Overview of the GSMA mWomen Working Group: Industry Partners

Introduction to the GSMA mWomen Programme

The GSMA mWomen Programme is a public-private partnership which aims to increase women's access to and use of mobile phones and life-enhancing mobile services in developing markets. Its objectives are to:

- Encourage industry to serve resource-poor women
- Increase availability of life-enhancing value-added services
- Promote solutions to women's barriers to usage.

The programme achieves these objectives by working with mobile operators, value-added service providers, and other mobile industry members, as well as non-governmental organisations (NGOs) and other international development partners.

GSMA mWomen focuses its operations in Africa, Asia Pacific and the Middle East; regions historically experiencing more significant mobile gender gaps. Programme events, findings, tools and other resources are available and easily adaptable to serve resource-poor women in other geographies.

Objective of the Working Group

To accelerate progress towards closing the mobile access gender gap by providing a platform where members can share knowledge and collaborate.

Description of the Working Group

The GSMA mWomen Working Group comprises mobile operators, development partners and other mobile industry members that share an interest in increasing women's access to and use of mobile phones and life-enhancing services in emerging markets. Working Group members convene several times a year to share experiences and lessons learned, and are eligible for services available from the GSMA mWomen programme.

Membership Benefits

- Access to Working Group meetings to engage in peer learning alongside a multi-disciplinary set of members also working to increase women's access to mobile services in emerging markets. These meetings may include presentations of members' case studies and research findings, expert speakers, field visits or training on GSMA mWomen tools. The events themselves are free of charge; however travel is at member companies' expense. Representatives and/or Champions from member organisations typically attend, although members are welcome to invite additional participants if space allows. Members also have the opportunity to showcase their success stories through sponsoring Working Group events and hosting field visits.
- Access to bespoke briefings and group workshops at which the GSMA mWomen team will share research, tools and best practices which can support and facilitate internal mWomen strategy and planning.
- Eligibility for technical advisory support from the GSMA mWomen team as you design and implement your mWomen strategy and projects.
- Opportunity to showcase your successes through joint preparation of GSMA mWomen case studies or other knowledge products published on the GSMA website.
- Access to a network of members which could serve as potential partners for mWomen projects.
- Eligibility for Innovation Fund grants; these are currently for either MNOs, or NGOs working with MNO partners.

Membership Criteria

- Nomination of an mWomen Champion: if we don't already have a senior executive in your organisation serving as mWomen Champion within the GSMA mWomen Working Group, please nominate one. An effective Champion is empowered to promote and sponsor mWomen initiatives within his or her organisation
- Appointment of a Representative to regularly attend Working Group meetings and serve as the primary, day-to-day point of contact for GSMA mWomen activities (this can be the same person as your mWomen Champion)
- Willingness to share experiences and lessons and otherwise contribute to the Working Group knowledge sharing activities
- Participation in GSMA mWomen programme progress reporting, including periodic surveys or other requests for information to help monitor industry-wide mWomen activity

Additional Details

- Membership is granted at the organisational, rather than individual level, so an organisation is able to retain its membership even if the Champion or Representative rotates
- Operators may have membership at both the group and operating company level, i.e. both entities may hold membership and assign Champions and Representatives
- Members may provide GSMA mWomen contact lists for their internal mWomen teams so that all interested parties can receive programme communications
- The programme will contact members who have not joined a live or virtual event, or taken advantage of GSMA mWomen workshops, technical assistance or other services over the course of a 12-month period to ensure the organisation's interest in retaining membership.

Next Steps

If this is of interest, and you fulfil the membership criteria, please contact us at mWomen@gsma.com and we will be happy to discuss next steps.

We look forward to hearing from you.

Warm regards,

The GSMA mWomen Team

Part of GSMA Mobile for Development

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