

Mobile Technology Programme

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About

Our award-winning programme leverages mobile technology to support women entrepreneurs in becoming successful micro, small and growing business owners. Combining research, projects and advocacy, the programme aims to create sustainable economic opportunities for women entrepreneurs through the use of mobile phones and services. Working in partnership with mobile network operators, corporations, local NGOs and thought leaders we deliver projects across three models:

- Delivering customised **mobile applications** to address the unique challenges facing women entrepreneurs in developing economies
- Increasing the participation and capacity of women in mobile and banking **agent networks**
- Ensuring **financial inclusion** by providing mobile financial services to women entrepreneurs

Understanding the challenges

The Mobile Technology Programme has been instrumental in fostering a global discussion about the use of mobile technology to support women entrepreneurs.

The programme was formed in 2010 in response to our ground-breaking report, *Women & Mobile: A Global Opportunity*, published with the GSMA Development Fund. The report revealed that 300 million women in developing countries are missing out on the mobile technology revolution – and that closing this gender gap would bring significant social benefits to women and their families, as well as a \$13 billion revenue opportunity to mobile operators.

In 2011 our *Mobile Retail Channels Study* showed that mobile operators who include women in their retail channels benefit from higher revenue potential, stronger brand imaging and access to untapped markets. The report also found that women in the mobile value chain benefit from skills training and better economic prospects.

This was followed by further research in 2012 to explore the main business challenges faced by women entrepreneurs and to identify mobile value added services that could be used to address these challenges. The resulting report, *Mobile Value Added Services: A Business Growth Opportunity for Women Entrepreneurs*, led to the creation of our award-winning *Business Women* mobile learning tool.

The facts



Joy Kalu
Restaurant and catering business owner, Nigeria

- With over 3.5 billion unique mobile subscribers globally, the mobile phone is one of the world's most widely available technologies.
- A woman in a low or middle income country is 21% less likely than a man to own a mobile phone.
- Closing the gender gap in mobile phone usage would earn mobile phone operators \$13 billion in additional revenues each year.
- Mobile technology provides opportunities to extend financial services to women, who make up over half of the 2.5 billion adults in the developing world considered 'financially excluded'.

"Expanding the effective uses of mobile technology can help women earn more income and lead to more prosperity for them, their families, their communities and their countries."

Suzanne McCarron
President, ExxonMobil Foundation

Our programme has reached over 115,000 women to date. We have...



Supported 1,500 women to manage an agricultural supply chain in India via a mobile app



Provided 100,500 women with business training via their mobile phones



Trained nearly 3,000 mobile money agents in Africa



Provided over 10,000 women with classroom-based business training

Our solutions

Mobile Financial Services for Women in Nigeria

In partnership with Visa, First Bank Nigeria and the Youth for Technology Foundation, we are supporting 2,500 women entrepreneurs to become branchless banking agents for First Bank Nigeria, a leading financial services provider in Nigeria. The women agents will, in turn, reach 75,000 Nigerians living in rural and underserved areas, providing them with mobile financial services.

Business Women Mobile Service

We launched the *Business Women* mobile learning application in partnership with the ExxonMobil Foundation and Nokia – an innovative service that delivered business training and tips via SMS to over 100,000 women in Nigeria, Tanzania and Indonesia. In 2014 an independent evaluation found that 90% of subscribers said the service gave them ‘practical guidance’ on growing their businesses and offered ‘an inexpensive way to become a better-informed businesswoman’.

Supply Chain Management Solutions in India

We have partnered with the Self Employed Women’s Association (SEWA) and Vodafone Foundation in India to support a network of saleswomen selling agricultural produce in a rural cooperative known as RUDI. We converted a paper order form into a mobile management information system to enable the women to place orders for stock remotely. Prior to this, the women would often spend up to seven hours a day travelling to order new stock – often arriving to find the products unavailable. The system increased efficiency and boosted profits – as much as threefold in some instances. In 2014 the project won a GSMA Global Mobile Award and the mBillionth Award for mWomen and Children.

Join us

Find out more about our pioneering Mobile Technology Programme and help us support more women across the world.

www.cherieblairfoundation.org/mobile

Success story

Nur Khayati lives in Bandung, Indonesia and is the eldest of five children. When Nur started using our *Business Women* mobile learning application, the stories and advice she read inspired her to establish her own business.

Within a couple of months she was running her own juice stand. She said, “I learnt through the application how to build my business, make it interesting and keep my customers happy.” Nur’s business is expanding; she has a second cart in production which will be run by her younger brother.

Nur enjoys her new-found independence and the profit from her business is double what she was earning in her previous job. She is using this money to support her family, helping her brothers and sisters with their education costs and giving her parents money to invest in their fruit farm.



Nur Khayati
Juice shop owner, Indonesia

About the Foundation

We invest in women entrepreneurs in developing and emerging markets so they can build and expand their businesses – and in doing so benefit not only themselves but also their families and communities. As a charitable foundation, we take a hands-on collaborative approach, working in partnership with non-profit organisations, corporations and government bodies. We develop projects with sustainable solutions to the challenges women entrepreneurs face, providing business skills, technology, networks and access to capital through three programmes: Enterprise Development, Mentoring and Mobile Technology.

“Giving women the chance to become financially independent and make the most of their talents is the key to higher living standards and stronger economies.”

Cherie

Cherie Blair, Founder

Cherie Blair Foundation for Women

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