GSMA mWomen Presentation



Ambalika Devi
Foundation Executive
19th to 21st November, 2013

Driving Social Change Through Use of Mobile Technology



A Vodafone Mobile for Good

Not-for-profit initiative

A platform created to address some of key pressing issues ;

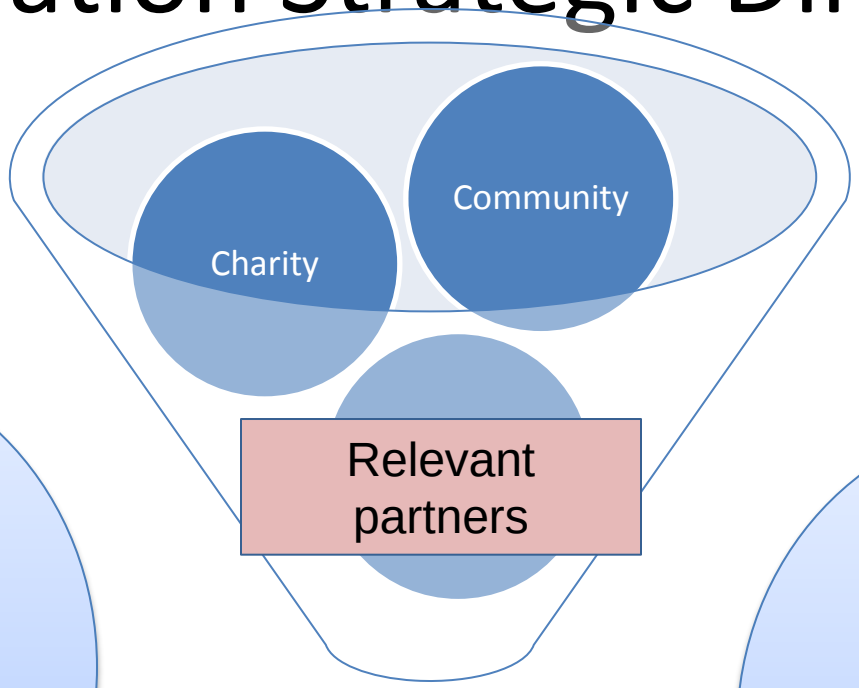
1. DOMESTIC VIOLENCE
2. SEXUAL ASSAULT
3. ABUSE
4. RAPE

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ROAD MAP

- Foundation Direction
- Strength of our network
- mWomen stats
- Social Problems in Fiji
  - Violence against women summary
- Developing solutions
- mWomen *727# Mechanism
- Aspiration
  - Knowledge acquisition
  - Skills transfer
  - Passion to bring about change in Fiji
- Partner Synergy
- Strategy Linkage
- Power of mWomen
- Moving Forward

Foundation Strategic Direction



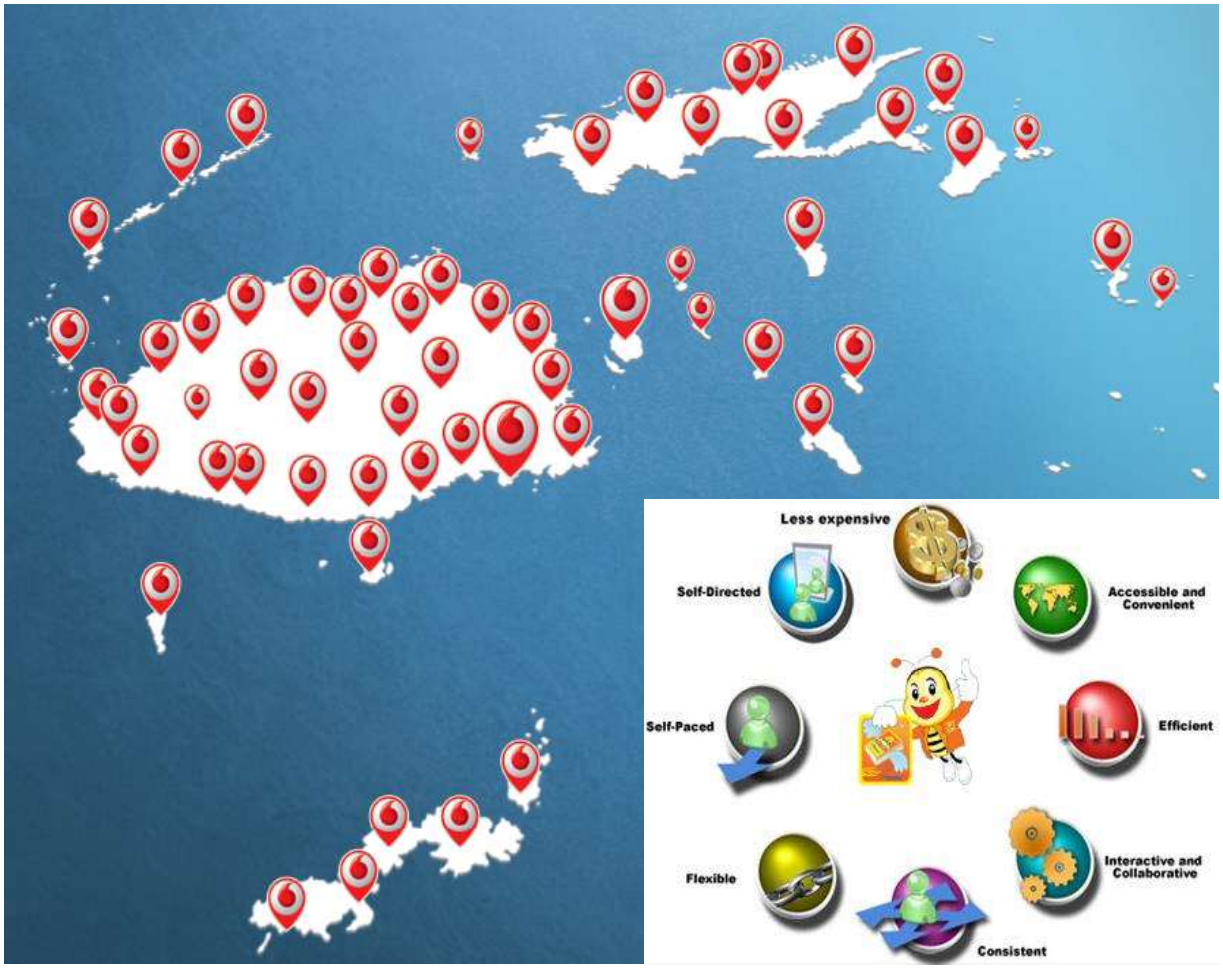
Vision – at the heart of our foundation is the belief that mobile technology can address Fiji's most pressing humanitarian challenges

Mission – Utilise our people and technology to multiply and replicate impact in turn driving social change and improve people's lives

Instilling positive behaviour

NW Penetration

Nation wide 3G Coverage (95% Population Coverage)



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mWomen Stats

1. **Population:** 900,000 according to World Bank, 2011 study
2. **49% women population – over 450k**
   - **Population growth by 1.4%**
3. 40% of women using mobile fone in Fiji _ 310k out of 770k
5. 44% women registered to Vodafone mWomen 11k out of 25k

Instilling positive behavioral change

Social Problems in Fiji

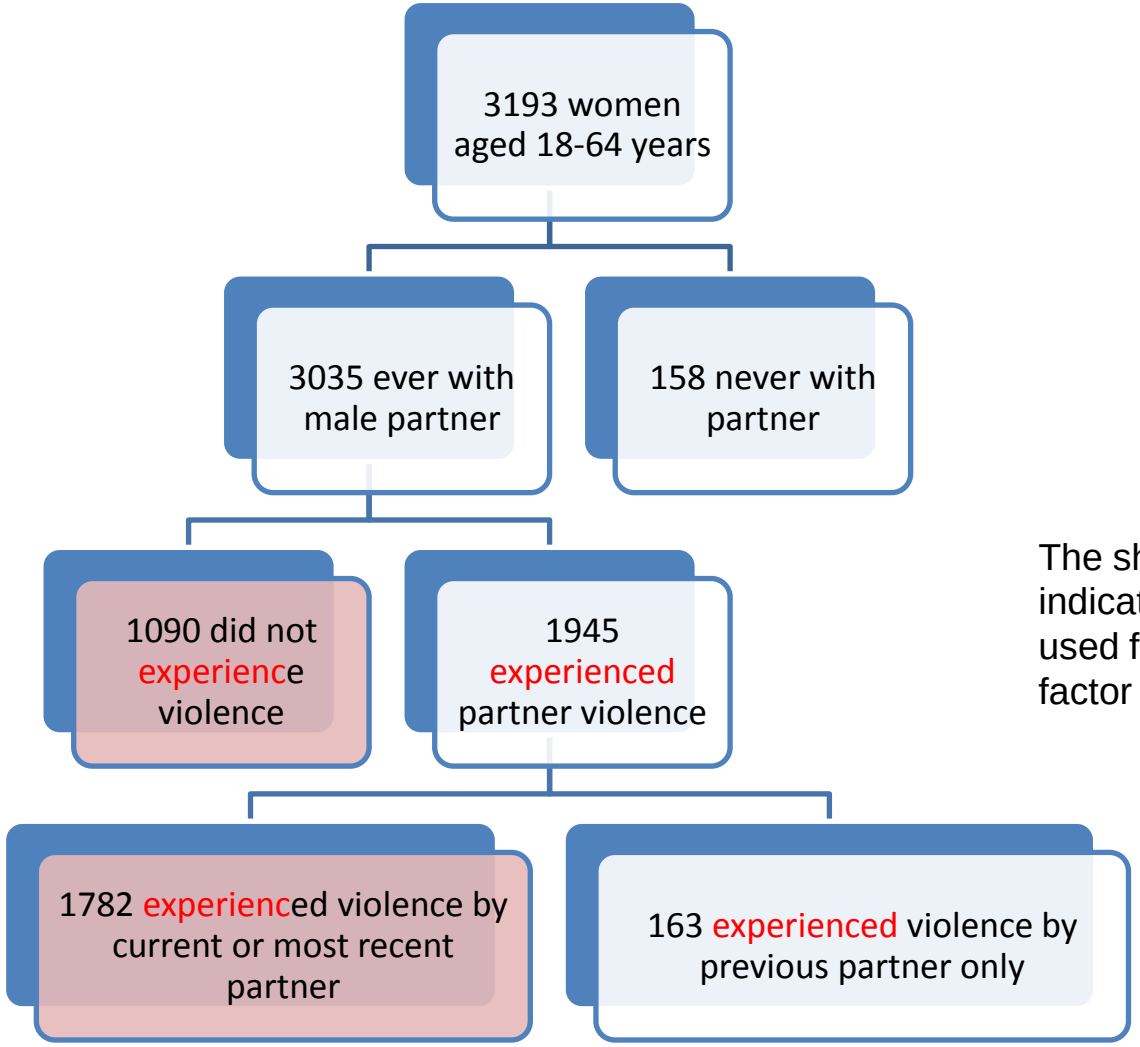
- Problems identified in the media and by our charity partners, researchers and professionals are developed into solutions/ projects that are addressed through the funds and system we develop
  - 64% of survey population (3193) – 3 out 5 women experienced voilence
  - 33.4% of 100,000 women screened have HPV which can leads to cancer
- These projects are supported through media capture

Map of Fiji showing survey sites



Source : FWCC, January 2013

Numbers of women in the survey according to their partnership status and their experience of physical and or sexual partner violence, Fiji 2011



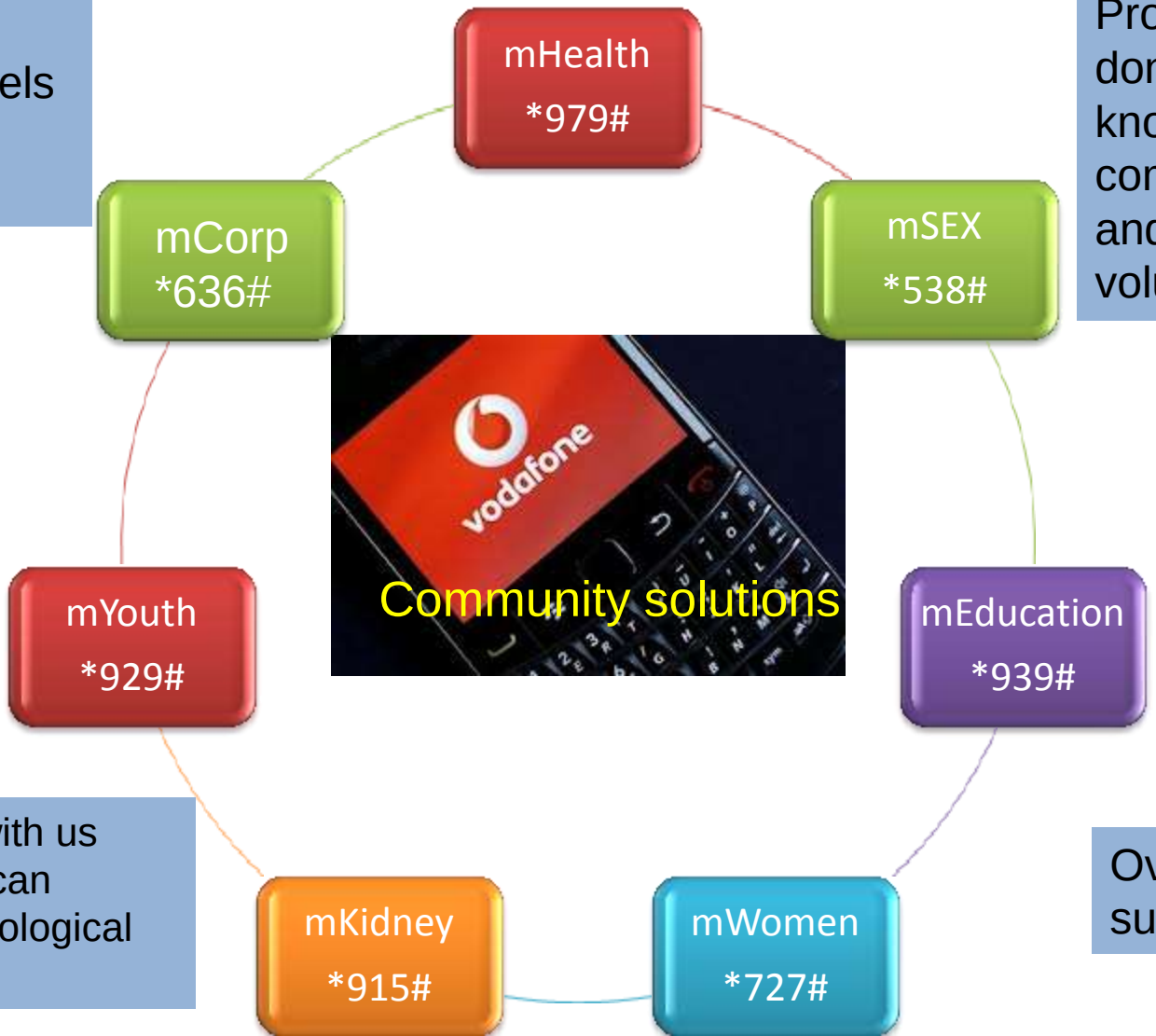
The shaded boxes indicate the subset used for the risk factor analysis

Source : Ministry of Women presentation by FWCC, January 2013

Developing Solution to Problems in Fiji

Total of 20 major channels + 100 sub channels

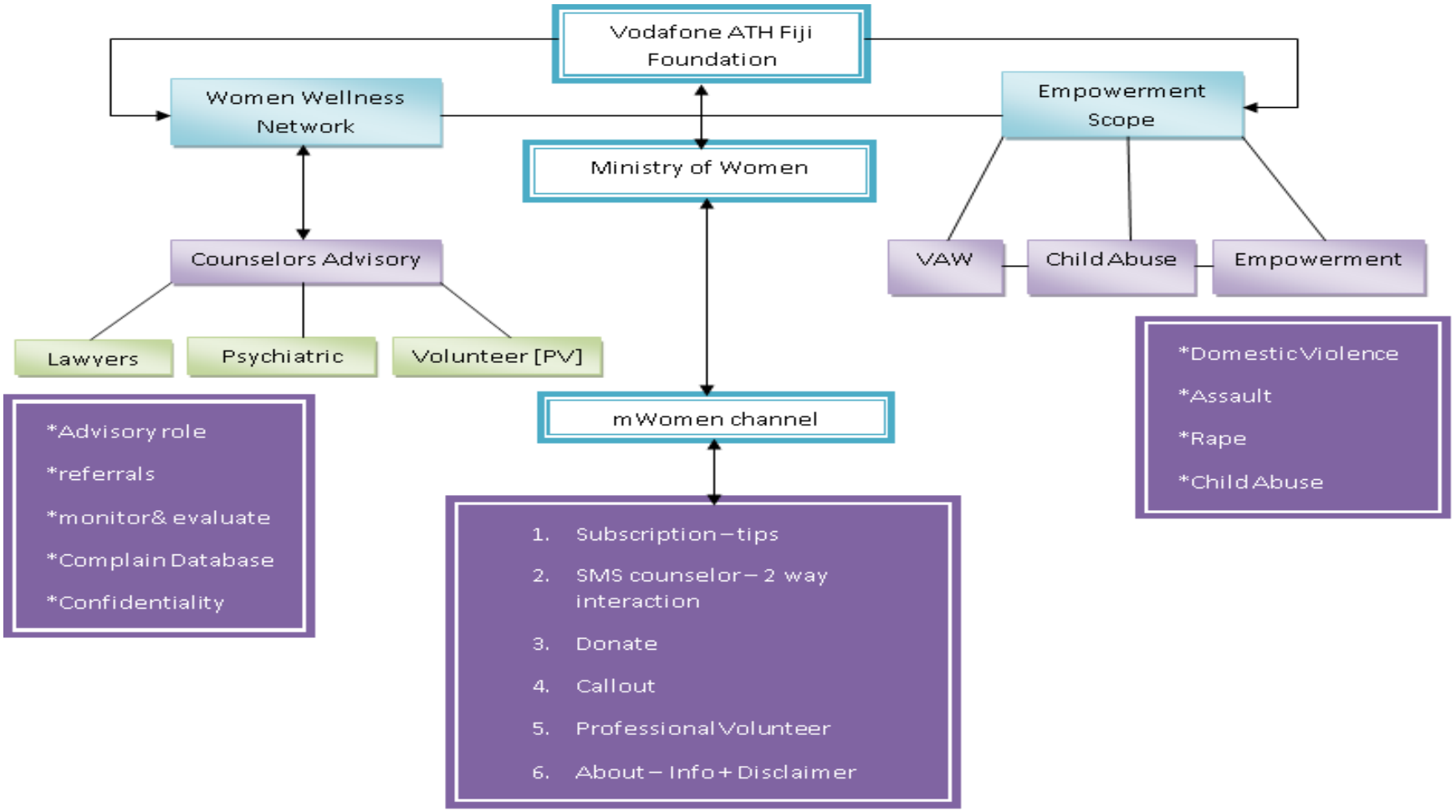
Professionals donating knowledge, competence and passion voluntarily



UN to share with us trends so we can develop technological solutions

Over 100,000 subscribers

mWomen Model



CEDAW - Convention on Elimination of All form of Discrimination Against Women

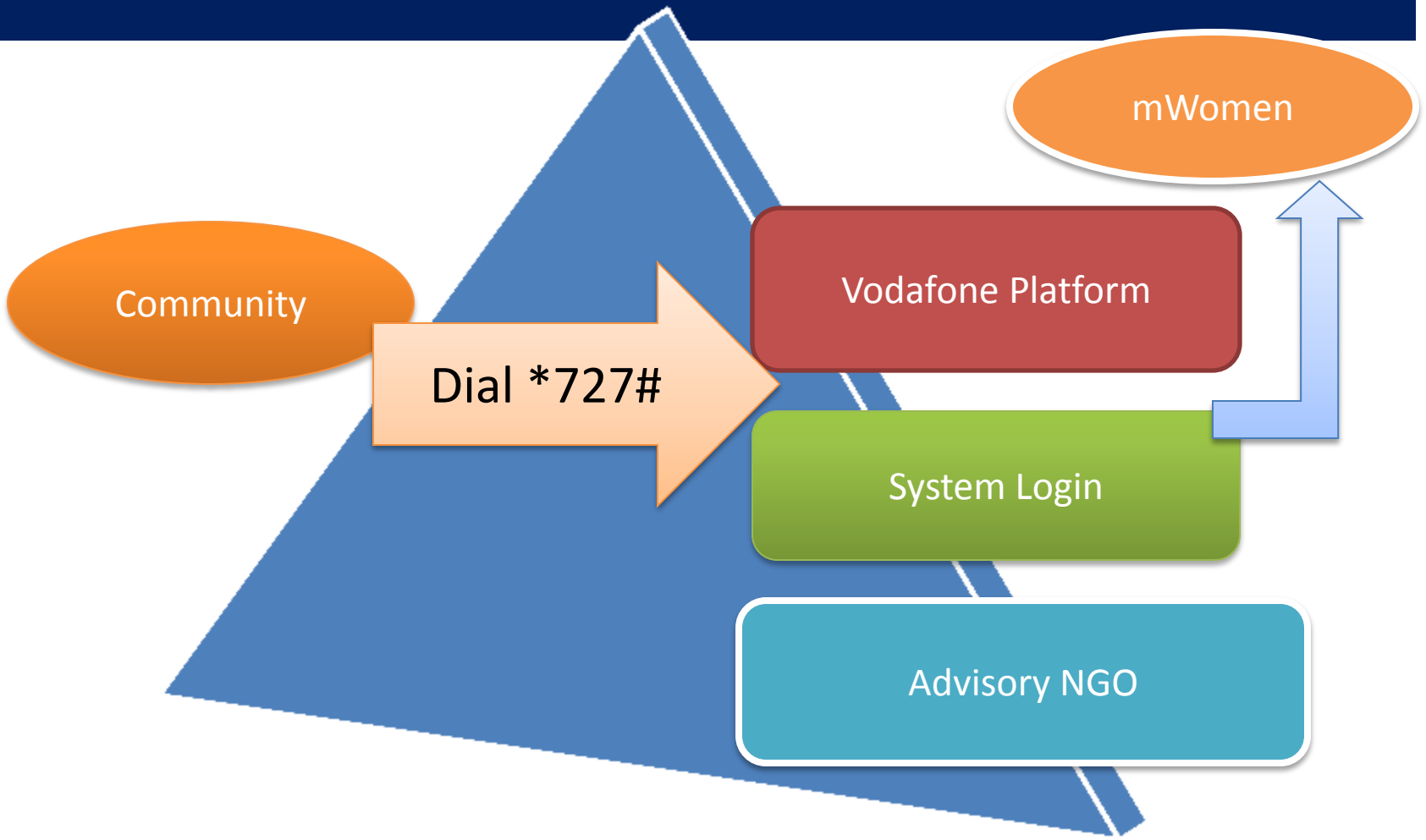
CSW –UN Commission on Status of Women

DEDAW – UN Declaration on Violence Against Women

Domestic Violence Decree

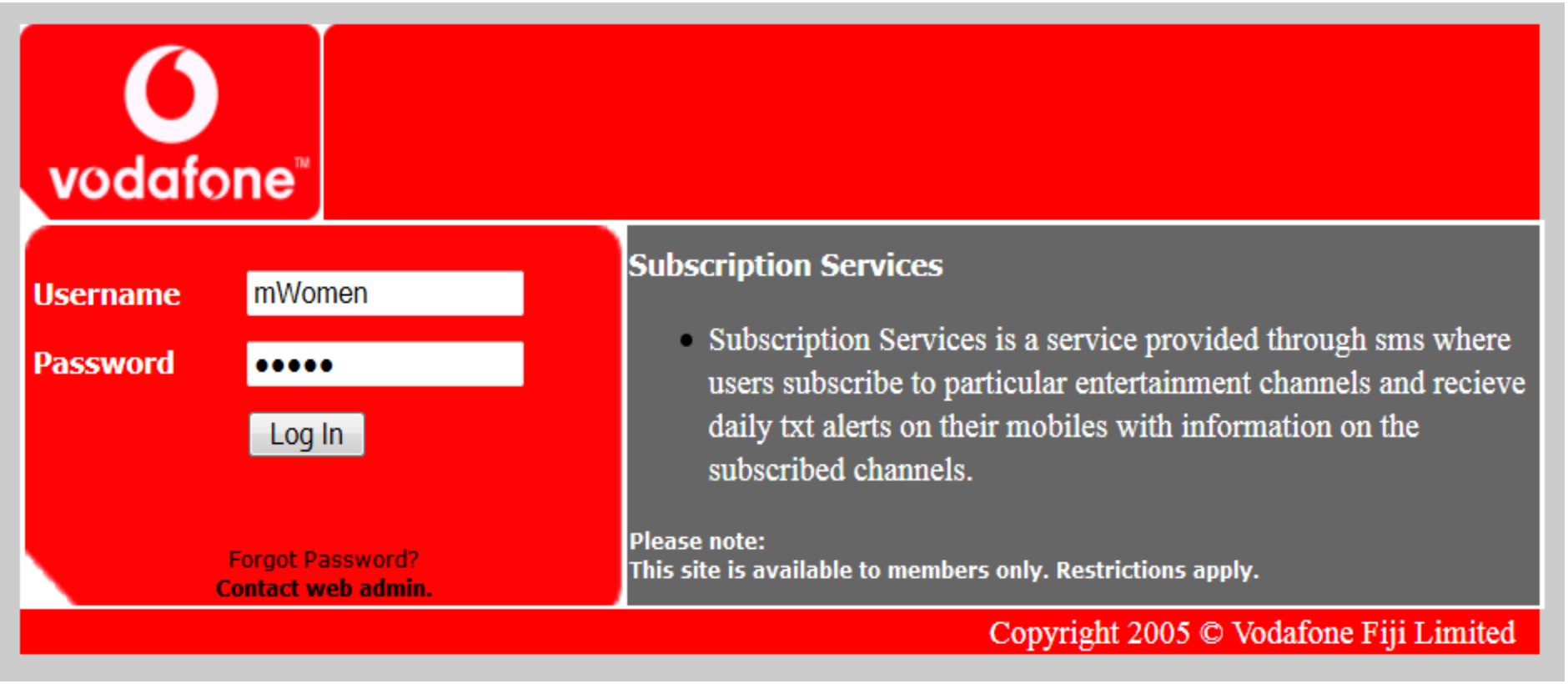
Child Abuse Decree

mWomen Mechanism



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SUBS LOGIN



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SMS COUNSELOR LOGIN – OPTION 2



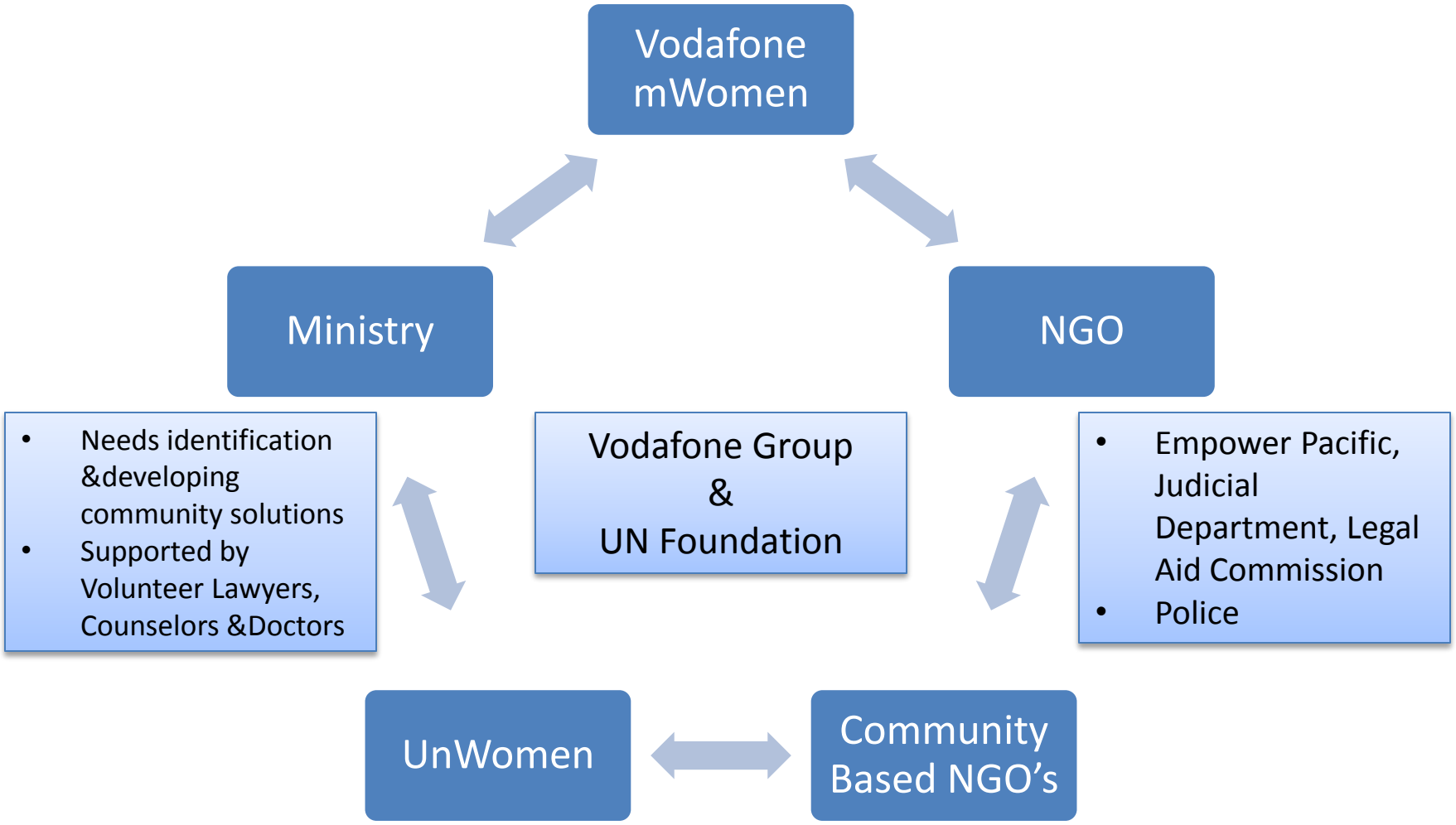
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mWomen Aspiration

- Awareness & education tips
- Counseling and legal advise to those who are victims of domestic violence, sexual assault, abuse, rape etc
- Break culture of silence – overcome barriers
- Forums to discuss unreported cases which needs attention
- Reduce stress associated with VASA
- Mobilize professionals to assist address issues pertaining to Women and Children
- Consult donors and NGO's to set aside technology budget to reach digital natives & target population
- Design programme via mBIZwomen to make women independent, microfinance, micro enterprise and mPAISA

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Partner Synergy



- Issue research and development of policies for communal adherence and implementation

Tripartite Partnership

Vodafone Fiji

- Develop back end solutions in partnership with Foundation and its Charity (content available)
- Develop awareness campaigns _ TVC, Media, Bill boards, Banners etc

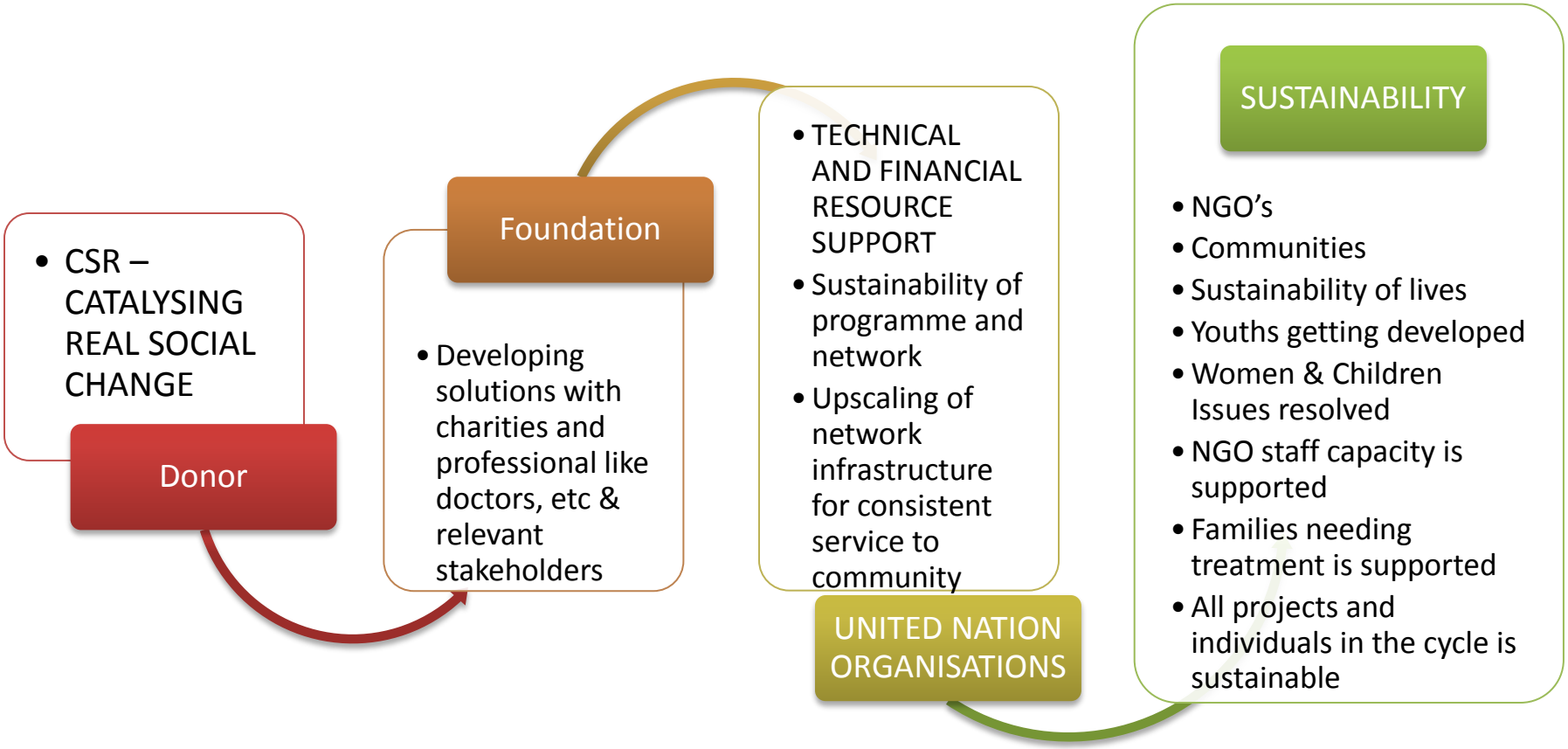
mWomen

- To access content and partnership with charity and its associated charity partners and stakeholders
- Develop model projects from community issues and replicate to all channels and in all provinces
- Catalyze real social change by mobilising professional volunteers to support NGO's
- Develop and design innovative programme in partnership with charity and relevant stakeholders
- Customers driving social change through subscribing and donating
- DEVELOP PROGRAMME FROM SMS TO DATA USAGE LINKING TO TECHNOLOGY PRODUCT ROLLOUT

CHARITY PARTNERS

Take Foundation and Business brand to community, conduct face to face surveys, screening, executive programmes based on developed models, media visibility, changing behaviors, create impact, ensure community and charity sustainability, financial reports, acquittals and audited reports, adherance to child protection, HR, Governance, Finance and other policies imposed by the state

STRATEGY LINKAGE



Addressing pressing humanitarian challenges in Fiji

POWER OF mWomen



Moving Forward

- Strategic giving that provides meaningful measurable impacts to our communities.
- Emphasis on understanding that project is only a beginning of social impact,
  - what is needed is meaningful support that is sustainable.
  - Progresses made is been evaluated with multi-sectoral parties, focusing conversation on measures and developing solutions for communities

NGO comms solutions

- Create Apps similar to Viber and have contacts of Medical professionals/police personal/etc . So that if someone needs help they just download this app and make a call. If there is no smart phone than we can have automated IVR/Webrtc(Can make call from ANY net cafe) etc.

  - Create Meet me rooms for NGO and any organization for Video conference call so that they save on travel costs. A person can join the call even if he/she is mobile. Just from the App.

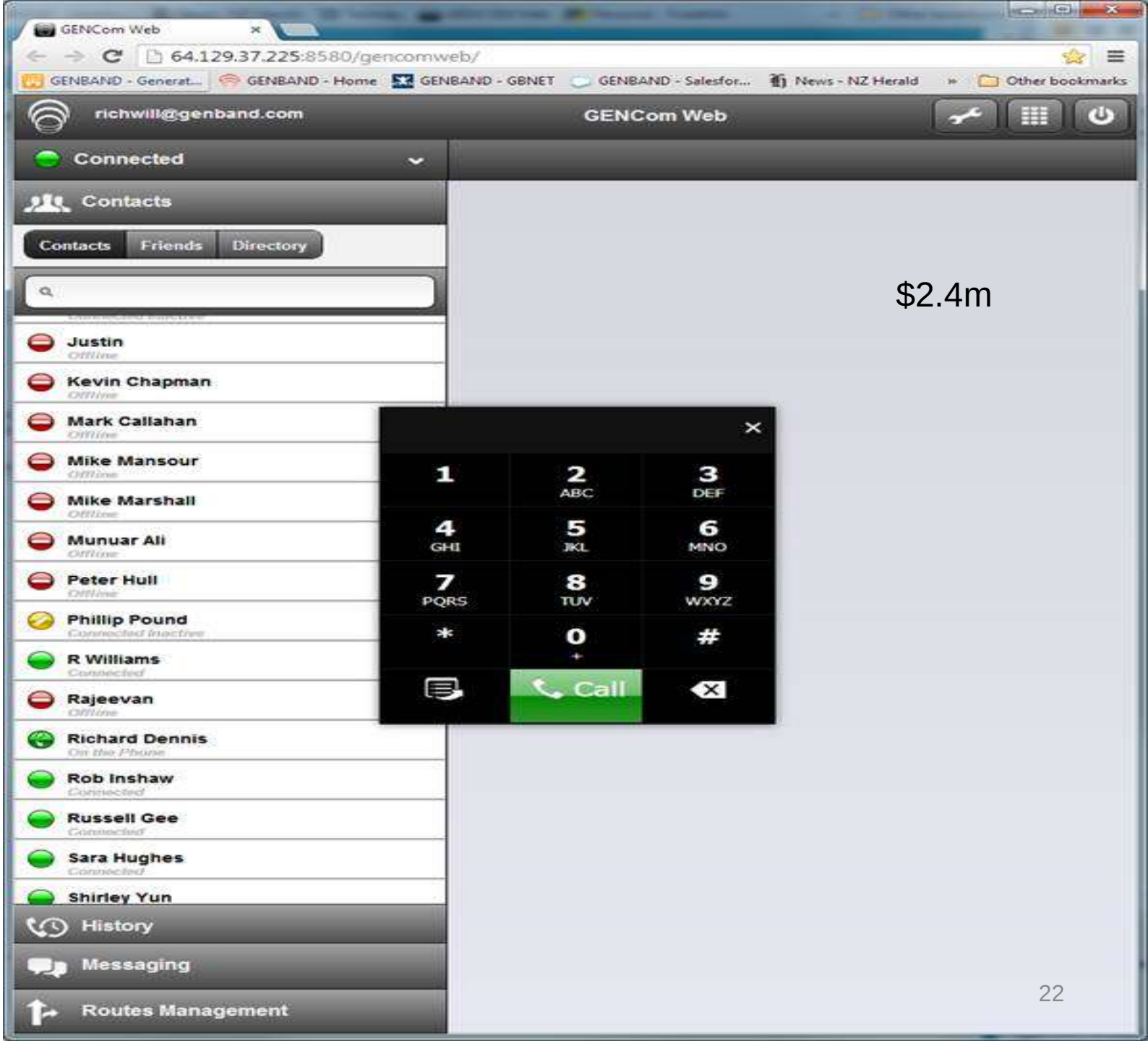
  - Live stream events to the public. They can go to a website to watch it or do it from a app in their phone. Or dial a number to just listen to it.

  - Link Regional NGO offices for cheaper/better communications.

  - Expand the above services to other Regions in the pacific so that they can also get assistance from professionals in Fiji.

  - Instead of having multiple numbers for emergency service we can have a Single Number that the emergency departments can control it themselve via a portal on how they want to redirect the call depending on their resourcing etc. This can be handy during natural disasters when actual TFL lines are down and most emergency service depend on TFL line. They can quickly login and change the TFL Number to a mobile number.

NGO Comms Solutions



$2.4m

Network Analytics

- Network Analytics Solution (approximate cost of the whole project is $1M, including the storage, hardware, software, technical solution, support and professional services)
  > classification of the entire data network traffic into segments such as
    * geographical location (city/town/village, region)
    * websites
    * applications
    * traffic type
    * age groups
    * device
  > reports based on monthly, daily, yearly trends
  > all reports will come in different forms such as bar charts, pie charts, trend lines, data grids



We @ Vodafone Fiji envisage authentic and resourceful partners in network who give genuinely as we see development as everyone's responsibility – otherwise catalyzing real social change will always be a dream……..

Ambalika.kutty@vodafone.com
Foundation Executive

Vodafone ATH Fiji Foundation