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# **GSMA mWomen Working Group**

Mobile World Congress 2014



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# Agenda



## **Introductions, opening remarks and GSMA mWomen programme overview**

Shireen Santosham, Sr. Insights Manager

Max Cuvellier, Sr. Commercial Programme Manager

**9:30 – 9:40am**

## **GSMA mWomen Grants in Focus**

Isabelle Hajri, Etisalat Africa

**9:45 – 10:05am**

## **Telecom Regulatory Authority of India**

Dr Vijayalakshmy Gupta, Member

**10:05 – 10:20am**

## **Technical Literacy and user-centric design in financial services**

Camilla Nestor, VP Financial Services, Grameen Foundation

**10:20 – 10:50am**

## **Lightening round: mWomen projects around the world [2-3 min each]**

Participant presentations

**10:50 – 11:25am**

## **Closing remarks**

Shireen Santosham, Sr. Insights Manager

Max Cuvellier, Sr. Commercial Programme Manager

**11:25 – 11:30am**

## **Networking Lunch**

**11:30 – 12:30am**

# The GSMA mWomen Programme

Promotes improved mobile access and use by resource-poor women in the developing world

- Encourages an industry shift towards investing in women
- Catalyses availability of life-enhancing value-added services to meet women's needs
- Promotes solutions that address women's technical and cultural barriers to adoption



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# Meet the team



**Priya Bhandari**  
Commercial Programme  
Manager  
*London*



**Kristen Roggemann**  
Strategic Partnerships  
Manager  
*DC*



**Elisa Minischetti**  
Programme Coordinator  
*London*



**Mahesh Nayak**  
Commercial Project  
Manager  
*Delhi*



**Shireen Santosham**  
Senior Insights Manager  
*DC*



**Dominica Lindsey**  
Senior Manager of  
Research Strategy &  
Evaluation  
*London*



**Salima Fazal Karim**  
Commercial Programme  
Manager  
*Dubai*



**Max Cuvelier**  
Senior Commercial  
Programme Manager  
*London*



**Tim Hayward**  
Interim Director  
*London*



**Catherine Hight**  
Pacific Manager  
*Auckland*

# Innovation grants & Advisory services



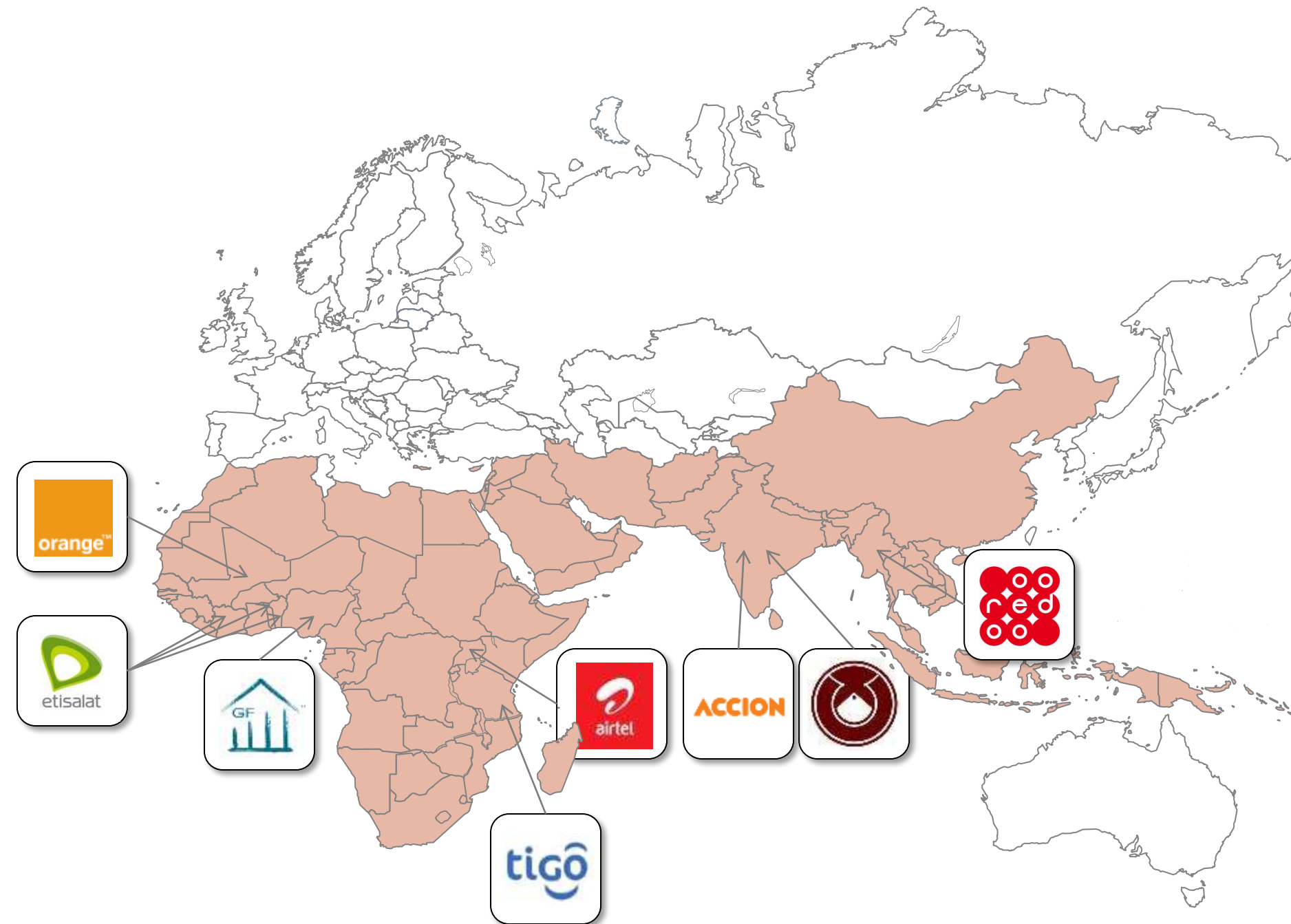
- 8 grants awarded to date

Five MNO grants

Three NGO grants

Four additional grants awarded this quarter

- Relationships with the majority of operator groups in Africa and Asia




# Innovation grants



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**Orange Mali**  
A maternal mobile micro-insurance



**Etisalat**  
Weena, an end-to-end offer for women in Benin, Cote d'Ivoire, and Togo




**Grameen Foundation**  
A health information service adapted from their experience in Ghana



**Accion**  
A mobile micro-finance product for Indian urban resource-poor women




**SEWA**  
A mobile payment & management tool for the agricultural supply chain



**Airtel**  
A solution to transfer savings groups' behaviour into mobile money



**Tigo Tanzania**  
A business training tool for resource-poor women



**Ooredoo Myanmar**  
A multi-tier maternal health service to realise the potential of mobile at scale

# Insights & Events



## Published research and implications for action

*Transforming Women's Livelihoods through Mobile Broadband*



## Case Studies

Published examples of how operators reach women at scale



Insights shared with 45+ Working Group operator members at global events throughout the year



# Insights from our WG survey (n=42)



**64%**

of respondents have estimated subscriber gender data using different analytics and sampling techniques

**55%**

of respondents reported having launched an offering targeted at women

**31%**

of respondents have set internal KPIs related to serving women customers

**For more information**  
& to join our Working Group

[www.gsma.com/mwomen](http://www.gsma.com/mwomen)

[mWomen@gsma.com](mailto:mWomen@gsma.com)

[@GSMAmWomen](https://twitter.com/GSMAmWomen)



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**Isabelle Hajri, Etisalat**  
Case study: "Weena"





**Dr Vijayalakshmy Gupta, Member**  
Telecom Regulatory Authority of India



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## **Camilla Nestor, VP Grameen Foundation**

**Use of mobile financial services among poor**



# Lightening round: mWomen projects around the world

## Guidelines

Please state your name, title & organization

2-3 minute overview of the work you do with women and mobile



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**Thank you!**

Keep in touch at:

[www.gsma.com/mwomen](http://www.gsma.com/mwomen)

[@GSMAMWomen](https://twitter.com/GSMAMWomen)