

INTEL® SHE WILL CONNECT



Connecting women in Africa to opportunity through technology.

The Women and the Web report outlined nearly 25 percent fewer women than men are online in emerging markets. In Sub-Saharan Africa that number rises to 45 percent. In response to the report's findings, Intel and its partners committed to reducing the Internet gender gap by helping to put the Internet within the grasp of women in Africa. Women and girls will benefit from the information, knowledge, and connections available on the web and through information and communication technologies (ICTs). We are striving to enable the social and economic empowerment of women through access to opportunities, educational, financial, health and gender specific information, e-government services, and national and global news. Our goal is to reach 5 million women in the region by the end of 2020.

DEVELOPING COUNTRIES AND THE INTERNET GENDER GAP

Women in developing countries frequently lack access to the Internet.



Women in developing countries are nearly **25% less likely** to be online than men.



THERE ARE TREMENDOUS BENEFITS TO BRINGING MORE WOMEN ONLINE

Internet Access **Empowers**, Boosts Income & Income Potential

30% EARN ADDITIONAL INCOME

45% SEARCH and APPLY FOR A JOB

85% SAY THE INTERNET "PROVIDES MORE FREEDOM"

70% CONSIDER THE INTERNET "LIBERATING"

80% IMPROVE THEIR EDUCATION

Economic Benefits of Doubling the Number of Women Online in Developing Countries

600 MILLION TO 1.2 BILLION

MARKET OPPORTUNITY **\$50-70 BILLION** **\$ 13-18 BILLION** ADDED ANNUAL GDP

The faster the Internet gap is closed, the sooner women, their families, communities, and countries will realize the significant socioeconomic benefits that can be unlocked through access to the Internet.

Why Women?

Women perform 60 percent of the world's work, produce 50 percent of the food—but earn 10 percent of the income, and own 1 percent of the assets. Yet, girls and women reinvest 90 percent of their income into the family and their community. Studies indicate that the barriers in technology access and use for women around the world include gendered cultural norms discouraging or prohibiting women from using ICTs, lack of awareness of the Internet's potential benefits, lack of relevant content, accessibility and availability of ICT infrastructure, and lack of familiarity or comfort with technologies. There are clear and compelling reasons to enhance the digital skills of women and Intel is committed to them.

From the White Paper: Women and the Web: Bridging the Internet Gap and creating new global opportunities in low and middle-income countries. © Intel Corporation

Program Components

The program utilizes an innovative model that integrates digital literacy, infrastructure, content, and a social network with gender and development programming to advance selected gender and development outcomes. Intel aims to go beyond digital literacy training, combining three components with different partners to create a holistic enablement approach.

- Digital Literacy Skills:** Partnering with NGOs across Kenya, Nigeria, and South Africa, we integrate digital literacy training into their current gender and development programs targeting women and girls. Participants learn how to navigate computing devices while gaining experience with the Internet, email, social media, on-line safety, productivity applications including word processing, spreadsheets, and multimedia; the skills they will need to succeed in a knowledge-based economy with a focus on technology literacy and entrepreneurship. Our face-to-face training leverages the Intel® Learn Easy Steps curriculum and provides participants with resources they can use before, during, and after training including a mobile application and access to the websites available for free without data charges through the Free Basics platform provided by internet.org. Find more information here: www.intel.com/connect
- Peer Network and Gender Relevant Content:** Addressing relevancy through content tailored for women and peer networks is critical. Research shows that the Internet can empower women by providing opportunities to connect with people outside of their communities, reinforcing digital literacy skills and increasing the continued use of ICTs. Two critical gender relevant partners are World Pulse and UN Women.

3. Income Generation Opportunity: The face-to-face training prepares women for broader opportunities. By partnering with organizations that provide additional skills training and job placement like the African Centre for Women in ICT, we are enabling women to access opportunities to improve their income generation. To ensure lasting community-wide impact, we are directly connecting 10,000 women with income generation opportunities and training programs. For example, we collaborate with partners focused on business process outsourcing (BPO), to link Intel® She Will Connect graduates to on-line work opportunities leveraging their newly acquired digital skills.

Progress:

By the end of 2016, our efforts in Africa have reached over 1.3 million women, approximately 200,000 through face-to-face training.

Partner Ecosystem:

- 15+ implementation, co-funding, and marketing partners
- Local partners' capacity built to provide face-to-face training and connect women to opportunities on and offline
- Women and the Web Alliance USAID-Nethope-Intel collaboration leveraging Intel She Will Connect assets to reach 600,000 in Kenya and Nigeria (with World Pulse, WITIN, and World Vision) USD 1.5 million in co-funding
- Global Partners:
 - World Pulse
 - UN Women
 - World Vision
 - SmartWoman
 - The Rockefeller Foundation

Impact Stories:

In the three years that we have run the program, the response and impact has been overwhelming. From women in South Africa who have secured employment because of the technology skills they have acquired, to the League of Kenya Women Voters, who now know their rights, understand policy, and can now access government tenders, the results and numbers are very motivating. Two truly inspiring stories have emerged:



Pictured above: Jessica Orji

Connection Equals Opportunity

In Nigeria, as in many developing countries, few women are connected to the Internet, Jessica was no exception. Her enthusiasm for hairdressing and makeup lead her to a government training institute to pursue her passion. While attending courses she discovered the Intel She Will Connect program and enrolled. Jessica had never used a computer and was surprised to learn there was more to using technology than she had imagined, initially thinking technology was for young men in her community to promote illicit pictures. She learned many new skills in the program, however, learning to use the Internet to improve her business

has had the greatest impact on her life and the lives of her 7 siblings. Watching YouTube videos, Jessica learned new braiding techniques, enabling her to offer more services to her customers and increase her prices. She has also grown her customer base by leveraging her new social media skills to create and maintain her Facebook business page.

Technology Skills Lead to Employment

Paradigm Initiative Nigeria provides our program to clients enrolled in their L.I.F.E course and this is where Chidimma first learned how to use a computer and office productivity applications. After the digital literacy training, she worked in her mother's shop, assisting with sales and teaching her mother how to use technology to manage her business while searching for a job. Chidimma applied to several schools, attaching her letter of completion from the Intel She Will Connect program along with her CV. She was not only called for an interview, but also requested to test for computer skills. Chidimma is now a basic computer studies teacher at Queen Esther International School where her duties also include preparing typed exams for other subjects.

