



Development

Geographic divide / Digital divide / Essential services: financial and energy / **Essential services: m-Women** / Essential services: agriculture and health / Entrepreneurship

Developing essential and innovative services: m-women

Challenges / vision / beliefs

ICTs can provide solutions in many areas, as long as users are provided with offers that fit their situation. As part of its global approach "Orange for Development", the Group is designing, with its partners, products and services that represent the best enabler of progress, especially in Africa and the Middle-East. Several possible areas of transformation have been identified, including:

- financial services and access to energy, agriculture, healthcare - see related data sheets
- m-Women: an initiative to promote greater autonomy for women through the use of digital technologies, with essential services adapted to the needs of women. The digital inclusion of women aims to enhance their contribution to sustainable socio-economic development.

Roadmap

One area of commitment for Orange: women, who are currently less well equipped than men with mobile phones in sub-Saharan Africa.

Through m-Women, which is already deployed in several African countries, Orange is meeting several ambitions:

- Increasing access to digital technology for the largest possible number of women, who are currently less connected than men
- Deploying essential services for their specific needs, for their pregnancies, the health of their children, to avoid unnecessary travel, and above all provide them with more security with Orange Money,
- Supporting social innovation and female entrepreneurship, in the knowledge that women reinvest 90% of their income into their community.

Indicators / Key figures

25% of African women create their own businesses,
the highest rate in the world

News / achievements

- Launch of a partnership between Orange Senegal and the Sooretul start-up, which uses an online platform to sell local agricultural products processed by women's groups. End 2016:
 - 3540 women were directly or indirectly involved in the agricultural organisations;

- over 400 products listed;
 - 18 SMEs involved, spread across 8 regions.
- Partnership in Côte d'Ivoire with BEL for the "Community" offer for BEL dairy product street sellers in order to increase their standard of living and improve their hygiene and product conservation skills. This type of project enables access to specialised training content without cost constraints. Inclusion of a savings solution to pay for their children's school fees.
 - Launch of a family planning service that forms part of government policy in the Democratic Republic of Congo: notification service for menstrual cycle monitoring via mobile. The application makes it easy to track the important dates within a menstrual cycle, to help reduce the difficulties associated with failures in family planning: early pregnancies, deaths associated with back-street abortions, difficulties for mothers in meeting the needs of large families and for young parents. After three months of operation: 73,049 users, including 43,192 active users.
 - Egypt: launch of "Private Recharge" in May 2016. This is a free, private top-up service whereby Orange subscribers, in particular women who are worried about harassment by mobile, can buy a prepaid electronic top-up without having to give their phone number to the sales-person. In 2015 a similar service launched in Iraq was nominated by the GSMA in the "best mobile services in emerging countries" category. Today 5% of Orange Egypt's subscribers regularly use the service, which has recorded over 2.3 million transactions per month since its launch.

Going further

- [Using ICT to empower women in Africa and the Middle East](#)
 - [Interview with Oumy Seck](#) (video)
 - [Interview with Aminata Saar](#) (video)
 - [Interview with Marthe Diogo](#) (video)
 - [Coumba Sangaré, Head of CSR and Communication at Sonatel](#) (video)
- [Mobiles: a tool empowering women in Africa and the Middle East](#) (infographic)