



Digital Strategies for Development Summit 2015

Plenary 2: Gender Equality

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ADB

Did you know?



- 23% fewer women than men have access to the internet
- 21% fewer women than men have a mobile phone
- 60% more men than women in the IT industry



Core business: lending to governments and private sector companies

ADB's vision: a region free of poverty

Ultimate goal of lending: development

Strategy 2020 and its mid-term review:

- Gender = 1 of the 5 drivers of change
- ICT4D

Both gender and ICTs cross-cutting themes

Piecemeal approach so far

Sex disaggregated data for better decision-making (all sectors)

Mobile phone banking with gender targets (MSME finance)

E-governance services e.g. business registration, tax declaration

Market information through SMS (agriculture)

Girls' enrollment in STEM; computer skills training with gender targets (education)



Recent innovative initiatives in ICT 4 gender equality





INFORMATION AND COMMUNICATION TECHNOLOGIES FOR WOMEN ENTREPRENEURS

Prospects and Potential In Azerbaijan, Kazakhstan,
the Kyrgyz Republic, and Uzbekistan

Innovative

- First study of its kind
- Central and West Asian developing member countries

Findings

- In all 4 countries, women entrepreneurs are missing out on the opportunities presented by ICTs.
 - ICTs seldom leveraged for women's entrepreneurship development (supply side)
 - Limited use of ICTs by women entrepreneurs for their businesses (demand side)
- Key factors: lack of enabling environment; lack of access to and ownership of ICT tools; lack of skills; gap between urban and non-urban areas.

Kyrgyz Republic

The mobile phone is the favorite tool of women entrepreneurs in the Kyrgyz Republic—most own a regular mobile phone and about one-third own internet-capable devices

To reach the rural population in the Kyrgyz Republic, SMS-based programs would be most suitable for now and most likely to have the widest reach

Women entrepreneurs' high interest levels, moderate awareness, and low confidence in their skill level indicate that they would likely be receptive to skills training programs designed specifically for them



Photo credit: Shanny Campbell

Pilot Project Kyrgyzstan

**Mobile-based application for
SMS-based information alert service
for women entrepreneurs**

ICT and Gender specific project

- First loan to a private sector telecommunications company specifically aiming at narrowing gender gaps in ICT
- **Main gender design features:**
 - Increasing access to 5 million women subscribers
 - Refining a maternal health care app (based on MAMA)
 - Promoting women's role and opportunities in ICTs through support to a female ICT community group and organization of conferences
 - Promoting gender balance and development opportunities for female employees within the company
 - Generating additional income for 30,000 rural women as distributors and sales agents for the company

First bank-led mobile phone banking product in the Pacific

- Pilot launched in West New Britain Province in 2011
- Gradual roll out across PNG



Results as of June 2015

- Total MiCash Mobile Wallets: 30,544
 - Total Active Wallets 82%
 - Previously unbanked 83%
 - 66% in rural areas
 - **37% women**
- 1 agent for every 192 MiCash Mobile Wallet
- Total value of transactions since inception: more than \$27 million

Benefits for women

- Most of the women previously had no access to financial services
- Market transactions can become cashless – there is less security risk
- No need to travel to bank branches – time saving
- Money can be stored safely and out of sight of husband and other family members
- Women can decide whom to share financial information with

ICTs and gender equality

Opportunities in ADB

- Health: ICTs central in new Operational Plan with focus on Universal Health Coverage
- Public Sector Management: Identity management and civil registration
- More direct investment for women e.g. ICTs for women's entrepreneurship
- The gender goal for 2030 (SDG 5): ICTs as means of implementation



THANK YOU

