GSMA mWomen Working Group

GSMA mWomen Grants in Focus
Etisalat Africa Region

GLOBAL MOBILE AWARDS 2014

NOMINEE

Agenda

- **Introduction** video
- **Project background** by Isabelle Hajri, Vice President Commercial, Etisalat Group, Africa Region
- **GSMA grant enabling smoother implementation** by Gabriele Omassi, Associate Partner, Oliver Wyman
- **Weena in Côte d'Ivoire** by Herve Kouassi, Marketing Communications Director, Moov Côte d'Ivoire
- **Questions & Answers**


WEENA_3C_english.mp4

Setting the scene: Learnings from GSMA mWomen program

Research results* provided by GSMA mWomen program highlight several factors hindering women's use of mobile phone:

- The **total cost of ownership** inhibits low-income women from investing in mobile tools: handsets, services, power
- **Local cultural norms**: Women's use of phones can be perceived as challenging to traditional cultures. Women are sometimes the last in resource-poor household to obtain a phone
- **Lower level of literacy and technical literacy**, including ability to read or to know how to use a phone limits a woman's ability to access the full suite of available services
- **Lack of perceived value**: Resource-poor women's priorities are family health, education and economic opportunities: They will value mobile services that meet these needs

Those facts have been confirmed by our own research:

In Togo, women represents 52% of the population, 50% in CDI and 53% in Benin however we count only 1 girl for 3 boys on school benches

- Women are highly underemployed
- Women needs access to better health care for their children and for themselves
- Women wants to secure education for their children

The common core aspiration expressed by women across our markets is the ability to access greater financial autonomy as the main enabler to cover for all their needs



Eager entrepreneurs.

73% of participants expressed interest in entrepreneurship to help support their families. Mobile solutions that help entrepreneurs manage their business or set up mobile retail enterprises could have a powerful impact.



The role of women's groups.

28% of participants visit women's groups regularly, and 39% said "female friends" were a trusted information source. Engaging with these groups will help mobile operators and non-governmental organizations reach BoP women at scale.

*Sources: GSMA and the Cherie Blair Foundation for Women, *Women & Mobile: A Global Opportunity,* 2010.. c. Deloitte, Global Mobile Tax Review 2006-2007, accessed online on 28 December, 2009.

The Etisalat mWomen Model



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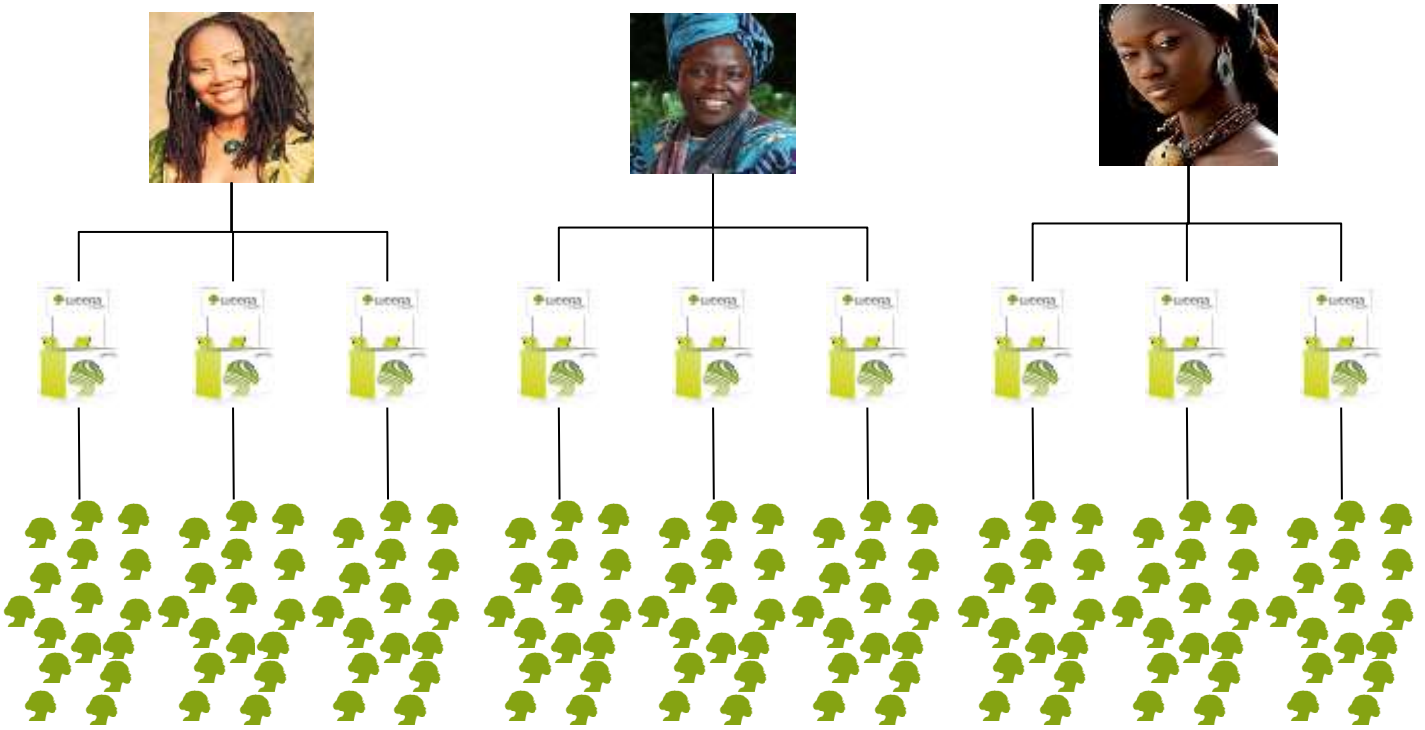
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The Weena Network

Ambassadors

Weena POS
Sales Agents
Head of Group or
Community

Weena Customers
End Users



Targets:

- communities, associations, women groups, formally constituted across our footprint (mostly rural or semi-urban)
- Individual women able to mobilize other women around them within the Weena program



The Weena Model



weena Community

Any Other Customers

Individual saving account

Individual saving account

Individual saving account

x %

x %

x %

y %

y %

y %

z %

Community saving account

Self-financing Projects for the community

Project Background: Important Milestones

November 2012

VP Commercial attends **first GSMA working group meeting in Cape Town**

December

Programme objectives shared with CDI, Benin and Togo teams – Work on

January

First concept and strategy paper endorsed by GSMA and approved by GCRO

February

Detailed concept shared with GSMA during a dedicated session at MWC.Programme

10 months from 1st WG meeting till Launch Readiness!

March

March 31st: Concept note submitted to GSMA innovation fund for grant award pre-selection

April

April 9th: Etisalat GRA and 4 other operators are **invited to submit full application.**

May

May 31st : Etisalat GRA full application is submitted for grant funding

June

June 26th: Etisalat GRA is notified that its **application is approved for fund granting**

July

July 14th : Etisalat Africa & Orange Mali are announced GSMA Grantees. Oliver Wyman is appointed to support

August

OW validate sound business case and supervise implementation in CDI

September 2013

Weena is ready to launch in CDI but put on hold

October

Weena implementation goes on in Togo and Benin

November 2013

Soft launch in Togo
Nov 25th : Weena is launched in Benin

December 2013

Dec 2nd: Weena is launched in Togo

January

Jan 29th :Weena is shortlisted for GSMA award
Jan 30th: Project is restarted in CDI

February 2014

Feb 14th :Weena is launched in CDI
Feb 25th : Working group meeting in Barcelona

The GSMA mWomen program is playing a key role as an enabler and accelerator of the entire project lifecycle



mWomen



USAID
FROM THE AMERICAN PEOPLE

Australian AID

The GSMA innovation fund grant enabled the involvement of consulting firm Oliver Wyman



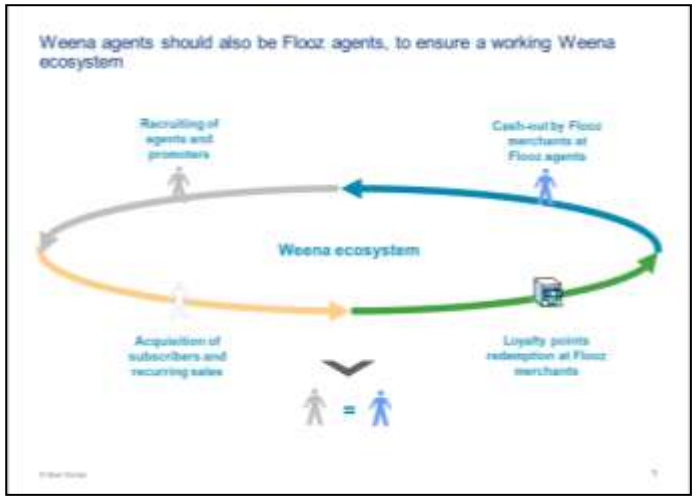
OLIVER WYMAN

Overview of Oliver Wyman support during the Weena project

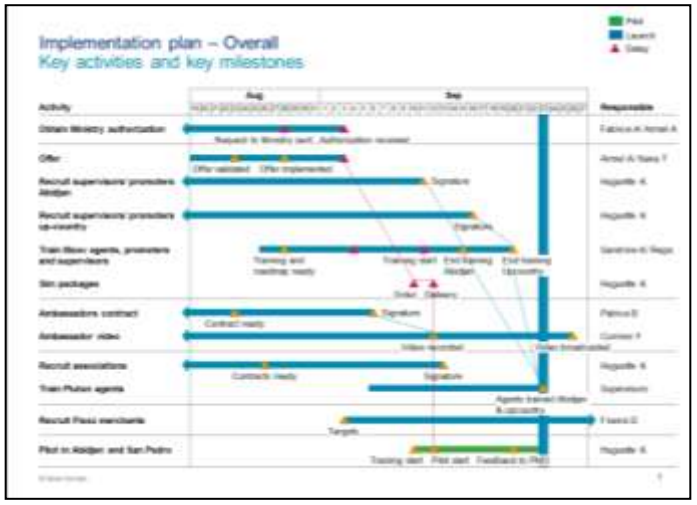
	July – mid Aug	mid Aug – mid Sep	mid Sep – mid Nov	mid Nov – Feb
	1 Business case + implementation plan	**2 On the ground support in CDI**	**3 Ad hoc support Togo and Benin**	**4 Grant report submission**
Activities	Business case validation	Project Management support	Business case validation	GSMA final reporting
	Implementation plan	Trouble shooting support	Remote launch support	Support on award submission
Deliverables	Validated business case	Commercial support / Recruited/trained agents	Validated business case	Final report for GSMA
	Reviewed commercial concept	IT implementation / Branding & Marketing	Remote PMO support	Award report for GSMA
	Detailed implementation plan	Tracking system in place	Trouble-shooting during PMO support	Presentation at GSMA conference

Snapshots of Oliver Wyman support

Concept / business case validation



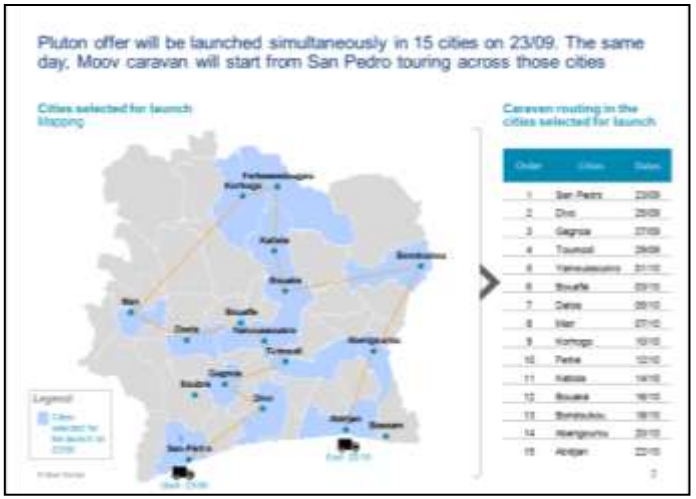
Implementation workplan



Jour fix progress review



Workstream support



Côte d’Ivoire



Official launch : February 14th , 3pm

The Weena Network in Côte d'Ivoire



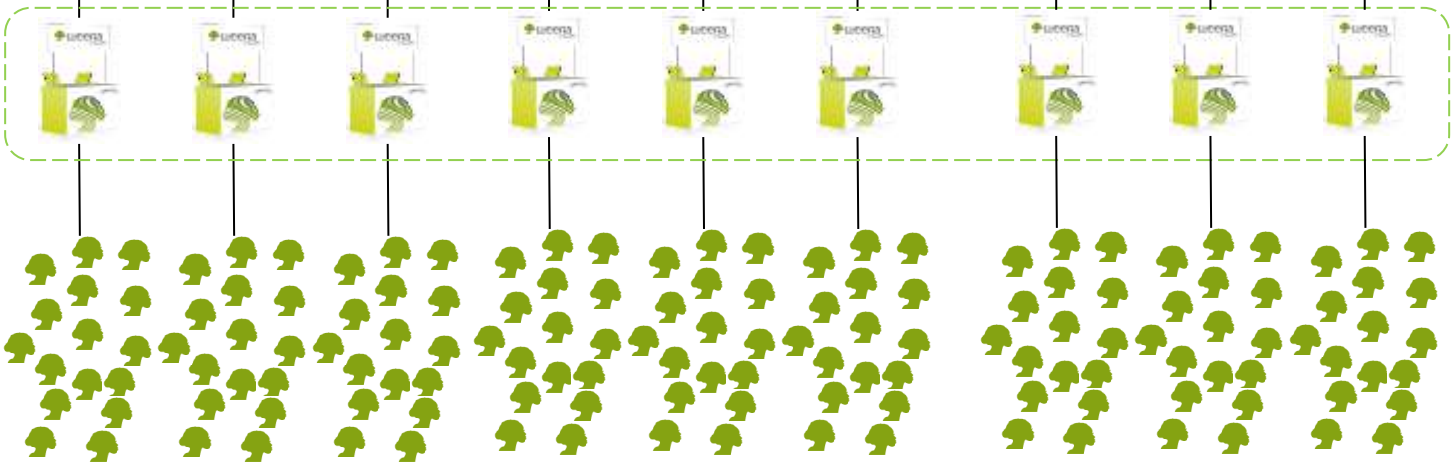
Rosalie Botti Lou
President - COCOVICO



Colette Irie Lou
President - FENACOVICI



All Others Women Associations



- Weena has been officially launched in Cote d'Ivoire on February 14th
- The opening ceremony took place in the capital city Yamoussoukro, honoured by the presence of Weena 2 ambassadors Mrs Rosalie Botti Lou and Mrs Colette Irie Lou and the Ministry of solidarity, family, woman and child.

Mrs Rosalie Botti Lou – Weena Ambassador



CEO of CNAVICI (National Confederation of the food of Côte d'Ivoire) and Founder of the COCOVICO Market.

COCOVICO is a cooperative which main purpose is gathering in rural areas of food, then their routing in major markets, including Abidjan and its others areas.

Founded and directed by Ms. BOTTI LOU Rosalie, the COCOVICO brings together in its breast, more than fifty thousand members and users.

In the exercise of its activities, Ms BOTTI LOU detects the needs and fights with good intentions, need help or support of any kind whatsoever to improve the conditions of work and life of his members.

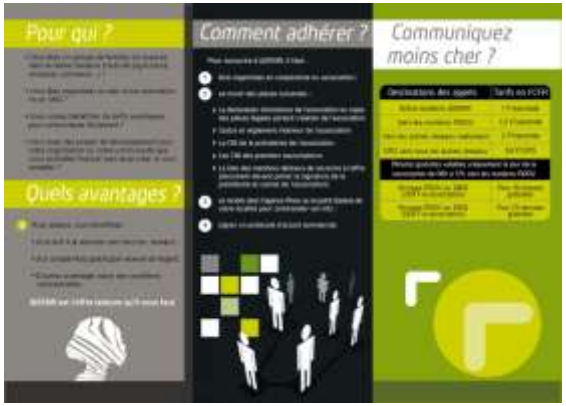
Weena Telecom Offer in Côte d'Ivoire

		WEENA Price Plan	*increment*
Voice	INTRA COMMUNITY	1 F /sec*	1 sec
	ON-NET	1,5 F /sec*	1 sec
	OFF-NET	2 F /sec*	1 sec
	INTERNATIONAL	Current normal tariff	
SMS	NATIONAL	50 F/ sms*	1 sms
	INTERNATIONAL	100 CFA/ sms*	1 sms

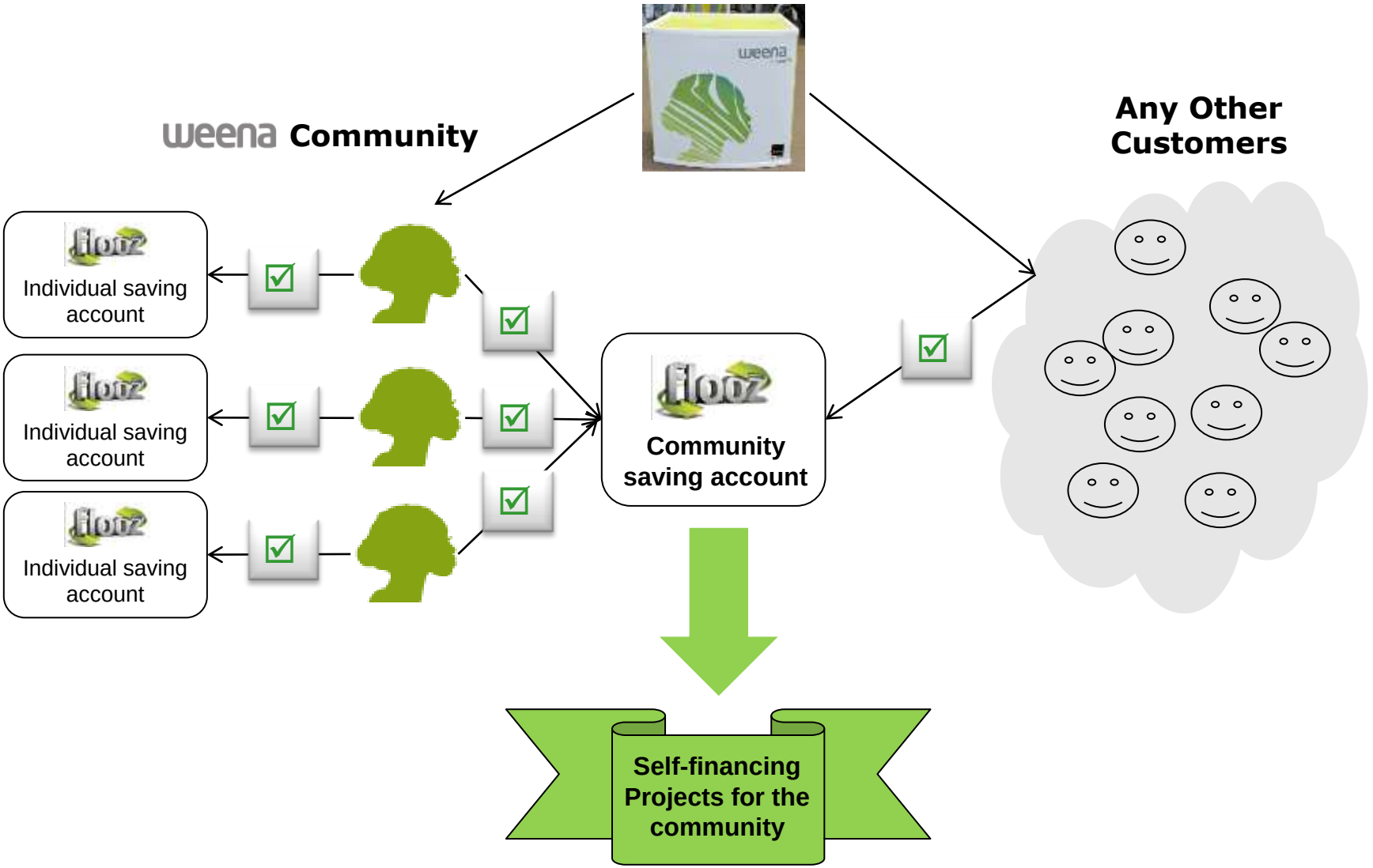
** Price excl. VAT*







The Weena Model in Côte d'Ivoire




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