

Using the Digital Principles to Address Critical Gender Considerations

Overview:

Cost, safety, security, and literacy are core barriers that define the gender divide in digital development. The Principles for Digital Development can be applied to prioritize gender inclusion as a key element for digital development programs.

In many developing communities, **culture and societal norms** prevent women and marginalized communities from effectively using mobile technologies. The Principles can help guide your organization on how gender inclusion can define certain aspects of your projects, be it training programs for members of your organization or considerations for field-level operations.

Context:

Women and marginalized communities continue to face barriers to mobile and internet access.

10%



MOBILE PHONE OWNERSHIP

In low- and middle-income countries, **184 million** fewer women own a mobile than men. **10% of women** are less likely than men own a mobile phone.

26%



INTERNET ACCESS

In low- and middle-income countries, **1.2 billion** women do not use mobile internet. **26% of women** are less likely than men to use the mobile internet.

Relevant Digital Principles:



Design With the User



Address Privacy &
Security



Understand the
Existing Ecosystem



Be Collaborative

- Create** an engagement plan that prioritizes using diverse expertise on the project.
- Involve** local community representatives throughout the project process.
- Get** feedback from appropriate organizations that understand contextual gender issues.
- Conduct** gender, diversity, and ICT training programs for members of your organization.
- Use** relevant toolkits and assessments to prioritize gender and inclusion in your program.
- Ensure** that user testing groups include women and marginalized communities.
- Define** how the project will contribute to women and marginalized communities.
- Coordinate** with gender-relevant civil society organizations throughout the project.
- Practice** responsible data management for collecting and sharing sensitive information.
- Plan** to engage with gender and diversity experts during each stage of the project process.