



Digitally Empowered Generation Equality in the wake of COVID-19

Outlook from the Global Mobile Industry





GSMA Connected Women

Supporting our partners to reach women with mobile





Connected Women: Active across the globe

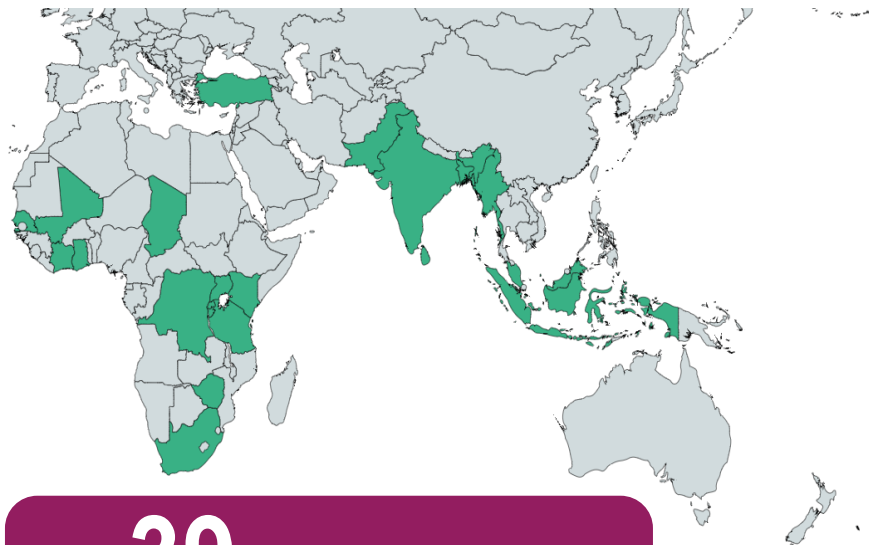
40 operators

have made a Commitment since 2016 to reduce the gender gap in the customer base of their mobile internet or mobile money service

14 operators

have so far made or extended their Commitment until 2023

Connected Women Commitment Partner since 2016



Over **39M** additional women

reached by Commitment Partners since 2016





Connected Women - addressing data gaps

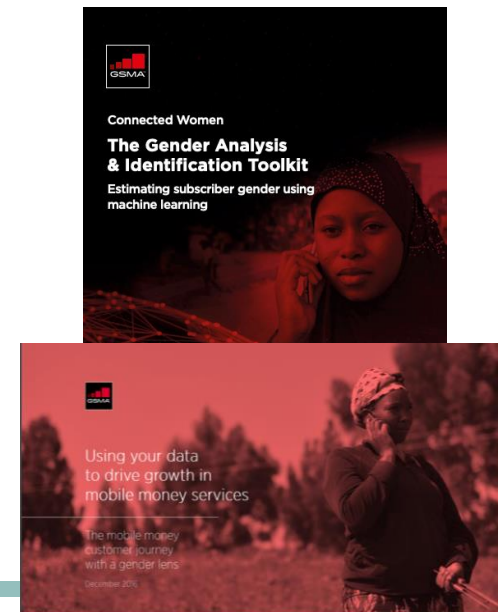
Annual mobile gender gap report



Deep dive into key issues



Tools to improve gender data availability and use





GSMA Tech4Girls Initiative powered by EQUALS

Tech4Girls focuses on reducing the persistent gender gap in the mobile industry. Tech4Girls offers hands-on workshops for elementary through high school girls to inspire careers in Science, Technology, Engineering and Arts and Design and Math (STEAM) studies.

SUPPORT GLOBAL SDGS OF GENDER EQUALITY & QUALITY EDUCATION

Education	Exposure and Mentorship	Talent Pipeline
		
Provide young girls with the technical knowledge, education, and skills to prepare them for careers in technology through instruction	Connect established companies and girls to increase interest, involvement, and awareness of the overall tech industry and to foster mentorship opportunities.	Increase talent pipeline of girls in STEM/STEAM.



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TARGET GROUP



**Girls
10-16
years**



**Young
Women
16-25
years**

WORKSHOP TYPE

Mobile App Development

- Basics of creating apps for smartphones
- Development and design of own and unique self-made products / apps using THINKABLE

Introduction to Tech through E-Commerce

- Creating an online store using Shopify
- Basic concepts relating to Digital Marketing and Ads Placement

OBJECTIVES

After 1 year

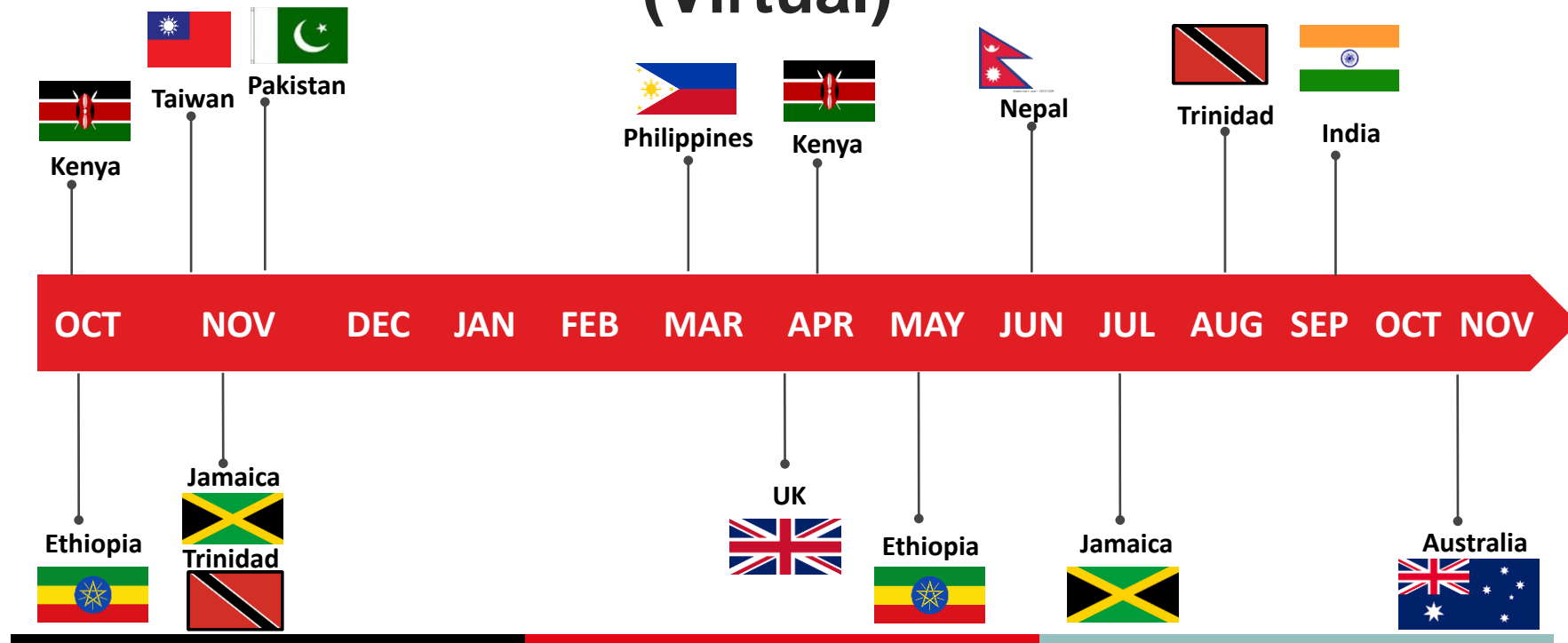
- ✓ Gain self-confidence
- ✓ Better understand what it takes to enter a career in STEM
- ✓ Gain valuable insights into key tech concepts
- ✓ Obtain insights into relevant training
- ✓ Upskill in STEM subjects



Tech4Girls Roadmap 2020-2021



(Virtual)





Tech4Girls Preliminary Impact To Date



Results of participants
that completed the
workshop

- **94%** had improved their understanding of STEAM and possible career paths within STEAM.
- **88%** felt confident about pursuing further tech studies/a career in tech.
- **70%** had increased their knowledge of STEM career opportunities.