

Bridging the Digital Gender Gap

How to use ICT to empower rural women

Presented by Franziska Kreische

betterplace lab



Photo Credit: ICT Works | <http://bit.ly/2okKNfd>

Potential



Innovation and ICTs offer exciting opportunities to unlock the business potential of traditionally marginalized and isolated **women farmers** by:

- Providing easy, mobile-enabled access to climate-smart agricultural information and services
- Building a digital track record and credit profile to increase access to finance
- Connecting farmers to national, regional and global supply chains to improve access to markets

The proportion of women using the Internet is 12% lower than the proportion of men using the Internet worldwide.

In Africa, the proportion of women using the Internet is 25% lower than the proportion of men.

ITU Facts and Figures, 2017

**Social
barriers**

**Psychological
barriers**

**Material
barriers**



Key facts

- **Name:**
Farmer's Voice (Kilimo Media International)
- **Country:**
Kenya
- **Technology:**
Radio
- **Aim:**
To make agricultural information available to small holder farmers



Welcome to Shamba Shape Up

Get practical advice on improving your farm and increasing your yields from East Africa's favourite farming show!

Key facts

- **Name:**
Shamba Shape Up
- **Country:**
Kenya
- **Technology:**
TV
- **Aim:**
By feeding timely, tested and effective agricultural information to farmers through an entertaining approach, Shamba Shape Up is forging a new era of food security and economic opportunity for all Africans.

What we do



TV

When you think of farming television, think no further than Shamba Shape Up. As the first of its kind in Africa, it



Leaflets

We have an interactive SMS system which encourages viewers to text their names and addresses to a



iShamba

Need to talk to a crop or animal expert at the touch of a button? Our call centre and mobile information



Budget Mkononi

Imagine an online budgeting tool that can estimate how much your enterprise will cost and how much

HOME

WHO WE ARE

WHY JOIN

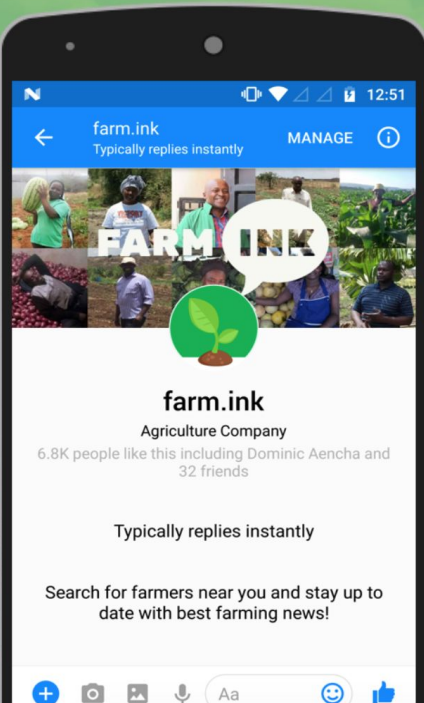
C

FARM INK

Join the farming network

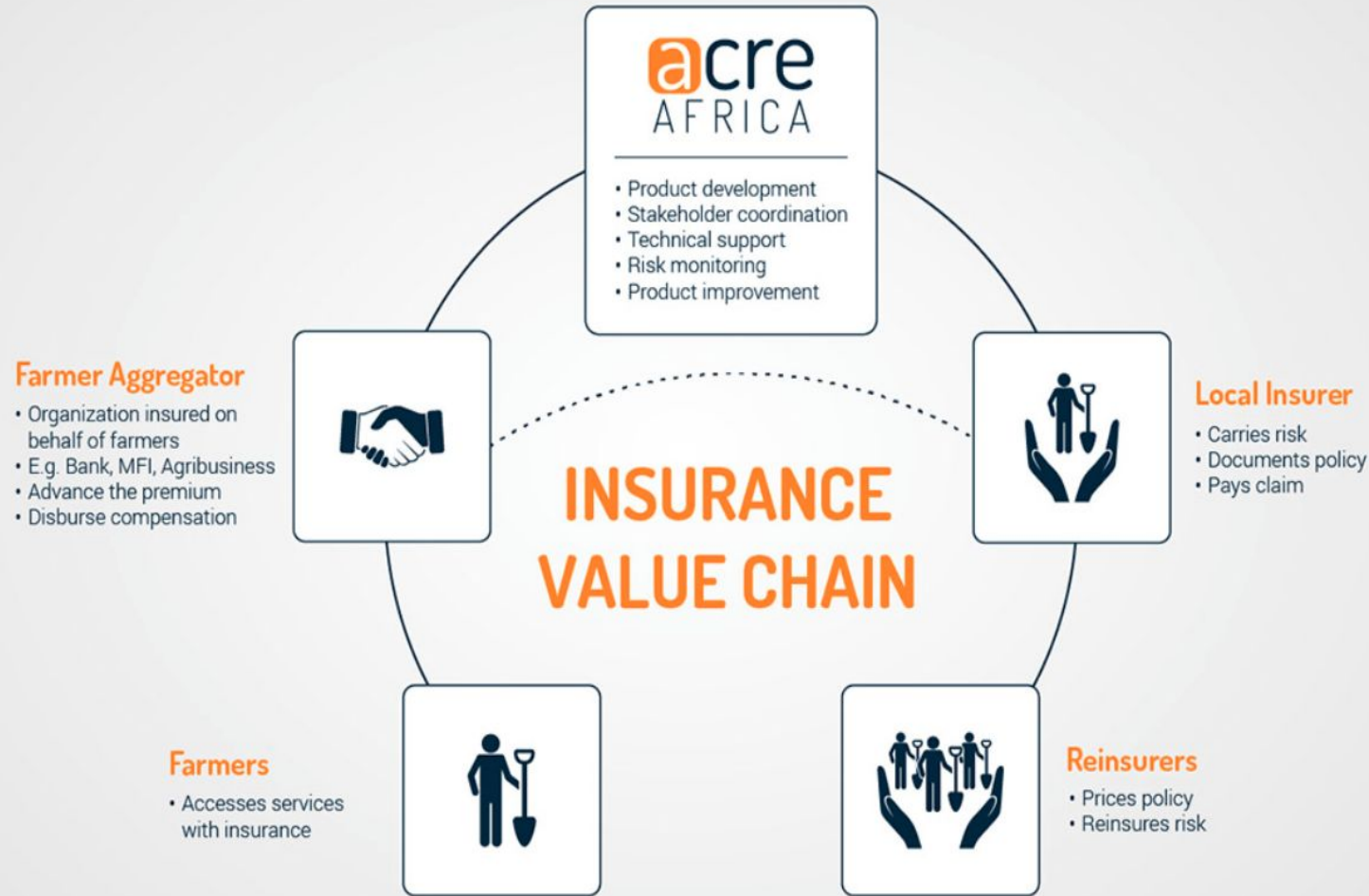
Connect, share and learn with your local farming community

 [Sign up with Messenger](#)



Key facts

- **Name:**
FarmInk
- **Country:**
Kenya
- **Technology:**
Mobile
- **Aim:**
To make it easy for farmers to find each other and share information



Key facts

- **Name:**
ACRE (former Kilimo Salama)
- **Country:**
Kenya
- **Technology:**
Mobile
- **Vision:**
To help unlock the full potential of agriculture by eliminating the stress and potential damage of climate variables for farmers across Africa



Key facts

- **Name:**
She will Connect
- **Country:**
Kenya, Nigeria, South Africa
- **Technology:**
Internet, mobile
- **Vision:**
To expand digital literacy skills to 5 million young women over the next three years and reduce the gender gap by 50 per cent

Lessons learnt from other projects:

Sisonke Mom

Pregnant?
momconnect
is here to help!

You'll get weekly messages to help with your pregnancy, and answers to all your questions. Join our community - it's completely free and we're here to support you.

It is my dream to register all pregnant women in the country - and help you have the healthiest possible pregnancy.

MINISTER OF HEALTH
DR. AARON MOTSOALEDI



Key facts

- **Name:** MomConnect
- **Country:** South Africa
- **Technology:** Mobile
- **Vision:** To support maternal health through the use of cell phone based technologies integrated into maternal and child health services

Key facts

- **Name:** Choma
- **Country:** South Africa
- **Technology:** Internet, Mobile
- **Vision:** To connecting to young females, inspiring healthier life choices and contributing towards the next HIV free generation in South Africa

ALL

FASHION & BEAUTY

HEALTH

INSPIRATION

LOVE & RELATIONSHIPS



HEALTH

What are the Pros and Cons of Circumcision?

Male circumcision has been a controversial topic for many years, Choma. In this article, I'm exploring some of the views around it.



HEALTH

Myths about HIV Prevention

Misconceptions about how you contract HIV are really dangerous and contribute to HIV stigma. Here are a few myths about HIV prevention.



INSPIRATION

Make a Noise - HIV Stigma

Let's encourage each other to talk about HIV, testing and safe sex, all work towards ending HIV.

Recommendations

Know your target group!

- There is no such thing as a single female target group
- User test, user test, user test!
- Find out who is using your tool → Generate sex-disaggregated data

Choose appropriate mobile platforms!

- Choose platforms that can be accessed from low-end phones
- If necessary, consider voice messages
- Promote competition

Provide safe spaces!

- Promote secured digital spaces for women
- Use peer-to peer approaches
- Include mentoring programs (e.g.extension officers)
- Prosecute online violence against women and set up simple reporting systems

Include gate keepers!

- Women's information networks may include their spouses
- Anticipate the backlash women may experience as a result

Use female characters and a storyline or scenario that users recognise

- Use positive female role models
- Provide relevant content → Enable women to relate to it and identify with the characters and situations

Last but not least:

- Learn from others!

Thank you!

Contact Information

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