Overview

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2. Methodology
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1. Introduction
“The gender digital divide is not just about ownership or access to technology. It's not enough to give a woman a mobile phone or connect her to the internet. She also needs the skills and confidence to use those tools to her benefit.”

- Clare Twelvetrees
  Cherie Blair Foundation for Women, United Kingdom
Quick Facts & Figures

496
Initiatives in the database from 97 countries

200+
Survey responses from 80+ countries

20
In-depth interviews documenting best practices

Visualization Tool
A user-friendly platform that maps all initiatives working on gender digital inclusion
Background

The **gender digital divide** is a gender imbalance in terms of access to and participation in the digital world. Aspects of the gender digital divide include:

- A disparity in the **access** to the internet and to information and communication technologies (ICTs),
- An imbalance in terms of **ICT literacy** rates,
- Lower presence of women in **STEM careers** as applicants, students, faculty or management,
- Fewer women in the **ICT workforce**, and an even broader gap in high-level positions,
- More men than women participating and holding **decision-making positions** in ICT policy forums and governance bodies.

The extent of the gender digital divide is an alarming indicator of a lack of inclusiveness, undermining human development and economic efficiency.
Background: the gender digital divide is widening

- The overall global Internet user gender gap increased from 11.0% in 2013 to 11.6% in 2017
- ITU estimates that the proportion of women using the Internet is 12% lower than the proportion of men using the Internet worldwide.

In low- and middle-income countries, 200 million fewer women own mobile phones than men.

In 2017, the regional gender gap is largest in Africa (25.3%) and smallest in the Americas (-2.6%)
Background

With this scenario in mind, the United Nations University Institute on Computing and Society (UNU-CS), ITU, the Internet Governance Forum and the German Federal Ministry for Economic Cooperation and Development have been working since May 2016 on a joint research project to identify initiatives working worldwide towards bridging the gender digital divide.

The goal of this research is to elaborate a comprehensive map of relevant stakeholders to learn from their experiences, challenges and needs. We want to know who is doing what and when, what results are being achieved, what the lessons learned are and how we can help scale up projects and efforts.

The result of this exercise are being shared through an online platform with all the data gathered from each organization, their projects, focus and objectives. The Gender Digital Inclusion Map seeks to contribute to the global community by collecting and curating critical data to enhance evidence-based interventions that can be sustainable, impactful and scalable.
2. Methodology
“It is critical to develop efforts at a **global scale**. There are many best practices that can be transferred and replicated. To do this, **partnerships are essential**”

- Luna Doha  
  Bangladesh Women in Technology, Bangladesh
The Process

1. Desktop Research Database
2. Survey to validate data
3. In-depth Interviews
4. Interactive Map
5. Reports and Public Dataset

500 initiatives aimed at addressing the gender digital divide. Data captures type of project, type of stakeholder and geographical location, among other variables. This mapping was conducted in the 6 official UN languages, through the joint effort of ITU, UNU-CS, IGF and the German Federal Ministry for Economic Cooperation and Development.

The team designed and published a 1st survey in 2016 to validate the data from our initial desktop research and expand our database with relevant initiatives. The response rate was over 40%, with 200 responses.

An updated survey is expected for 4Q2017.

20 interviews with activists and experts from different sectors and geographical locations were conducted in 2016. Interviews allowed us to document best practices and gather a deeper understanding of the challenges and obstacles these projects face.

Development of user-friendly online platform. It displays the information contained in the database. This visualization tool acts as a repository of projects and is regularly updated frequently and improved.

Next future steps include a series of publications that will report on main findings. Additionally, and in the context of EQUALS, ITU will make sure to share all relevant data with stakeholders and the community at large.
3. The Database
"It's really important to work with women to ensure that they have the **skills and confidence** to work as entrepreneurs and intrapreneurs within companies, to become problem solvers and agents for their own careers."

- Sophia Mahfooz
  Girls in Tech, United States
Quick Facts & Figures - The Database

496
Initiatives in the database

Training
More than 45% of initiatives focus on training women in ICTs

Civil society
Is the sector with the highest level of engagement in GDD projects
The Database - Coverage

UN languages
The desktop research was carried out in the 6 UN official languages

Countries
We covered close to 100 countries in the world researching projects in official and unofficial languages

Further expansion
Next steps include research in additional languages (e.g. Portuguese, German, Hindi, Bengali and Japanese)
Findings - Pillars

When we group project categories into the GLOBAL PARTNERSHIP pillars, findings indicate that most initiatives are working to empower women in terms of ICT skills.

The Global Partnership Pillars

- **Leadership** - Empower women as ICT leaders, creators, and entrepreneurs
- **Access** - Achieve equal access to digital technologies
- **Skills** - Empower women and girls with skills to become ICT creators

Source: EQUALS. Sample of 496 initiatives mapped
Findings - Typology of Initiatives

Most initiatives aim at training women in ICT skills. Awareness raising and Capacity-building projects are also frequent.

Ranking

1. Training: 44%
2. Awareness raising: 14%
3. Capacity-building: 14%
4. Networking: 9%
5. Mentoring: 8%
6. Advocacy: 7%
7. Funding: 4%

Source: EQUALS. Sample of 496 initiatives mapped
Findings – Implementing stakeholder

1. Civil society organization : 62%
2. Private sector : 20%
3. Government : 9%
4. Intergovernmental organization : 5%
5. Academia : 5%

Civil society is the most active sector, accounting for 62% of all initiatives. The private sector follows with 20% of the total.

Source: EQUALS. Sample of 496 initiatives mapped
Findings - Initiatives by Region

Headquarters

<table>
<thead>
<tr>
<th>Region</th>
<th>% of projects (per headquarters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>14.88%</td>
</tr>
<tr>
<td>North America</td>
<td>16.03%</td>
</tr>
<tr>
<td>Africa</td>
<td>12.34%</td>
</tr>
<tr>
<td>Asia &amp; Pacific</td>
<td>5.54%</td>
</tr>
<tr>
<td>Latin America</td>
<td>4.15%</td>
</tr>
<tr>
<td>Middle East</td>
<td>2.42%</td>
</tr>
</tbody>
</table>

Locations

<table>
<thead>
<tr>
<th>Region</th>
<th>% of projects (per location)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>17.65%</td>
</tr>
<tr>
<td>Europe</td>
<td>12.57%</td>
</tr>
<tr>
<td>Asia &amp; Pacific</td>
<td>9.92%</td>
</tr>
<tr>
<td>Latin America</td>
<td>7.04%</td>
</tr>
<tr>
<td>North America</td>
<td>4.84%</td>
</tr>
<tr>
<td>Middle East</td>
<td>2.42%</td>
</tr>
</tbody>
</table>

Africa: 30%
Europe: 24%
Asia & Pacific: 20%
Latin America: 12%
North America: 9%
Middle East: 5%

Source: EQUALS. Sample of 496 initiatives mapped
Findings – Geographical presence

The majority of the projects are national.
Strong presence of projects at the global level

Source: EQUALS. Sample of 496 initiatives mapped

www.equals.org
Findings – Project location

Source: EQUALS. Sample of 496 initiatives mapped in 155 locations

The mapping has shown projects in almost every country
Findings – Project location

Countries with 10 or more projects identified

Although 24 countries group 52% of the projects identified
And 45 countries resulted in just 1 project identified

Source: EQUALS. Sample of 496 initiatives mapped in 155 locations
In **North America**，“Training” and “Capacity-building” projects account for 44.1% of the total. **Civil society** is the most active sector with 64.9% of initiatives. It is also in this region the **private sector** is more active (24.7%).

In **Latin America**, “Training” is the most widespread type of projects (32.7%) but “Awareness raising” (18.7%) is also frequent.

In **Europe**，41.7% of initiatives are located in Spain, UK, The Netherlands, Belgium and France. The region seems to be the most diversified in terms of type of project with “Training” (34.8%), “Awareness raising” (19.1%) and “Networking” (19.1%) as the leading categories.

The **Middle East** is the region that focus the most on access, with 37.5% of its projects.

In **Africa**, “Training” is by far the preferred intervention, accounting for 42.3% of the total. **Civil Society** is responsible of over 70.3% of this region’s projects.

**Asia & the Pacific** shows remarkably high engagement by civil society organisations, with 57.8% of all initiatives coming from this sector. 17% of the projects are located in **India**.

Source: EQUALS. Sample of 496 initiatives mapped
4. The 2016 Survey
“The gender digital divide gap is too wide, we need more female role models and ambassadors to encourage young girls to come into the STEM field.”

- Abisoye Ajayi
  GirlsCoding, Nigeria
Quick Facts Figures - The Survey

200+ Respondents to the survey

120+ Locations around the world

80+ Countries

15+ Different types of organizations
Methodology

◎ The survey was sent to all the organisations we identified in the mapping exercise and participants to other ITU’s initiatives.
◎ Both **quantitative and qualitative** questions were included.
◎ **Open-ended questions provided valuable insight** into organizations’ challenges and expectations.
◎ **The response rate was about 40%**.
◎ Initial responses were 250+. We kept only the ones from organizations working to bridge the gender digital divide.
◎ **Responses after clean-up → 200.**
These findings confirm the insights from the desktop research where we found civil society to be the most engaged sector, with most projects being implemented at the local level.
Findings - Initiatives’ Focus

Almost 70% of all projects focus on awareness-raising, training, and capacity-building. Projects often combine several aspects, and they are rarely narrowly exclusive.

Source: EQUALS. Sample: 209 responses to survey
Findings - Initiatives’ Goals

Projects have a wide range of goals. The main drivers behind most projects are related to ensuring **access** and **digital literacy**, and working towards **gender equality** and **participation** of women in the digital world.

- Facilitating the **access** of digital services for women
- Increasing women’s **digital literacy**
- Ensuring gender equality **beyond** your organisation
- Increasing the **participation** of women in ICT studies
- Increasing women’s **voices online**
- **Expanding access** to ICTs and telecommunications
- Increasing the **recruitment** and **promotion** of women in ICT

Source: EQUALS. Sample: 209 responses to survey
Findings - Experience and Financial Support

Two thirds of initiatives have been operating for less than 5 years.

Only 30% of organisations have a dedicated budget for GDD projects.

<table>
<thead>
<tr>
<th>Years since the organisation has been operating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 1 years</td>
<td>18.09%</td>
</tr>
<tr>
<td>2 to 5 years</td>
<td>45.21%</td>
</tr>
<tr>
<td>5 to 10 years</td>
<td>22.34%</td>
</tr>
<tr>
<td>11+ years</td>
<td>14.36%</td>
</tr>
</tbody>
</table>

Source: EQUALS. Sample: 209 responses to survey
Findings - Internal Barriers and Obstacles

Organizations reported that the major internal barriers where the lack of adequate and sustainable funding and insufficient knowledge in their teams about effective tools and good practices.

- Insufficient financial resources: 170
- Lack of necessary skills/education in our staff: 86
- Hard to design goals and right interventions: 68
- Lack of knowledge about good practices and tools to bridge gender digital divide: 102

Source: EQUALS. Sample: 209 responses to survey
Findings - External Barriers and Obstacles

*External barriers refer to obstacles related to the national, regional and international context.* Organizations reported the **lack of global partners** and the **existence of cultural barriers** as the major obstacles when implementing projects. When asked to explain further the obstacles, many mentioned **lack of data** and, specifically, **of statistical information broken down by gender** as a major problem for designing successful interventions.

Source: EQUALS. Sample: 209 responses to survey.
5.

The Interviews
“Work needs to start at an early age and from many different angles (parents, teachers, other adults, role models, etc.)”

- Suvi Erjanti
  Super-ADA, Finland
Quick Facts & Figures - The Interviews

20 Interviewees in this first phase

Multi-sectorial
Interviewees come from civil society, the private sector, and international organizations

Geographical diversity
Participants were located in Canada, Nigeria, South Africa, the USA, Myanmar, Peru, Tanzania, Costa Rica, the UK, India, Mexico, France, Switzerland, Czech Republic and The Philippines
Interviewees - Locations
Findings - Challenges and Opportunities

The interviews focused on gathering rich qualitative data on the initiatives, the objectives, the main challenges and obstacles, and best practices in terms of effectiveness, sustainability and scalability.

Challenges

- Lack of **funding** and overall support from donors and international actors
- Difficult to engage and **retain** all the relevant stakeholders
- **Cultural** barriers hinder women’s self-perceptions
- Many projects have no **long-term** approach
- Often no “**gender approach**” in project design
- Lack of **data** and gender-specific statistics
Findings - Challenges and Opportunities

The interviews focused on gathering rich qualitative data on the initiatives, the objectives, the main challenges and obstacles, and the best practices in terms of effectiveness, sustainability and scalability.

Opportunities/ Best practices

- Projects should focus not only on access to technology but also on access to education, the labour market, and social participation.
- Women greatly value the opportunity to learn technical skills when given the chance.
- Projects need to include an awareness-raising component to bring down cultural barriers.
- Involving all actors in a given environment (teachers, family, local governments, businessmen).
- Female networks at work and schools can go a long way towards empowering girls and women and to help them see themselves as future creators of technology.
6. Key Takeaways
KEY TAKEAWAYS

Combining findings from the database, the survey and the interviews

1. More than a third of initiatives focus on training women in ICT. Mentoring, funding and advocacy projects are underrepresented despite their importance to address the issue as a whole.

2. Civil society organizations are leading the efforts towards bridging the gender digital divide. We should aim at strengthening the engagement of private sector and, specially, of governments and academia.

3. Organizations working on this issues are mostly based in the developed world, however their projects are almost entirely implemented in developing countries.

4. Scarcity of monetary resources, absence of global frameworks of action, and lack of data on gender digital inclusion are reported as the main obstacles to scale up and enhance projects.

5. Projects should have a comprehensive approach, targeting girls and women but also addressing their social context as a whole.
7.

The Action Map
“Effectively bridging the gap will definitely require more partners across sectors and new collaboration efforts around the globe”

- Alejandro Villanueva
  Televisa Foundation, Mexico
The Action Map

- Embeddable interactive tool developed with CARTO. 2 visualizations:
  - Projects by HQ of implementing agency
  - Projects by location

- All data available via Google Sheets, tailored visualizations can be developed focused on specific sub-sets of the data (e.g. by region, type of project, country, etc.)

- Data is updated real time with new submissions via the web form

- Regular quality control of data implemented by ITU as part of contribution to EQUALS
Planned improvements

Additional data
- Completing database with additional projects from governments
- Producing a new survey for 2017, emphasizing on impact indicators
- Expanding projects to additional languages

Outreach
- To promote, whenever possible, the GDI map both online and offline
- To embed or otherwise host the GDI on their website

New functions and visualizations
- Introduce interactive dashboard to support identifying trends from available data
- Search function to simplify extracting data from the database, depending on needs
- To organize a hackathon/competition to develop innovative visualizations of data available

Some of these improvements are dependent on availability of funding
8. Get involved
Become a EQUALS partner

How to join EQUALS

1. Exchange of formal invitation letters
2. Join one of the Action Coalitions to make progress and implement concrete activities
3. 2017-2018 --> Call for voluntary financial contributions
4. 2018-2020 --> Call for strategic partners to contribute to projects and programmatic activities with time, human resources and financial contributions

What we expect from our EQUALS Partners

- Share data on your organization’s progress towards digital gender equality;
- Donate to scale up activities;
- Support research or contribute data from completed or on-going research;
- Volunteer staff resources
Become a Mapping Partner

What we expect from our Mapping Partners

1. To inject, whenever possible, data into the GDI map’s database in the form of relevant new initiatives
2. To update and improve, where necessary, data on initiatives already in the database that are relevant to the Data Partner
3. To promote, whenever possible, the GDI map both online and offline
4. To embed or otherwise host the GDI on their website

What our Mapping Partners can expect from us

1. To have full access to the database feeding into the GDI map
2. To be fully included in the decision-making process regarding the GDI map
3. To be on fully equal footing with all other organizations involved in the GDI map
Our goal:

1000+

Initiatives mapped by 2Q2018
Thank you!

To find out more about the Gender Digital Inclusion Map contact us at gender@itu.int or visit equals.org