Connected Women

Accelerating digital and financial inclusion for women

The gender gap is not going to close on its own. Its root causes are driven by a complex set of social, economic and cultural barriers. These obstacles can only be overcome with targeted intervention by all stakeholders. It's not a simple task, but it is imperative that we meet the challenge head-on. With concerted action and by working together, we can make significant strides to address the gender gap.

The Opportunity

We have an opportunity to contribute to the achievement of **gender equality and empowerment** of all women and girls through mobile.

Mobile can make women **more connected, safer,** and able to access services such as health and financial services.

But there is a significant **gender gap in mobile phone ownership and use,** particularly for more transformational services like mobile internet and mobile money.

Closing the gender gap also represents a **significant market opportunity** for the mobile industry and can spur economic growth.

What we need

To close the mobile gender gap we need to address issues of gender equality and social norms and focus on:

Usability and skills
including of handsets and services

Accessibility
including to quality network coverage, handsets, electricity, agents and formal IDs

Safety
when using a mobile phone including from theft, harassment and fraud

Affordability
including handsets, tariffs, data and transaction fees

Relevant
policies, products, content and services that meet women's needs as well as men's

How to get there

	Our top 3 recommendations for the mobile industry	Our top 3 recommendations for development community	Our top 3 recommendations for policy makers and regulators
1	Make women **part of your business strategy** including setting KPIs to target women	Embed activities that **drive women's mobile access and use** in your initiatives	Ensure **appropriate policy and regulation** to lower access barriers for underserved customers
2	**Understand women** in your market including consumer insights research, collect and analyse gender-disaggregated data	Invest in **consumer insights research** to better understand women's mobile access and use and how to reduce the gender gap	Promote **gender equality in education** and improve digital literacy for women and girls
3	Ensure products and services appeal to women and **meet their needs**	**Raise awareness** of the barriers to women's mobile access and use	**Improve women's safety** on mobile through effective policies and strategies including legal frameworks and awareness campaigns