GSMA mWomen Innovation Fund

Overview and Guidance for NGO Applicants

Webinar
7th May 2013

Agenda

Introduction to the GSMA mWomen Programme

Introduction to the Innovation Fund

Project eligibility

Application process and timeline

Q&A

Introducing the GSMA and Mobile For Development

- The GSMA represents the interests of mobile operators worldwide.
- Our members span more than 220 countries and we unite nearly 800 of the world's mobile operators

Mobile for Development

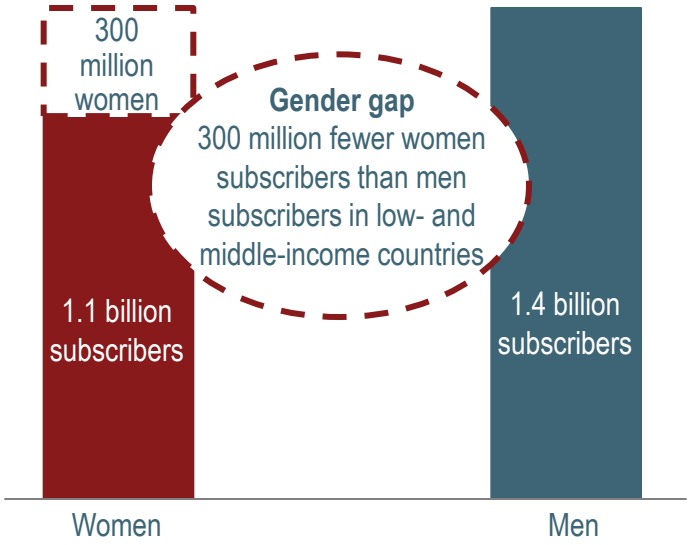
- GSMA Mobile for Development brings together our mobile operator members, the wider mobile industry and the development community to drive commercial mobile services for underserved people in emerging markets
- We identify opportunities for social, economic and environmental impact and stimulate the development of scalable, life-enhancing mobile services

A gender gap has emerged in the mobile technology revolution

Women experience lower levels of access to technology

A woman is 21% less likely to own a mobile phone than a man in low- to middle-income countries.

This represents a $13 billion missed market opportunity



Women are underserved by mobile services

- 22% of those who did not want to own a mobile phone said the main reason was they "wouldn't know how to use it"
- 2% of BOP women have ever used the mobile Internet
- 30% of women who do not own a mobile phone report not seeing its value
  - Suggests services are not tailored to meet their needs
- 40% of women reported that a disadvantage of owning a mobile was that it allowed their family to "keep track" of them.

Sources: GSMA and the Cherie Blair Foundation for Women, *Women & Mobile: A Global Opportunity,* 2010. GSMA, *Striving and Surviving: Exploring the Lives of BOP Women,* 2012.
Note: gender gap data is valid for 2009.

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

GSMA mWomen activities

Facilitate and support industry and ecosystem partner action	Innovation Fund grants
	Technical assistance
Generate and share insights to promote action and impact	Research and evaluation
	Knowledge generation
	Innovation to address barriers
	Gender data
	Knowledge sharing

Examples of successful mWomen initiatives



- In 2011, women made up only 20% of Asiacell's subscriber base.
- Asiacell conducted consumer research to understand the needs of women in its market and launched the Almas Line of products.
- Features included
  - "step charging," which offers a 50% discount after the third minute;
  - freedom for women to choose their own off-peak hours;
  - a free "bye-bye" service that blocks potential harassers from calling or texting.



- Etisalat Mobile Baby service was developed in partnership by Etisalat, Qualcomm, D-Tree International and Great Connection Inc.
- Mobile Baby is a suite of affordable services designed to reduce instances of death resulting from pregnancy in emerging markets.
- In Tanzania where Etisalat first launched the service, there has been a substantial drop in baseline maternal mortality rates

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GSMA Innovation Fund objectives

- **Accelerate efforts** to use mobile technology to achieve positive social and economic outcomes for women
- **Provide solutions** to the barriers to women's adoption and use of mobile phones
- **Generate lessons and models of success** which can be shared with the development community and mobile industry
- **Stimulate productive partnerships** between NGOs and mobile operators to achieve these objectives at scale

The programme partners with industry and development partners to demonstrate what works

Identify solutions…

…that increase women's access in an economically sustainable way

- Products
- Services
- Marketing approaches
- Distribution mechanisms

Access to mobile phones

Agriculture | Business | Education | Financial services | Health

Access to services

Two concurrent grant streams

Innovation Fund

	Operators	NGOs
Grant value	• Up to US $70,000	• Up to US $140,000
Matching funds required	• Yes	• No
Total # of grants possible	• 7 *	• 7 *
Primary objective	• Launch products, services, marketing and/or distribution mechanisms that increase women's access to mobile	• Develop life-enhancing VAS for women or support an MNO in the design and launch of a new offering for women
Partnership approach	• Partnerships are encouraged, but not required	• Partnership with an operator is required to enable large scale distribution
Duration	• 3-9 months	• 6-10 months

* It is currently planned that 1 operator grant & 2 NGO grants will be reserved for the Pacific Region

Definitions of success

Innovation Fund

- An increase in the number of women who have access to mobile services
- An increase in the availability of relevant, life-enhancing VAS for women
- A larger set of proven approaches for addressing the needs of resource-poor women and reducing the barriers to the adoption of mobile phones

Of an individual grant project

- Design and launch of an economically sustainable product or service, distribution model or awareness campaign (an 'offering') that increases women's access to and use of mobile phones and VAS
- Generation of evidence of the social and economic value of the offering
- Generation of insights into how to reduce women's barriers to adoption on a large scale

Understanding Innovation Fund eligibility requirements

Please see term sheet for full details (www.mWomen.org)

	Key terms
Geography	• Sub-Saharan Africa • North Africa and Middle East • South and Southeast Asia • The Pacific region*
Organisation eligibility	• NGO or social enterprise • Legally registered • Operates at large scale
Use of funds	• Grant funds can be applied towards a number of activities, such as project management, research, content development, building partnerships, and measuring results • Grant funds may be used towards professional fees and salaries of consultants

	Key terms
Partnership	• Partnership with a mobile network operator is required • Concept note should contain a clear plan for this partnership
Data and knowledge sharing	• Commits to sharing data and insights arising from the project – Commercial data from the operator will be treated as confidential • Will participate in programme's performance monitoring system • Will participate in peer sharing via Working Groups and other forums

* We plan to have a separate round of grants for both NGOs and mobile operators in the Pacific region during the second half of 2013.

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Project eligibility

- Seed funding for **innovative projects** that will increase resource-poor women's uptake of mobile and lead to life-enhancing outcomes
- Clear, measurable **social objectives**
- The grants should enable NGOs to either:
  - **Test new methods of using mobile technology** as a way to better serve resource-poor women on a large scale; OR
  - **Support a mobile operator's launch** of an offering targeted at resource-poor women

Three key attributes

Economic Sustainability

- Concept notes should demonstrate a clear plan for sustainability beyond the grant period
- Operator's economic incentive for participation in the project
- NGO's funding model for the underlying services it provides

Scalability

- Does the project have the potential to reach scale?
- Does the organisation have the ability take the project to a large scale?

Replicability

- Does the project contain elements which can be replicated in other geographies?
- If project is successful, are the networks to enable replication in place?

Agenda

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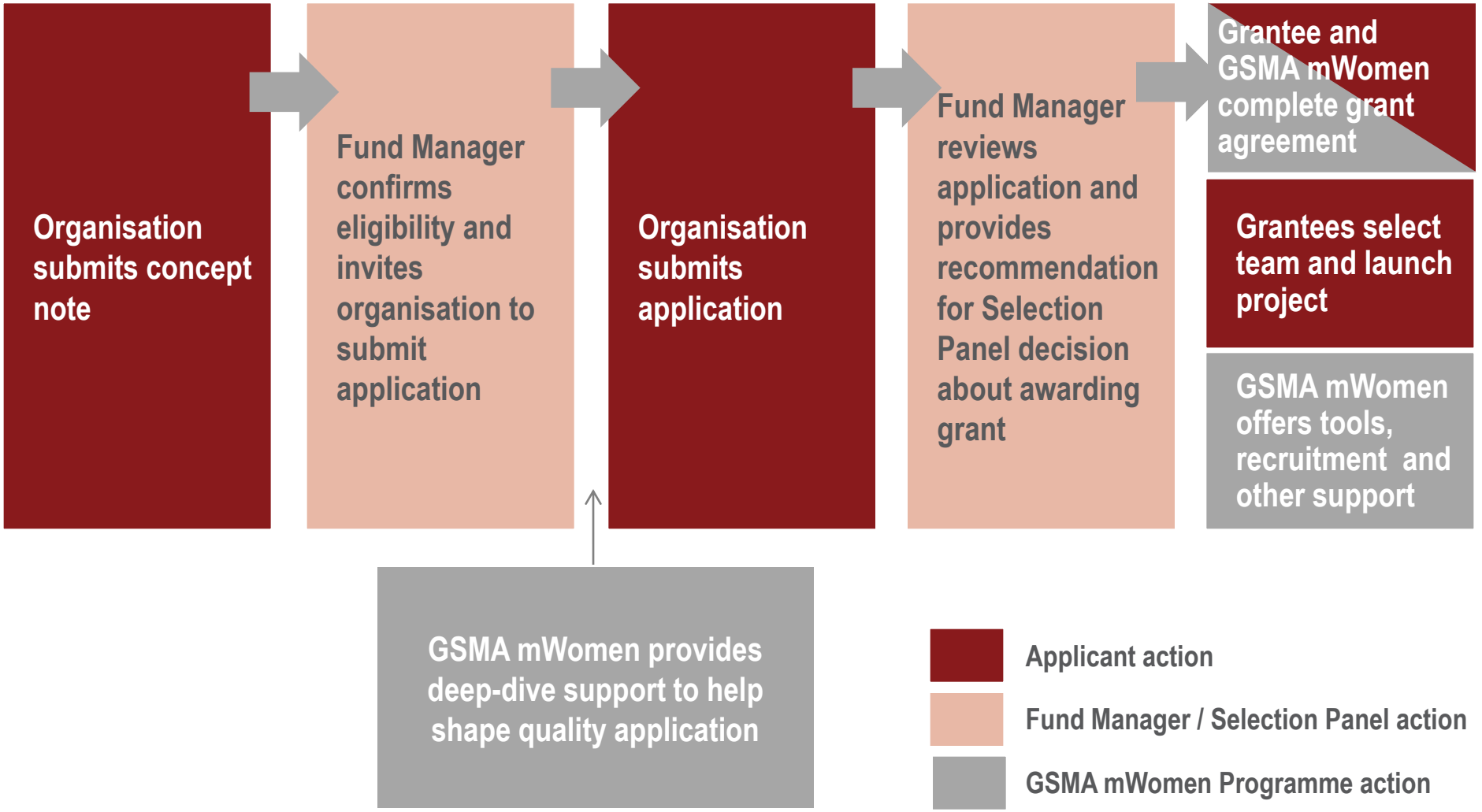
Who's who in the Innovation Fund

Independent Selection Panel	• Evaluates applications and awards grants based on selection criteria • Comprised of diverse subject matter experts
Fund Manager: Coffey International	• Reviews concept notes to determine eligibility and alignment with Innovation Fund objectives • Supports the Selection Panel by evaluating applications according to selection criteria • Once a grant is awarded, works with grantees to ensure compliance with the grant agreement terms and project plans
GSMA mWomen team	• Provides various types and levels of support at each step – Feedback on concept note ideas – Hands-on support during application development – Ongoing support and advice throughout implementation

Further detail on concept notes and applications

	Objectives	Components	Evaluation criteria
1. Concept note	• Provide high-level view of the concrete project concept	• 3-page concept note	• Fulfilment of eligibility criteria • Alignment to Innovation Fund objectives • Likelihood of meeting application selection criteria
2. Application	• Fully develop and articulate the concept and project	• 10-page application form • Project work plan • Budget • KPIs and performance monitoring approach	• Quality of project objectives and their alignment to Fund objectives • Quality of the concept • Adequate implementation capacity • Quality of project design • Value-add of GSMA funding

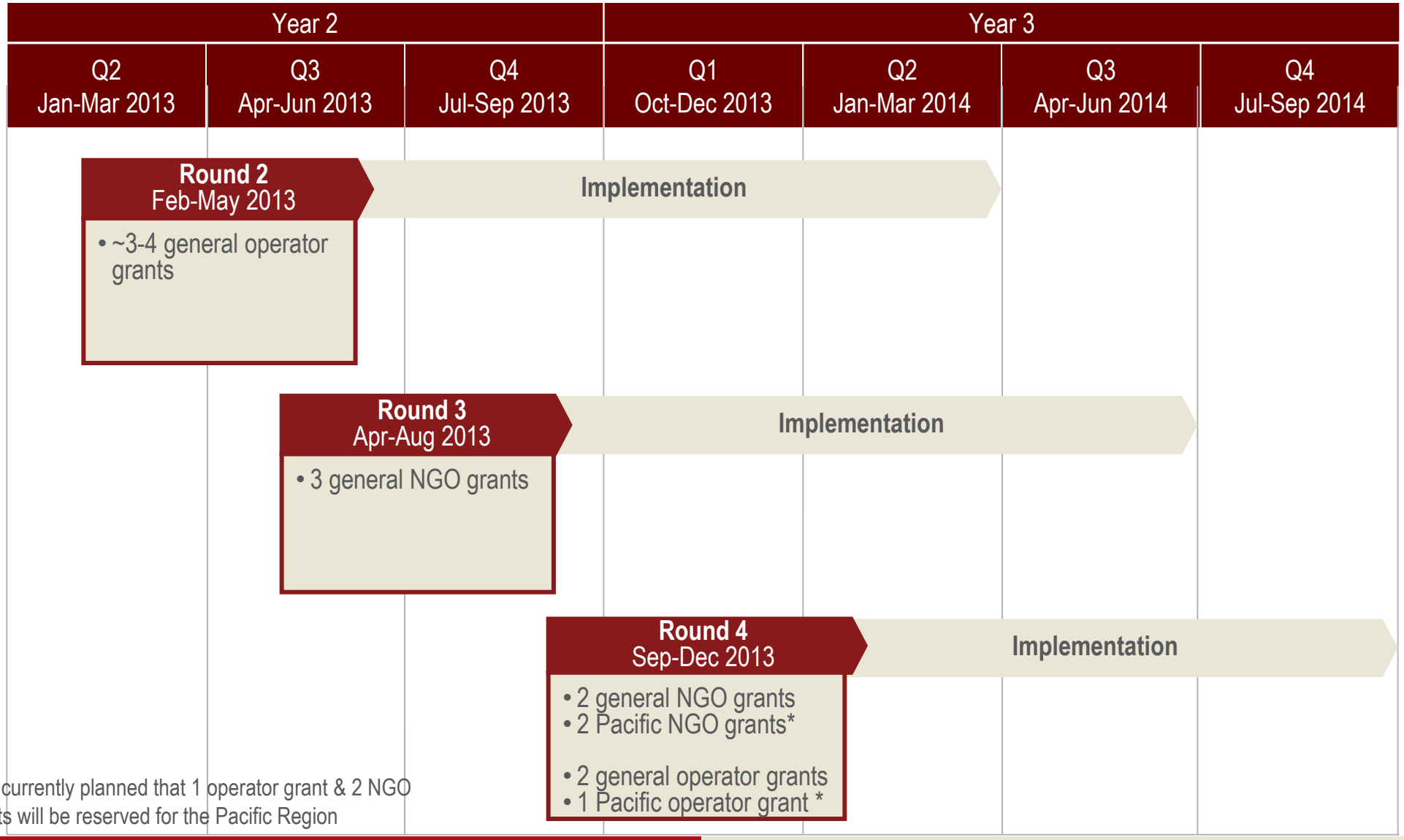
The GSMA mWomen Innovation Fund Grants process



Timeline for current round of NGO grants

Concept notes due	Wednesday, 12th June 2013
Invitations to submit applications distributed	Friday, 21st June 2013
Applications due	Friday, 16th August 2013
Awards announced	Mid-September 2013
Grant agreements signed	Early October 2013

Current plans for full set of Innovation Fund grants



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For more information:

www.mWomen.org

mWomengrants@gsma.com