Accelerating women's digital inclusion

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GSMA

The GSMA's focus on Digital Inclusion

Programmes

Connected Society

Increasing mobile internet **coverage and adoption** for underserved populations

Connected Women

Accelerating digital and financial inclusion for **women**

Approach

Insights and data to inform action and measure progress

Supporting mobile operators, innovators and other partners in market

Advocacy to increase awareness and government action

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We help policymakers address the digital divide and gender gap

Data

- Mobile Gender Gap Report
- Consumer Survey
- Mobile Connectivity Index
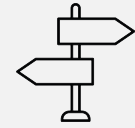- GSMAi database (paid)

Policy Expertise

- Capacity building courses: Digital Divide, Gender gap, Mobile Connectivity Index
- Policy best practices and recommendations
  ✓ Gender gap
  ✓ Usage gap
  ✓ Coverage gap

Dialogue

- Technical assistance
- Industry-government workshops
- GSMA events

Implementation

- Mobile Internet Skills Training Toolkit
- *Handset subsidy toolkit**

* Upcoming

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Bridging the Mobile Gender Gap Course

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Course structure and learning objectives

Part 1   **Understand the issue and need for urgent action**

- Gain an understanding of the factors impacting the mobile gender gap

Part 2   **Address the mobile gender gap**

- Understand what policy levers and other actions are available to governments to bridge the mobile gender gap

- Learn about what other governments are doing to improve women's digital inclusion

Part 3   **Develop an Action Plan**

- Develop an action plan to reduce the mobile gender gap in your country

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The data that will be shared today and throughout the course is from the GSMA consumer survey

GSMA Consumer Survey

Nationally representative sample of at least 1,000 adults (18+) per country, interviewed face-to-face

Demographic indicators include gender, location, education and occupation

Measures mobile use and barriers to mobile ownership and use over time, particularly of the underserved

We surveyed 28 countries, representing ~75% of the adult population in LMICs, since its inception in 2017

Countries surveyed in 2022:

- **Africa**: Egypt, Ethiopia, Ghana, Kenya, Nigeria, Senegal
- **Asia**: Bangladesh, India, Indonesia, Pakistan
- **LATAM**: Guatemala, Mexico

Countries surveyed in 2022
Countries surveyed 2017, 2018, 2019, 2020 or 2021
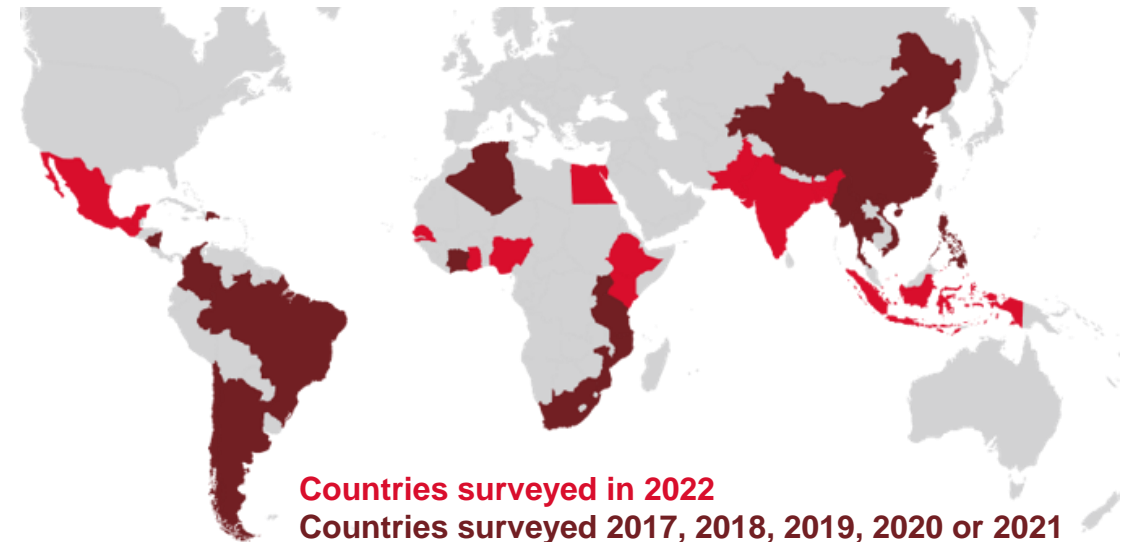
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Despite more people using mobile internet than ever before, there is a significant gender gap

Adult female mobile internet users (LMICs)

61%

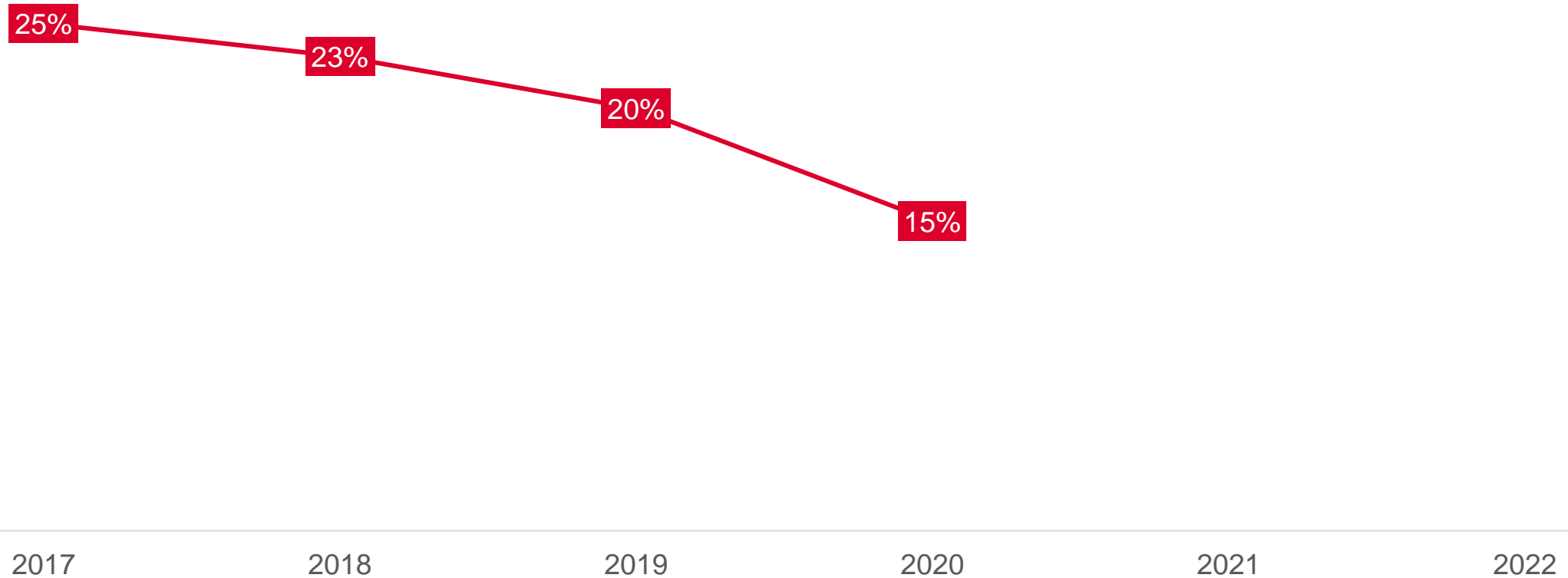**Adult male mobile internet users (LMICs)**

75%

Source: GSMA (2023) The Mobile Gender Gap Report 2023

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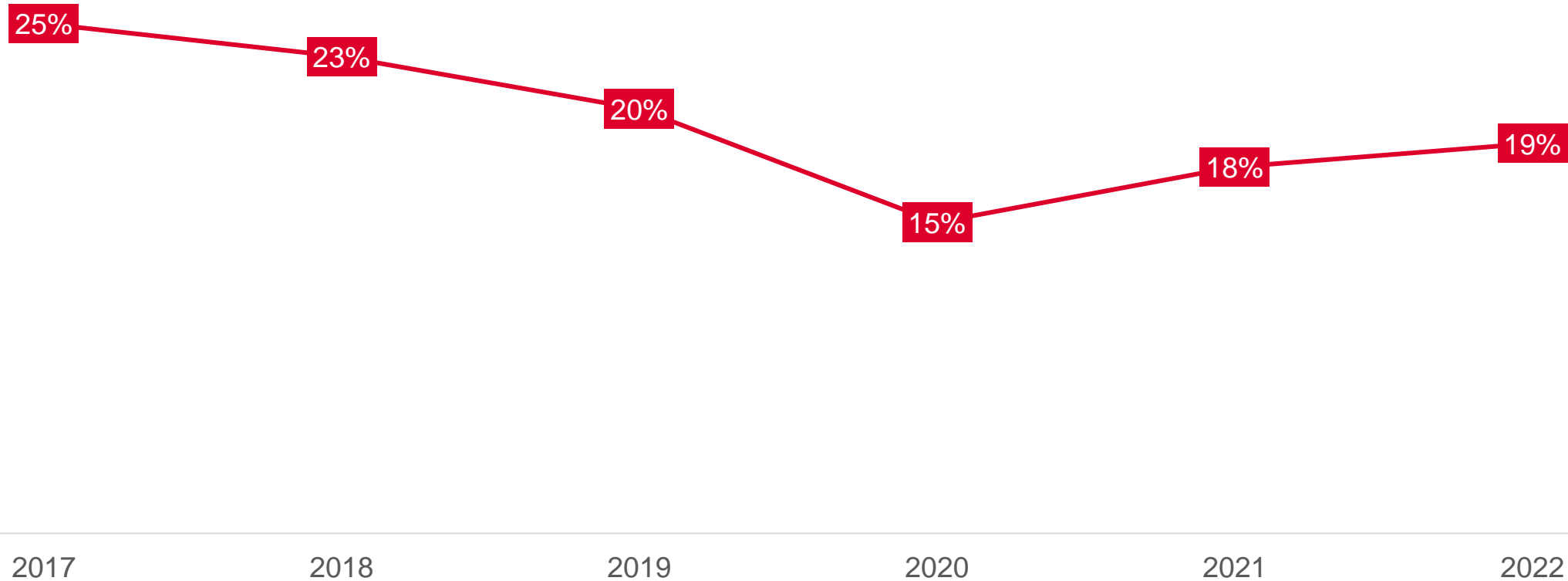# The mobile internet gender gap *had* been reducing significantly...

Gender gap in mobile internet across LMICs

25%	23%	20%	15%		
2017	2018	2019	2020	2021	2022

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…but progress has stalled for the second year in a row

Gender gap in mobile internet across LMICs

2017	2018	2019	2020	2021	2022
25%	23%	20%	15%	18%	19%

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The mobile internet gender gap varies significantly by country and region

Total adult population
Overall
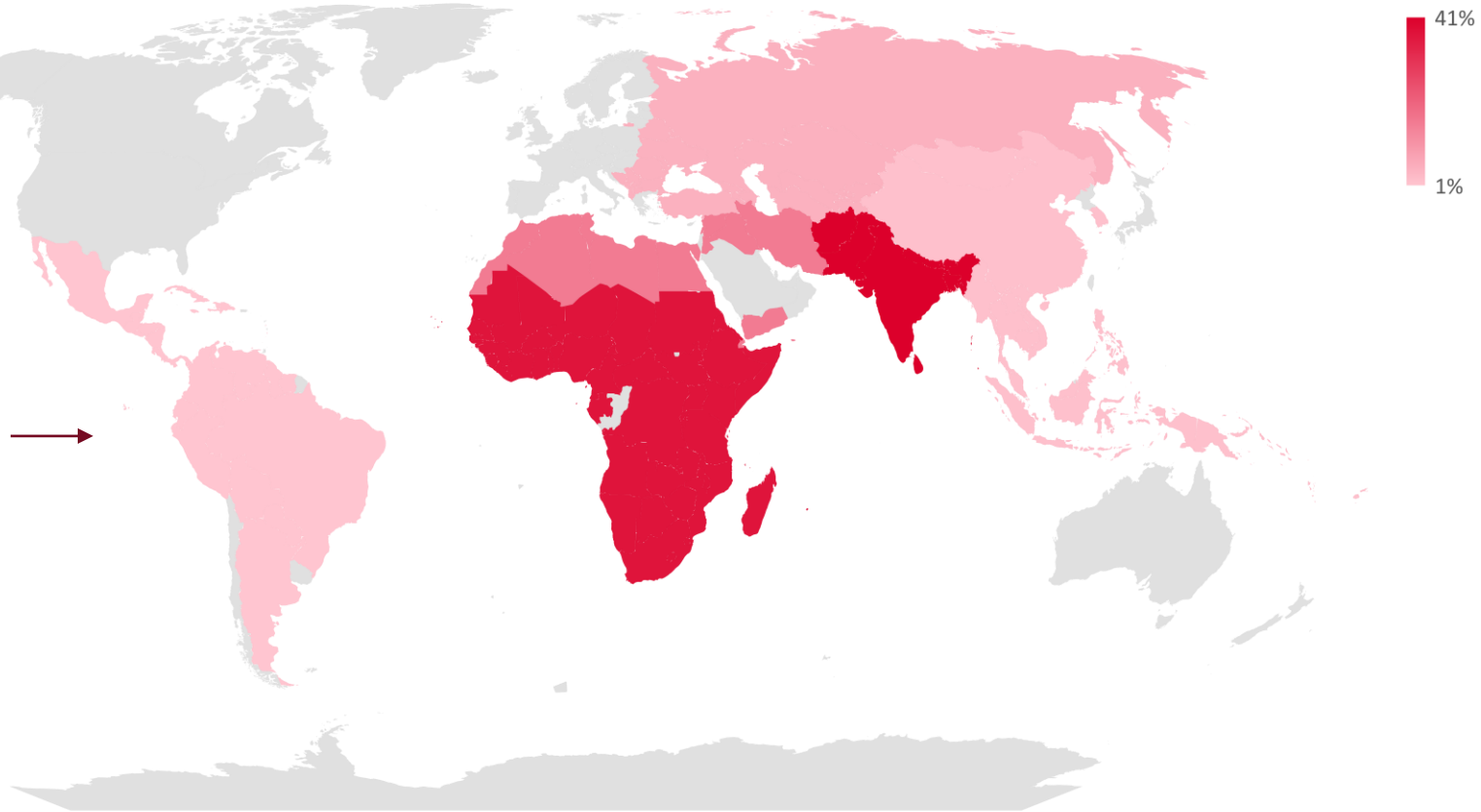
19% Gender gap in mobile internet use

Europe and Central Asia
5%

Middle East and North Africa
15%

East Asia and Pacific
6%

Latin America & Caribbean
2%

South Asia
41%

Sub-Saharan Africa
36%

41%

1%

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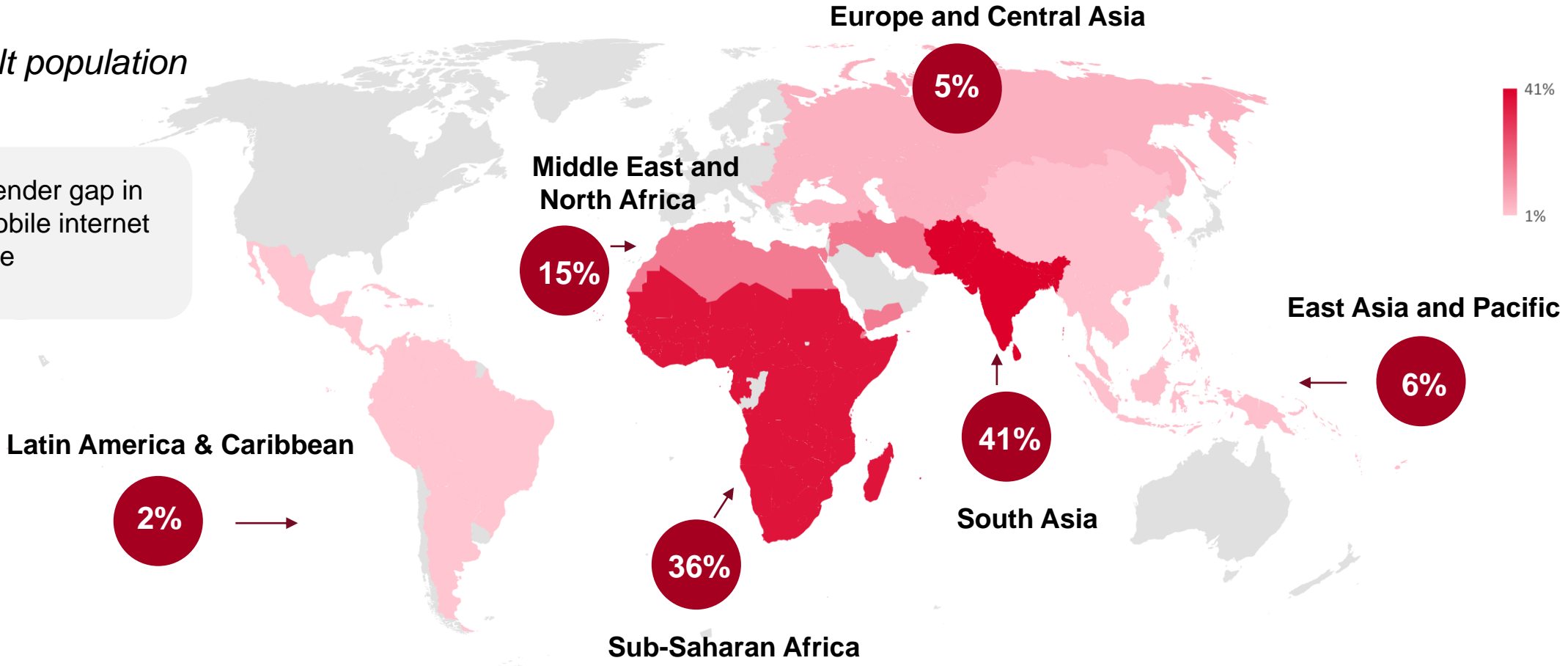
In Latin America and the Caribbean women are 2% less likely than men to use mobile internet

Total adult population
Overall LMIC

61% Proportion of women who use mobile internet

19% Gender gap in mobile internet adoption

900 Women who do not use mobile internet

Latin America & Caribbean

77%

2%

55m

41%

1%

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However, there is a significant gender gap in the level of mobile internet use

Gender gaps at each stage of the mobile internet user journey in Latin America and the Caribbean
% of adult population

① Mobile ownership	② Mobile internet awareness	③ Mobile internet adoption	④ Regular and diverse mobile internet use
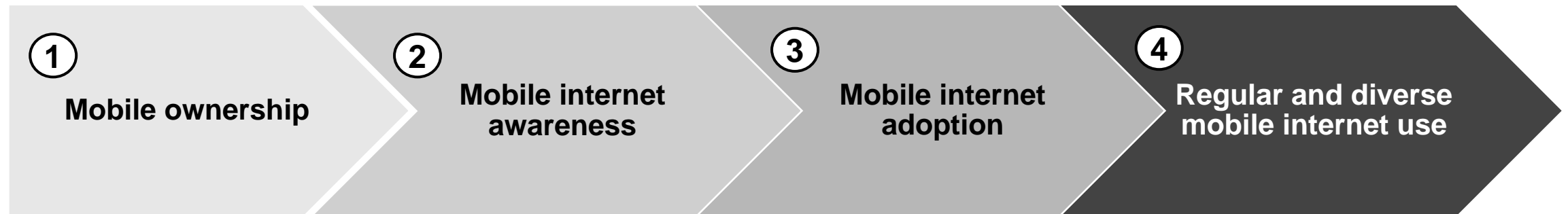
Gender gap

2%	Overall mobile ownership
5%	Smartphone ownership

2%

20% Spending on mobile services*

*Includes voice, text, internet, and mobile financial transactions etc.

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Top reported barriers to women's ownership and use in Latin America and the Caribbean

Safety and security

Individuals and communities are concerned about the negative aspects and risks of the internet

Affordability

People cannot afford internet-enabled devices, suitable data bundles or other fees

Literacy and digital skills

People are unaware of mobile internet and its benefits and do not have the necessary skills to use it

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Next Steps

Timeline of events

7 September

- Live introductory session

- Bridging the Mobile Gender Gap online course opens

26 October

- Final live webinar session

- BMGG online course closes

GSMA's research and recommendations

Policy considerations to accelerate digital inclusion of women in LMICs

The Mobile Gender Gap Report has insights and data on the digital gender divide

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With thanks to our partners

Discussion and Q&A

- What is your motivation for joining this course?

- Do the barriers resonate with what you see in your country?

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