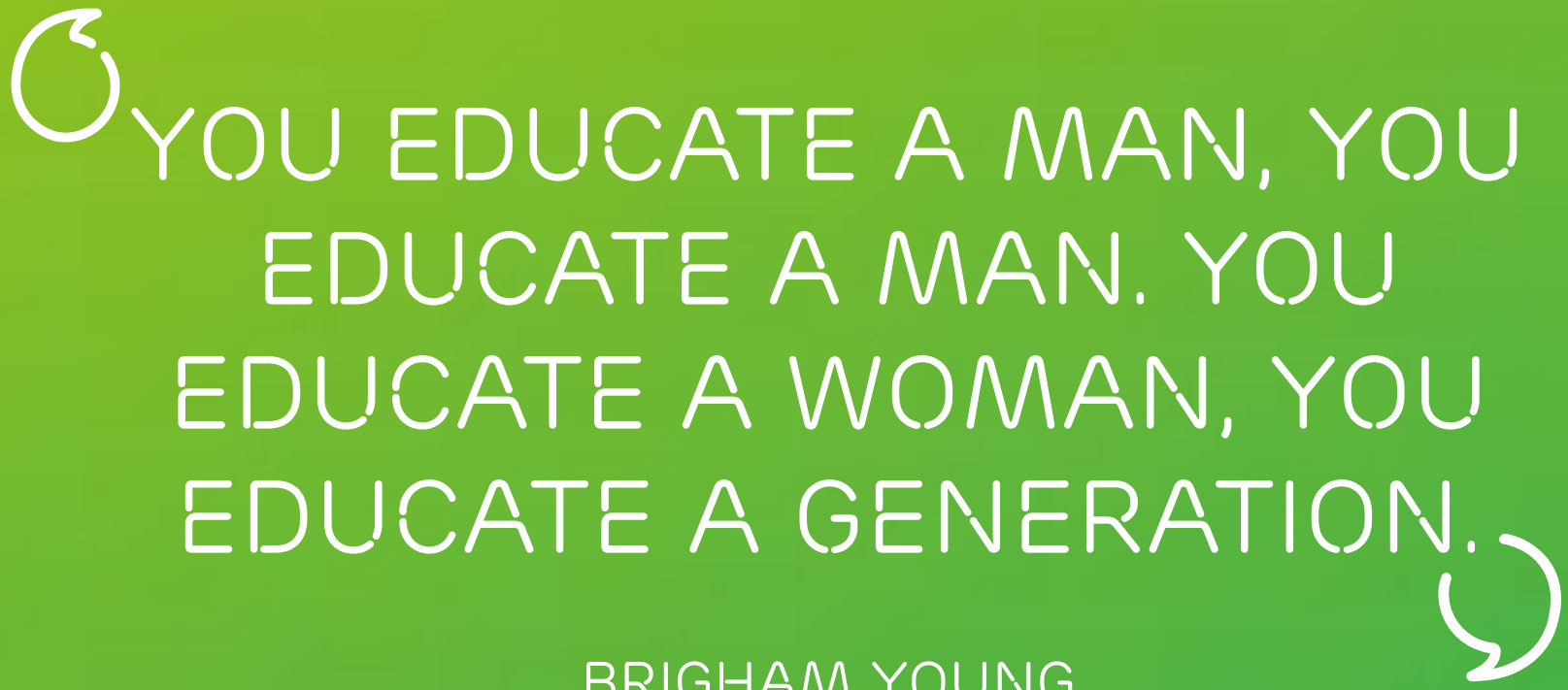


ERICSSON

WOMEN AND TECHNOLOGY

RSSA CONSUMERLAB
NOV 2012


YOU EDUCATE A MAN, YOU EDUCATE A MAN. YOU EDUCATE A WOMAN, YOU EDUCATE A GENERATION.
BRIGHAM YOUNG

OUR VISION

Our vision is to be the prime driver in an all-communicating world.

In an all-communicating world, EVERYONE can use voice, data, images and video to share ideas and information WHEREVER and WHENEVER they want.

We aim to make PEOPLE'S LIVES richer and easier, provide AFFORDABLE communication for all and enable new ways to do business.



THE SUB-SAHARAN AFRICAN WOMAN

- Women's lives in sub-Saharan Africa are influenced by strong societal opinions about their roles
- Their domestic, productive and community roles are marginalized in a cash economy
- The woman's contribution to society is important and ICTs are there to help improve their conditions



THE DIGITAL DIVIDE

Several gaps in one

1. A technological divide: great gaps in infrastructure
2. A content divide: having a majority of web content being irrelevant to users
3. A gender divide: women and girls enjoying less access to ICTs than men and boys



Source: RSSA ConsumerLab



THE DIGITAL GENDER DIVIDE

- Technology is not gender-neutral
- Socially constructed gender roles and relationships play a key role in determining the capacity of women and men to participate on equal terms in the information society
- Men generally own more ICT products than women

Source: RSSA ConsumerLab

THE RURAL WOMAN

› Most poor women in developing countries are removed from the information age than the men whose poverty they share

› Rural women as catalysts for sustainable development



Source: RSSA ConsumerLab

BARRIERS: WOMEN VS. ICT

- Lower levels of literacy and education
- Less time to become familiar with ICT
- Less access to financial resources
- Geographical location
- These barriers do not just occur because of poverty; they are amplified by the second-class status of women

Source: RSSA ConsumerLab

EMPOWERING PEOPLE, BUSINESS AND SOCIETY

› SUSTAINABLE SOCIETY

- Telecommunications can contribute to a more carbon-lean society

› CLOSE CUSTOMER RELATIONSHIPS

- We have been present in most of our markets for more than 100 years, building strong, long-term customer relationships.

› TECHNOLOGY LEADERSHIP

- Innovation is an important element of our culture

› SERVICE-DRIVEN BUSINESS

- Technology and services leadership go hand in hand

WOMEN EMPOWERMENT

Women's empowerment has five components:

- **sense of self-worth**

- the right **to have and to determine choices**

- the right to have **access to opportunities and resources**

- the right to have the **power to control their own lives**

- the ability to **influence the direction of social change to create a more just social and economic order**



WOMEN AND FINANCES

- In RSSA the man is considered the provider
- Men are seen as competent at making large economical decisions but…

Women are more “economical”

Source: ConsumerLab, mCommerce Report

WOMEN ECONOMY

Secret savings for emergency or personal expenses

I actually have two bank accounts. But one of them I only have for personal use, even my husband doesn't know about it

- Zenaice, age 28, Tanzania



Source: Ericsson ConsumerLab M-Commerce in Sub Saharan Africa, Consumer Insight Report 2012

EMPOWERMENT THROUGH ICT

- Why emphasize women empowerment through ICTs rather then focusing on more pressing matters in developing countries?
- ICTs should be seen as complimentary tools
- Information is no longer a luxury in today's society but a necessity to survive
- African women need to take advantage of the opportunities obtainable from ICTs or run the risk of being ostracized in today's technologically driven society

"In 2000 there were **fewer than 20 million fixed telephone lines** across Africa and a waiting list of a further 3.5 million

With the **growth of mobile networks** over the years, there are now **over 500 million mobile subscriptions** in Africa in 2012.

This means that **more people have access to a *mobile phone than to clean water***, a bank account or electricity"

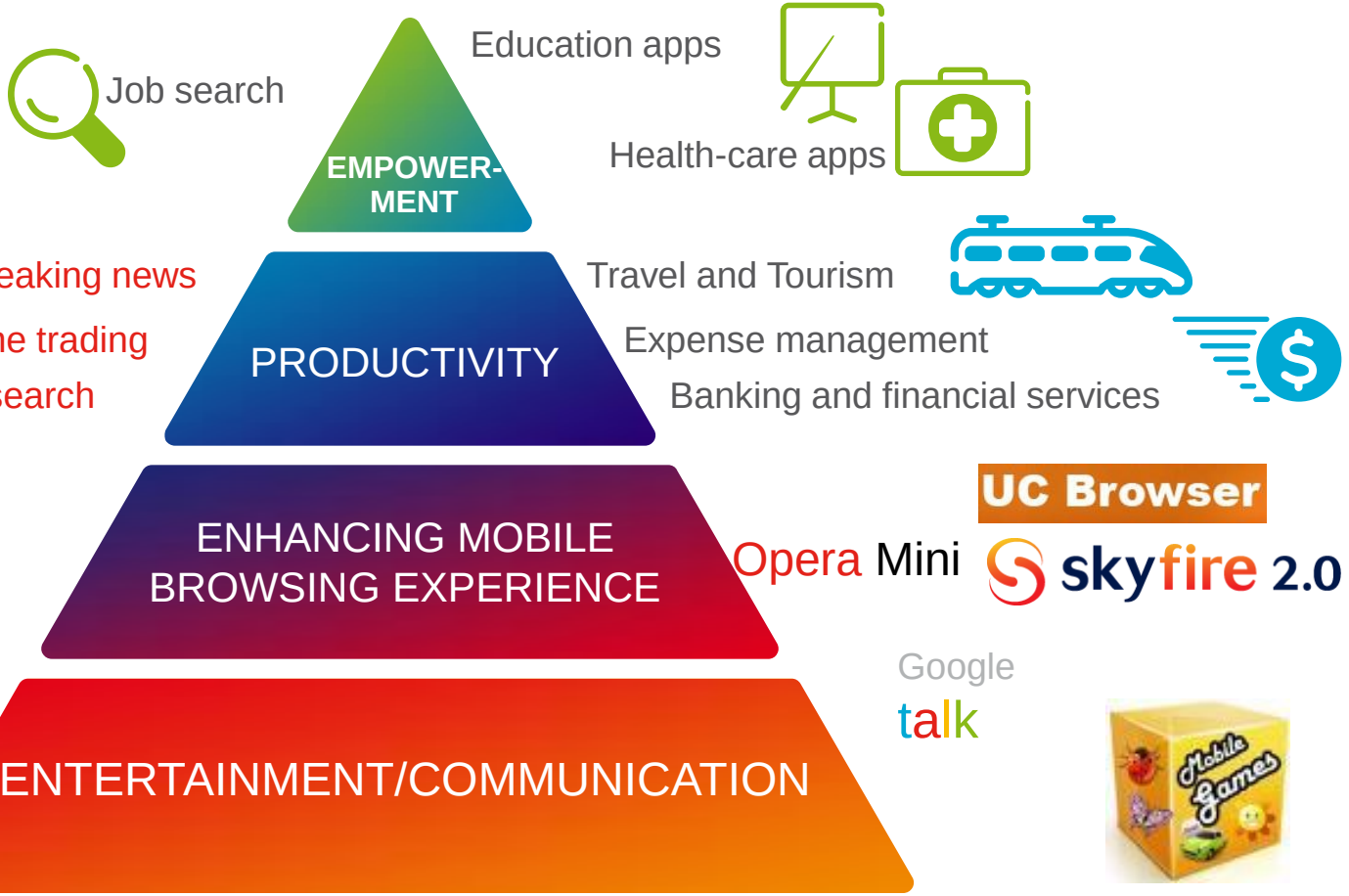
Source: RSSA ConsumerLab

ERICSSON ADDING VALUE: CONNECT TO LEARN

- Education is key to ending poverty and ensuring a better life for people in developing countries
- Over two-thirds of young people in sub-Saharan Africa don't attend secondary school.
- Connect To Learn offers the opportunity to bridge the digital divide



MOBILE APP EVOLUTION IN EMERGING MARKETS



THE APP REVOLUTION IS LIKELY TO TRANSCEND ENTERTAINMENT AND COMMUNICATION, LEADING TO APPS THAT MAKE A DIFFERENCE IN DAILY LIFE

Source: ConsumerLab focus report

APPS AND THE AFRICAN WOMAN

- M-farm
- M-Pepea
- Refugees United
- MedAfrica
- MAMA
- M-Pesa
- MoMath

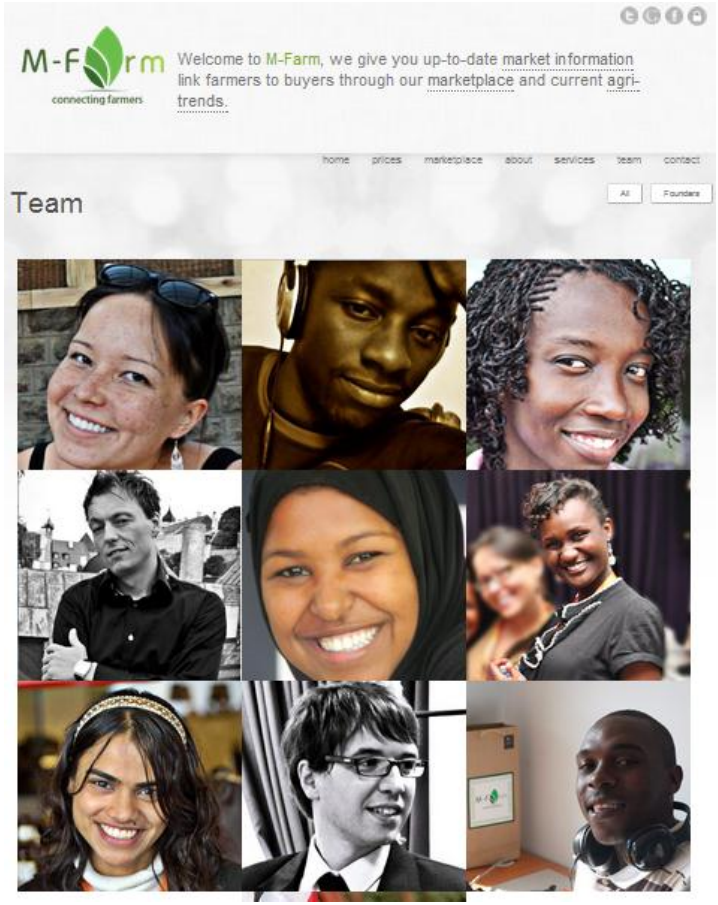


FUTURE AFRICAN WOMAN…

› Mfarm – Startup by women in University. CEO's in the business now…

"I strive to empower people, especially women, with the knowledge to unleash their potential and drive growth in the East African IT sector"

Jamila Abass



“WOMEN HAVE TO WORK TWICE AS HARD, TO BE EQUAL TO A MAN IN THE WORKPLACE. LUCKILY, FOR THEM, IT IS NOT THAT DIFFICULT”

GREG MORTENSON,



ERICSSON