



Development

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

Developing innovative essential services: m-Women

Challenges/vision/convictions

As part of its global 'Orange for development' approach, the Group works with partners to design appropriate products and services that best drive growth, particularly in the Africa and Middle-East region. Several transformation focuses have been identified, including:

- financial services and access to energy, agriculture and health >> see dedicated documents
- m-Women: a tool to promote women's empowerment through digital solutions and essential services that meet their needs. The aim of including women in the digital world is designed to help boost their contribution to sustainable socio-economic development.

Roadmap

With m-Women in place in several African countries, Orange is targeting a number of goals:

- Expanding digital access to as many women as possible, as women remain less connected than men
- Rolling out essential services that meet their specific needs, supporting their motherhood and their family's health, avoiding unnecessary journeys, and above all, bringing them greater security through Orange Money,
- Supporting female social innovation and entrepreneurship in light of the fact that women reinvest 90% of their income in their community.

Indicators/Key figures

1. Women account for **around 70% of the agricultural workforce** in Africa and **produce 90% of food**.
2. According to UNDP figures, the inequality that limits women's economic activity in sub-Saharan Africa costs countries in the region \$95 billion every year.
3. **However, the percentage of African women working in the non-agricultural sector remains very low – around 8.5% according to UN figures from 2015.**
4. **Women account for 50 to 60% of the informal economy in Africa***
5. **5.3 million women could escape illiteracy by 2020 thanks to mobile technology****

* New African Woman Forum 2017 ** UNESCO - New African Woman Forum 2017

Latest news/achievements

- Several measures aimed at women fall within the field of health in cooperation with local health authorities:
 - In the DRC, the development of 'Cycle M', a notification service launched in 2016 to help women track their menstrual cycles via their mobile as part of family planning efforts from the Ministry of Public Health;

- In Cameroon, the launch of 'Gifted Mom', an SMS and voicemail platform that provides personalised information to pregnant women and young mothers, as well as internet access to find out about nearby hospitals;
 - In Burkina Faso, mass distribution of SMS messages to inform women about recommended medical checks and screening assistance.
 - In Côte d'Ivoire, the launch of M-Vaccin by Orange and Gavi, the Vaccine Alliance, in partnership with the Ministry of Health to boost vaccination rates in regions and districts with lower vaccine coverage. The M-Vaccin programme is set to reach over 800,000 children in 5 years and may be expanded to other West African countries following an impact assessment.
- Other measures are aimed at women's empowerment:
- After the launch of 'Private Recharge' in Egypt in 2016, 'Smart Recharge' in Morocco allows users to top up their prepaid account without giving their name and number;
 - In the Central African Republic, the launch of the 'Wali' project, an assistance project in response to requests from vulnerable women who have suffered from recurring conflict. The project helps to empower them through Income-Generating Activities (IGAs), such as selling Orange products.
 - Sini Tonon is a savings account that operates alongside Orange Money. The account is free of charge and gives rights to insurance cover (10,000 subscribers in Mali at the end of 2017).

To learn more...

- [Using ICT to empower women in Africa and the Middle East](#)
 - o [Let's meet Oumy Seck](#) (video) (in French)
 - o [Let's meet Aminata Saar](#) (video) (in French)
 - o [Let's meet Marthe Diogo](#) (video) (in French)
 - o [Coumba Sangaré, Head of CSR and communications at Sonatel](#) (video) (in French)
- [How mobile phones empower women in Africa and the Middle East](#) (infographic)