



→ Expanding women's use of digital and mobile technologies can support health, education, and well-being of families in the developing world.

Women and Development

Vital Wave helps development organizations understand the social and economic impact of ICTs on women and families.

Throughout the developing world, women play an often unheralded role as entrepreneurs and drivers of the informal economy. Women make up two-thirds of the world's poor and account for approximately 70% of agricultural workers. Women reinvest an estimated 90% of their income in their families. And in many countries, women determine which products and services are purchased for the household, and how they are used.

Increasingly, women are using mobile phones and other technologies to provide food, health information, and additional income for their families. However, women face a number of glaring inequalities. They are, on average, 14% less likely to own a mobile phone than men. Women also lack financing for their businesses, equal access to ICT tools and services, social support for playing non-traditional roles, and opportunities to improve health, education, and earning potential.

Vital Wave consultants are recognized as thought leaders by public- and private-sector organizations seeking to design, implement, and optimize ICT-enhanced programs for developing-country women. The firm has worked with Qualcomm, the Cherie Blair Foundation, GSMA, and the Bill & Melinda Gates Foundation to expand women's access to enabling technologies, including mobile phones, computers, tablets and mobile phone-based services (mServices). Past engagements include the design, implementation, and optimization of ICT-enabled health services targeting female health workers, and new and expectant mothers. The company has also developed strategies for a program that incentivized the development of women-focused mobile applications.



Vital Wave also helps development organizations understand the social and economic impact of ICTs on women and families. The company produced two prominent studies that continue to guide the development community's women-focused investments: the first, *Women and Mobile: A Global Opportunity*, formed the foundation for GSMA's mWomen (now Connected Women) program. This landmark study drew insights from interviews with 2,000 women from rural and urban areas in Kenya, Egypt, India and Bolivia, revealing usage patterns, barriers to mobile uptake, and interest in mServices. It also featured in-depth case studies of the application of mobile services to empower women through economic, social and political participation. Another influential report, *Mobile Broadband and Women's Livelihoods in the Developing World*, focused on the potential for Internet access and female-oriented mobile services to drive employment and income generation among women in the developing world.

KEY PROJECTS

- » Report on Mobile Broadband and Women's Livelihoods in the Developing World
- » Women's Usage of Mobile Phones in the Developing World (mWomen Market Sizing Report)
- » Women-oriented Mobile Application Program Support
- » Business Case and Program Capacity Building Strategy for an mHealth Program for Maternal and Child Health
- » Expansion Strategy and Implementation Support for a Call Center for New and Expectant Mothers in Nigeria

Contact Vital Wave or visit vitalwave.com for a free copy of reports focusing on women and development, including:

- ▶ Mobile Broadband and Women's Livelihoods in the Developing World
- ▶ Mobile Solutions for Women: India
- ▶ Women & Mobile: A Global Opportunity
- ▶ mHealth for Development – Mobile Communications for Health

About Vital Wave

Vital Wave provides end-to-end services to scale information and communications technology (ICT) solutions for socioeconomic impact in developing countries. The firm works with multiple stakeholders to deliver technology solutions that amplify the reach, uptake, and efficiency of development programs. Vital Wave draws on a full range of enterprise-level ICT implementation capabilities, proven methodologies, and decades of field experience in developing countries to achieve sustained growth at scale.