x.com/NRCan>

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

[Equal by 30 website](#)

[Equality in Energy Transitions](#)

[Equal by 30 signatory toolkit](#)

[Equal by 30 self-assessment tool](#)

[Equal by 30 reporting framework](#)

OUR LOGOS

