



Connected Women Commitment Initiative 2020 - 2023

Accelerating
digital and financial inclusion
for women

“Together
we partner
to deliver impact”





The Issue

- Women in low- and middle-income countries are:
 - **10%** less likely to own a mobile phone
 - **23%** less likely to use mobile internet
 - **33%** less likely to use mobile money
- Need to ensure mobile services are **accessible, affordable, safe and secure, relevant** for women and that they have the **skills** and confidence to use them
- Addressing the mobile gender gaps will deliver substantial benefits for women, their families, businesses and economies

Reduce the
gender gap in
mobile internet
adoption and use

Reduce the
gender gap in
mobile money
adoption and use

Our Approach

- Provide operators with insights and support to help reduce their mobile gender gap
- Profile and support MNO commitments to reduce the gender gap in mobile internet and/or mobile money
- Drive commitment and action at global level
- Generate and share data and insights on the gender gap, barriers and approaches to reaching women



More than 19m new women reached

In 2016, we launched the GSMA Connected Women Commitment Initiative where we invited mobile operators to make commitments to reduce the gender gap in their mobile internet and/or mobile money customer base. We received 53 commitments from mobile operators who have reached over 19m women across Africa, Asia and Latin America with mobile money and mobile internet services.

While our efforts to close the gender gap in digital and financial inclusion are making a difference, women continue to be left behind.

Women in low- and middle-income countries are 23% less likely than men to use mobile internet and 33% less likely to use mobile money.¹



Targeted action to address the mobile gender gap continues to be critical. The Connected Women Commitment Initiative is now extended to 2023. This is an opportunity for you to join our partnership.



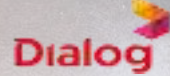


Our Commitment Partners

53 Commitments by 38 Commitment Partners



AIRTEL INDIA



DIALOG AXIATA PLC



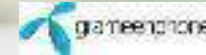
DIGI TELECOMMUNICATIONS



ECONETLEO BURUNDI



ECONET WIRELESS ZIMBABWE



GRAMEENPHONE BANGLADESH



INDOSAT OOREDOO SDN BHD



MOBITEL



MTN GHANA



OOREDOO MALDIVES



OOREDOO MYANMAR



ORANGE COTE D'IVOIRE



ORANGE MALI



ORANGE SONATEL



ROBI AXIATA



Reliance JIO



SAFARICOM PLC KENYA



SMART BURUNDI



SMART TANZANIA



SMART UGANDA



TELENOR PAKISTAN



TIGO BOLIVIA



TIGO CHAD



TIGO COLOMBIA



TIGO EL SALVADOR



AIRTEL-TIGO GHANA



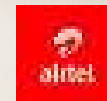
TIGO GUATEMALA



TIGO HONDURAS



TIGO PARAGUAY



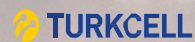
AIRTEL- RWANDA



TIGO SENEGAL



TIGO TANZANIA



TURKCELL



VODACOM TANZANIA



VODACOM SOUTH AFRICA



VODAFONE IDEA INDIA



Wave Money



ZANTEL



What Commitment Partners say about the Commitment Initiative

“The Commitment has led us to work on more initiatives. The research was really a game changer”

“The Commitment gave us direction and purpose... and helped us create a lot of value for women”

“The organizational Commitment ensures our focus on products and services targeting women”

“The most useful support was the workshop...and the tools we got to help train agents”

“The research reports and success stories...have been an immense help”

“Making a Commitment gave us a focus...there has been a lot of knowledge sharing ”

“The Commitment led us to follow this indicator and to question ourselves on the topic”

“..when we are more women driven, when we seek to better accommodate women’s needs, we are more successful ”

“We are constantly in touch with ‘GSMA’, they remind us of the importance of reaching out to women”

“...the ‘Commitment’ turning point was when we aligned on the commercial opportunity”

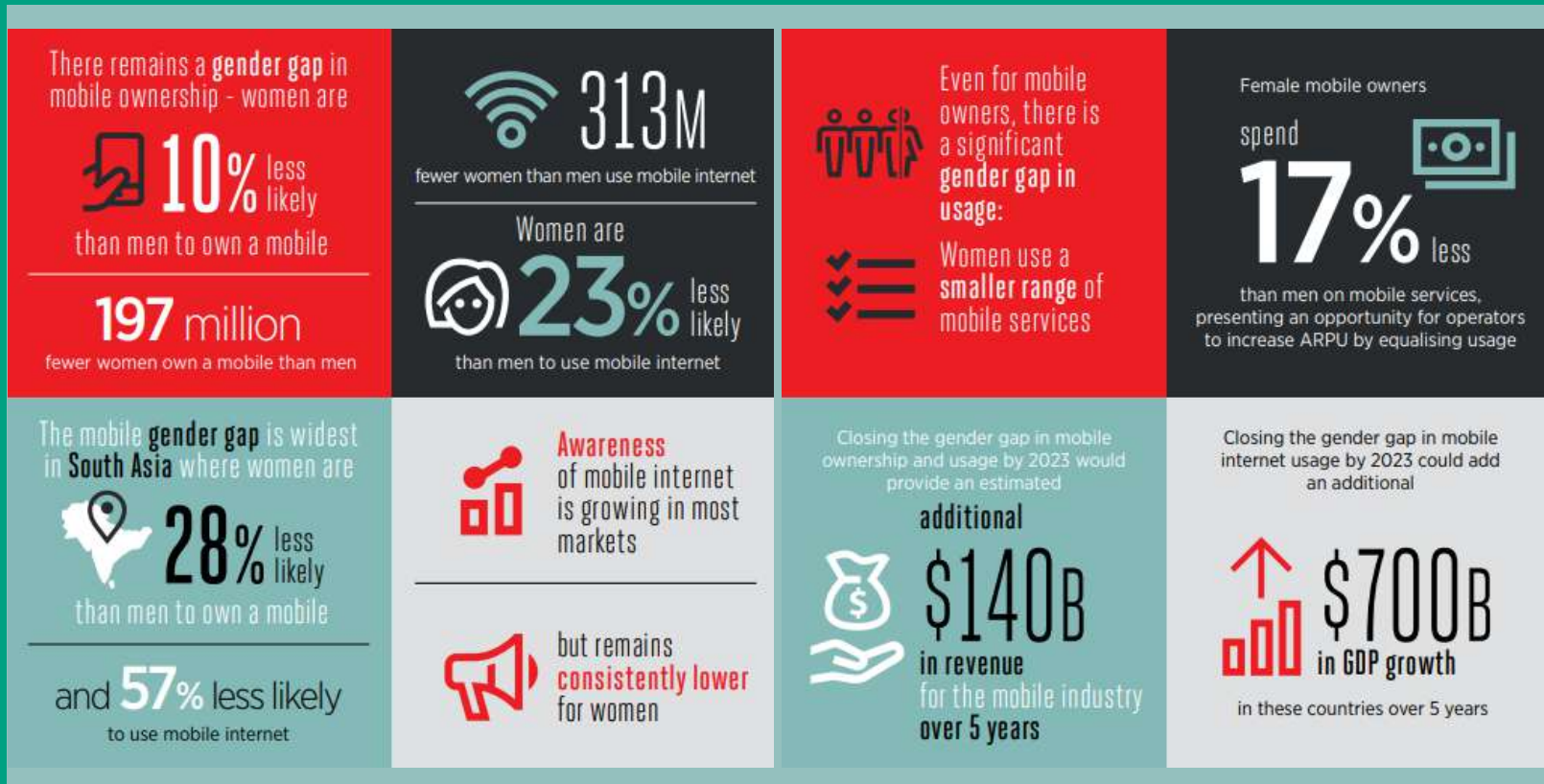
“Assessing Industry Approaches to Reaching Women” – GSMA Connected Women research





Making a Commitment to 2023. The Opportunity.

While progress has been made with 80% of women now owning a mobile phone, there remains a gender gap in ownership and usage across low- and middle-income countries. Closing this gender gap would generate an additional \$140 billion for the mobile industry and help to achieve the UN Sustainable Development Goals.





Your Commitment options

- 1 You can make a Commitment to reduce the gender gap in your mobile internet and/or mobile money customer base¹
- 2 You can chose to make an additional Commitment on a mobile internet or mobile money use case(s)

¹For those mobile operators who have a minimal gender gap in your mobile internet or mobile money customer base, you can chose to make a Commitment on a use case(s) only





What is required to make a Commitment?

- 1 Measure the number (#) and proportion (%) of women in your mobile money and/or mobile internet customer base¹
- 2 Submit baseline and target increase to 2023 to the Connected Women team plus a signed Commitment letter
- 3 Take action(s) to meet your Commitment target, either building on existing initiatives or starting new
- 4 Report progress including the number (#) and proportion (%) of women in your mobile money and/or mobile internet customer base, to the Connected Women team, every 6 months
- 5 Appoint an engaged named Senior Sponsor and a Point of Contact (POC). The POC will liaise directly with Connected Women

¹For those mobile operators who chose to make a Commitment on a use case you will also need to provide baseline data and report progress for that use case(s)



Support we offer

Our partners have shared with us, of the support we currently offer, what works well:



Commissioning and sharing best in class industry research



Providing profiling and speaking opportunities to showcase your work



Delivering strategic workshops with your teams



Analysing your data to generate commercial insights



Video showcasing and blogs publicised via GSMA media channels



We prioritise Commitment Partners

We prioritise Commitment Partners with the support you value

Make a Commitment and:

- Benefit from support from Connected Women in showcasing your Commitment and actions to reach women
- Be prioritised for future support from Connected Women
- Inform our learning agenda and activities



Next steps to make a Commitment

15
Nov

Indicate your early intention to make a Commitment (this is not binding) [Click on this link](#)

19
Nov

Join the Q&A Webinar, Connected Women Commitment 2020-2023 [Click on this link to register](#)

20
Dec

Submit your signed Commitment Letter on or before 20 December to connectedwomen@gsma.com for inclusion in announcement at MWC Barcelona 2020

Feb
2020

Announce mobile operators, who make Commitments to 2023, at MWC Barcelona 2020. 24 - 27 February 2020





Confidentiality

Confidentiality is of the utmost importance to GSMA Connected Women and our Commitment Partners

Connected Women will share the names of operators who have made a Commitment (e.g. on the Connected Women website, on social media)

Any information about the individual Commitments will not be shared unless first approved by the Commitment Partner and any commercially sensitive findings will be made anonymous in publications

However, we encourage operators to consider carefully what they would like to share, so we can more readily showcase your efforts through our events, social media and publications





Your Commitment Letter

Mobile Operator letterhead

Date:

Dear GSMA Connected Women,

<Partner A> commits to increase the proportion of female customers in <country>. Specifically we commit to:

- Increase the proportion of women in our mobile internet/mobile money customer base in <country> from <x% to y%> by 2023.
- Increase the proportion of women in the <specific mobile internet/mobile money use case> customer base in <country> from <x% to y%> by 2023 **OR** increase the number of women using <women specific mobile internet/mobile money use case> in <country> from <x to y> by 2023.

At least every 6 months we will report to the Connected Women team on progress of our Commitment including the latest number (#) and proportion (%) of women customers and activities to reach more women.

Signed

..... Senior Sponsor

..... Senior Sponsor name

..... Date



Thank you

We look forward to our
partnership and commitment to
financial and digital inclusion for
women

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we partner
to deliver impact”

