

Digital Inclusion Theory of Change

Addressing Challenges in Digital Equity for Women and Girls

Impact: Women and girls are equal digital citizens, free from virtual violence and inequality, and free to pursue their potential online

Women and girls have equitable access to information and communications technology

Handsets are affordable for women and girls

Data costs are transparent

Women and girls are supported by their families, communities and institutions to be full digital citizens

Harmful social norms are shifted; women and girls' online presence is accepted by families and communities

Institutions (especially governments) promote online public services

Women and girls are confident and skillful digital citizens, able to fully utilize the internet

Digital literacy is provided in a gender-sensitive, safety-prioritizing manner to women and girls from trusted points in local communities

Mobile operators are implementing practices to promote digital inclusion for all

Mobile operators (stores and charging stations) are open at convenient hours and operated by female agents

Women and girls access safe and inclusive spaces online

Online safe spaces are available to women and girls

Online spaces, digital products, and services are routinely designed with women and girls

GBV service providers are proficient in responding to technology-facilitated GBV

Technology-facilitated GBV is routinely tracked in GBV case management systems

Guidance is provided to women and girls on how to stay safe online

Legal frameworks exist to combat technology-facilitated gender-based violence

Online content and services are available in local languages or utilize IVR, icons, pictures, videos or other visual formats

Online spaces accommodate low to no literacy

Government policies foster an environment of digital inclusion by encouraging the development and access to affordable internet-enabled devices for all

Taxes on internet-enabled devices are cost effective for women and girls

ID requirements for internet-enabled devices are flexible and accommodating to women and girls

Mobile and digital skills for women and girls are mainstreamed in school curricula

Legal redress exists for technology-facilitated gender-based violence

Mechanisms exist to monitor, investigate and prosecute reports of online abuse

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Women and girls have equitable access to information and communications technology

Handsets are affordable for women and girls

Data costs are clear

Establish handset financing through local NGOs or women's networks or promote efforts to lower the cost of internet-enabled smartphones

Train and incentivize mobile agents to provide digital skills training and support to customers

Ensure locations and operating hours are accessible for women, and consider recruiting female agents in settings where the roles of men and women are very different and women feel more comfortable interacting with other women.

Make "data-light" versions of apps or lightweight operating systems to help reduce the cost for more price-sensitive users

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Women and girls are proficient in using internet-enabled devices

Digital literacy is provided in a gender-sensitive, safety-prioritizing manner to women and girls from trusted points in local communities

Rollout and scale up the Safe Spaces to Learn Digital Literacy Curriculum

Use trusted local community and peer networks to deliver digital skills training to women

Develop additional modules of the Safe Spaces to Learn Digital Literacy Curriculum on digital safety planning, responding to technology-facilitated gender-based violence, and media literacy

Showcase relatable use cases in marketing targeted at women and/or ensure that women are featured in more broadcast advertising campaigns as active users of the service

Ensure marketing and services are accessible for women and those with lower levels of literacy, digital skills and awareness and understanding of the internet. E.g. Offer content and advertising through channels that are accessible to women in local languages. Use simple messaging, avoid technical jargon and consider the use of pictures, icons and videos

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Women and girls access safe and inclusive spaces online

Online content and services are available in local languages or utilize IVR, icons, pictures, videos or other visual formats

Ensure information about services is accessible for women and those with lower levels of literacy, digital skills and awareness and understanding of the internet. Offer content through channels that are accessible to women in local languages. Use simple messaging, avoid technical jargon and consider the use of pictures, icons and videos

Online spaces accommodate low to no literacy

Pilot the use of applications like ActionBlox for women and girls with low literacy

Online spaces, digital products, and services are routinely designed with women and girls

Establish a paid women and girls reference group for on-demand design

GBV service providers are proficient in responding to TFGBV

Develop additional modules of the Safe Spaces to Learn Digital Literacy Curriculum on digital safety planning, responding to technology-facilitated gender-based violence, and media literacy

Technology-facilitated GBV is routinely tracked in GBV case management systems

Add in tracking of technology-facilitated gender-based violence into the Gender-Based Violence Information Management System, including KPIs to track reports

Guidance is provided to women and girls on how to stay safe online

Develop additional modules of the Safe Spaces to Learn Digital Literacy Curriculum on digital safety planning, responding to technology-facilitated gender-based violence, and media literacy

Legal frameworks exist to combat technology-facilitated gender-based violence

Review existing legal and policy frameworks to ensure they recognize digital harassment and make it easy and safe to report online abuse.

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Women and girls are supported by their families, communities and institutions to be full digital citizens

Harmful social norms are shifted; women and girls' online presence is accepted by families and communities

Produce and broadcast a social norms edutainment radio program promoting women and girls' use of digital technology

Review existing legal and policy frameworks to ensure they recognize digital harassment and make it easy and safe to report online abuse.

Develop safe online spaces - applications and services that can help increase safety for women

Institutions (especially government) promote online public services

Ensure digital government services are accessible for those with lower literacy and digital skills.

Provide an interactive voice response (IVR) help line, use simple terminology, local languages, icons/symbols/pictures/videos and comic-style stories in addition to (or instead of) text.

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Mobile operators are inclusive in their practices

Mobile operators (stores and charging stations) are open at convenient hours and operated by female agents

Establish locations and operating hours for mobile network operators that are accessible for women, and consider

Advocate for MNOs to recruit female agents in settings where the roles of men and women are very different and women feel more comfortable interacting with other women.

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Impact: Women and girls are equal digital citizens, free from violence and inequality, and free to pursue their potential online

Government regulations ensure equitable access to internet-enabled devices

Taxes on internet-enabled devices are reduced for women and girls

Partner with telecoms company and government to address

ID requirements for internet-enabled devices are flexible and accommodating to women and girls

Partner with telecoms company and government to address

Mobile and digital skills for women and girls are mainstreamed in school curricula

Partner with education to address

Legal redress exists for technology-facilitated gender-based violence

Review existing legal and policy frameworks to ensure they recognize digital harassment and make it easy and safe to report online abuse.

Mechanisms exist to monitor, investigate and prosecute reports of online abuse

Add in tracking of technology-facilitated gender-based violence into the Gender-Based Violence Information Management System, including KPIs to track reports