Background Paper for workshop proposal No 91:
"Technology, Economic and Societal Opportunities and Women"

Technology has afforded all segments of populations around the globe with new and unique opportunities. However, some of these come with the need for changes in policies, or increased investment, to enable the full opportunities to be achieved, such as around encouraging studies in sciences or technology. As more aspects of life are increasingly mediated by Internet and information communications technologies (ICTs), access to the Internet significantly contributes to all, in particular women's empowerment and women's rights to freedom from discrimination and exclusion and their right to political, economic, cultural and social participation.

For women, access to information and the Internet creates opportunities for economic growth, job creation, and social benefits, such as easier access to health care and education (e-health, e-education). Yet, opportunities afforded by the Internet in particular around social benefits often face challenges within their own policy and regulatory frameworks.

Despite the ICT sector creating jobs even at a time of crisis (for one job lost 2.6 are created[1]), less and less young people, particularly women, take up ICT-related subjects or pursue an ICT career. In the UK for example, women currently only make up less than 20% of the IT workforce[2]. Only 5% of 15 year old girls in OECD countries, on average, expect a career in engineering and computing, while 18% of boys expect a career in these fields[3]. Girls, generally, are more interested in becoming journalists, lawyers and doctors. They want a job that makes a difference.

A major challenge in Europe is to get young people out of the employment queue and into jobs (1 in 5 young people is currently unemployed). According to IDC by 2015, 90% of all jobs will require digital skills – from basic to professional and across sectors[4]. It is important to find ways of encouraging young girls to study Science, Technology, Engineering and Mathematics (STEM subjects, to go and stay in ICT related jobs across sectors, finally to demonstrate wider impact that ICT products and services have for areas such as modern education or sustainable healthcare.

This interactive workshop will explore 3 dimensions from the perspective of a range of stakeholders as well as the particular development opportunities:

1. Women and economic empowerment: for example, issues around micro-lending; online services and businesses; job sharing and ease of commuting; Internet and ICT skills needed (attracting and keeping women in the ICT sector and jobs, attracting girls to study STEM)
2. Enhancing (or strengthening) women's rights through access to information and the Internet, including use of technology to address issues of abuse or technology related violence.

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[1] http://www.youtube.com/watch?v=BAqyD-pJous
[2] e-skills UK, Technology Insights 2011
[3] http://www.oecd.org/pisa/49829595.pdf
[4] Commission staff working document: Exploiting the employment potential of ICTs (2012)

11 September 2012

3. Policy and regulatory conditions that stimulate access to the Internet and information. For example, encouraging ease and cost effective use of technology/the Internet across schools and health facilities.

There are a number of resources that highlight approaches to the issues that will be discussed including:
- OECD Report on Women's Economic Empowerment, 22 May 2012
- OECD Aid in support of Women's Economic Empowerment, January 2011
- OECD Issues paper on Women's Economic Empowerment, April 2011
- World Bank : "Promoting Women's Economic Empowerment", an initiative of the World Bank Group Gender Action Plan
- UN ESCAP, ADBI, APWINC and ITU : "Entrepreneurship and E-business Development for Women", 2006
- APEC Declaration on High Level Policy Dialogue on Women and the Economy, 2011

- Some relevant EU Activities:
    o EC Digital Agenda for Europe (Action 60) - multistakeholder workshop on "Women for smart growth", Digital Assembly 2011 http://ec.europa.eu/information_society/events/cf/daa11/item-display.cfm?id=6003
    o Campaign by the EC Directorate-General for Research and Innovation 'Science is a girl thing' – as women continue to be under-represented in research at a time when Europe needs more researchers to foster innovation and bolster its economy, the overall goal of the campaign is to attract more young women to research careers in order to increase the total number of researchers in Europe http://science-girl-thing.eu/

- **"Tech needs Girls"** ITU campaign **officially launched on 26 April 2012.** Seeks through extensive engagement with government and private sector stakeholders, to attract greater participation of girls in the technology sector. The campaign seeks to achieve greater empowerment, equality, education and employment for girls through greater access to opportunities in the world of information and communication technologies (ICTs).
http://www.itu.int/en/action/women/Pages/default.aspx; ITU Girls in ICT Portal http://girlsinict.org/

About AT&T

AT&T Programs

AT&T is strongly committed in empowering women through ICT. The following three programs outline AT&T's activities: Technology is playing an increasingly important role in women's lives – from expanded education and career opportunities to improved health and wellness – and AT&T is at the forefront of efforts to empower women through access and innovation in technology.

2

Text4baby

AT&T is participating in a nationwide effort to connect expectant mothers and families with weekly tips to support healthy pregnancies – and healthy babies – via free text messaging.

Girls Inc.

AT&T supports Girls Inc. which provides vital educational programs to hundreds of thousands of girls in the United States and Canada, particularly those in high-risk, underserved areas – inspiring all girls to be strong, smart and bold sm.

One Economy

AT&T has partnered with One Economy on many major broadband initiatives to bring broadband access and adoption into the homes of low-income people. Currently, 75 percent of users of One Economy's online resources and tools on jobs, health and education opportunities are women[5].

- **Creating STEM (Science, Technology, Engineering and Mathematics) Opportunities for Young Women**

  AT&T's dedication to women's advancement begins in the classroom through our Aspire program – a $100 million initiative to address high school success and college and workforce readiness for all students – and extends into related programs such as:

- **Girl Scouts of the USA**

  The Girl Scouts of the USA and AT&T are addressing this issue with a $1 million AT&T Aspire contribution to spark interest in STEM in underserved high school girls across the country.

  The initiative, called "IMAGINE: Your STEM Future," is designed to reach 6,000 young women and introduce them to a variety of career options in the science, technology, engineering and math fields. AT&T's contribution is among the largest gifts ever made to Girls Scouts of the USA going toward STEM programs.

- **Introduce a Girl to Engineering Day**

  AT&T is proud to participate in this annual event that mobilizes thousands of women engineers to mentor and share firsthand experiences of engineering to more than one million girls and young women each year. AT&T Labs hosted girls from local high schools, providing these students the opportunity to shadow AT&T women scientists who work at the Labs.

- **Mentornet**

  AT&T is a founding supporter of MentorNet, an organization aimed at pairing students with career role models to support their academic success and pathway to a

professional career. MentorNet focuses on reaching students from groups, like women, that continue to be underrepresented in engineering and science.

- **Women Impacting Public Policy (WIPP)**

  WIPP advocates for and on behalf of women and minorities in business. AT&T proudly recognizes a female businesswoman who has used technology in innovative ways through AT&T's Innovator of the Year Award.

- **Leading by Example**

  AT&T realizes that diverse, talented and dedicated people are key to a company's success. Our inclusive work environment – where differences of opinion, thoughts and backgrounds are highly valued – makes AT&T an employer of choice, particularly for women. "Women of AT&T," our female employee resource group, is dedicated to connecting and inspiring its members to achieve their personal and professional goals and to effect change in the community.

- **PEACE THROUGH BUSINESS®**

  AT&T proudly supports the PEACE THROUGH BUSINESS® program that trains women entrepreneurs from Afghanistan and Rwanda in business practices including accounting, marketing, human resources and business-plan development. The program is run by the Institute for the Economic Empowerment of Women, a non-profit organization based in Oklahoma that supports women business owners.

About Verizon

Verizon Foundation – Overview

The Verizon Foundation is focused on using technology to solve critical social issues in the areas of sustainability, education, and health care. Through the support of their employees and resources, they help address the needs of communities around the world.

HopeLine

www.verizonwireless.com/hopeline/

HopeLine from Verizon puts the nation's most reliable wireless network to work in the community by turning no-longer-used wireless phones into support for victims and survivors of domestic violence. Proceeds from the HopeLine program are used to provide wireless phones and airtime to victims of domestic violence and cash grants to local shelters and non-profit organizations that focus on domestic violence prevention. Since the launch of the HopeLine phone recycling program in 2001, this initiative has collected more than 7 million phones, given out more than $7.9 million in cash grants and distributed more than 90,000 phones with more than 300 million minutes of free wireless service. For more information about HopeLine from Verizon visit http://www.verizonwireless.com/hopeline.

HopeLine App

Through the HopeLine app, individuals suffering from domestic violence will have quick access to resources and assistance in a time of need. Users can connect directly to the National Domestic Violence Hotline (The Hotline) for crisis intervention, information or referrals using

#HOPE. In addition, the HopeLine app will serve as an online community for those looking to share their inspirational stories of survival and volunteers looking to discuss their own outreach efforts. Photos and videos can be directly shared through the app, giving users the ability to engage with others who are involved in domestic violence awareness. For users who want to offer their support, the HopeLine app makes it easy for wireless users to donate no-longer-used wireless phones and accessories to HopeLine, Verizon Wireless' national cell phone recycling program. Using location-based technology, the app guides users to the nearest Verizon Wireless Communications Store, where they can easily drop off devices and accessories for donation. The free HopeLine app can be downloaded on a wide range of Android smartphones and tablets from Verizon Apps, from the Verizon Wireless online Media Store and Google Play.

#HOPE

Dialing #HOPE from any Verizon Wireless phone will directly connect victims with The National Domestic Violence Hotline.

National Academy Foundation

http://naf.org/

Verizon is proud to support the National Academy Foundation (NAF), an organization dedicated to preparing young people for college and career success. Verizon was a lead partner in the launch of NAF's Academy of Information Technology and Academy of Engineering and is deeply committed to STEM (science, technology, engineering, and mathematics) education. Verizon employees participate on NAF advisory boards and employees make a positive difference in mentorship programs. Verizon has provided summer internships and career day shadowing opportunities to NAF students, and has hosted special events to help engage NAF students in STEM careers.

WAVE

The Women's Association of Verizon Employees (WAVE) provides guidance to enable employee growth through individual development. WAVE promotes diversity in recruitment that fosters a positive work environment and makes Verizon a great place to work. WAVE also partners with our communities through leadership, encourages employee volunteerism and supports Verizon's commitment to deliver technologies that impact and improve the world around us.

Innovative Learning Schools

Verizon is focused on improving teaching and learning, particularly through the use of mobile technologies to support STEM (Science, Technology, Engineering and Math) and has launched the Verizon Innovative Learning Schools (VILS) program. Through a partnership with ISTE (International Society for Technology in Education), teams of math and science educators and administrators from 12 underserved districts are participating in intensive year-long professional development program. VILS participants spend the year in both onsite and online trainings, exploring how technology, specifically mobile devices like smartphones and tablets, can be innovatively integrated into the classroom to enhance student learning and achievement.

About the Government of Kenya

The Ministry of Information and Communications was constituted in June 2004, it is composed of one of the oldest Departments in the history of Kenya Civil Service. The Information and Broadcasting Sub-Sector started in the 1920s when the colonial government decided to create Kenya Information Services. The Kenya Institute of Mass Communication (KIMC) joined the sub-sector much later to provide the much needed human resources in the mass media. After a series of changes in structure and mission at independence in 1963, the information service was a subordinate department of the Ministry of Constitutional Affairs and Administration. In June 1963, the Ministry of Information, Broadcasting and Tourism was created. Its mandate included Broadcasting and Television Policy, Broadcasting Advisory Board, Film Licensing and Censorship, Government Film Projects, Information Services, Kenya News Agency (KNA) and Press Office, Kenya Government Public Relations, Liaison with Tourism Associations, Promotion of Tourism, Voice of Kenya (VOK) Administration and Control.

In 1965, the Tourism portfolio was removed from the Ministry and it was renamed the Ministry of Information and Broadcasting. Following the government reorganisation of 2000, the Ministry was merged with the Ministry of Transport and Communications. In June 2001 the Information and Broadcasting sector re-united with the Department of Tourism to form the Ministry of Tourism and Information and in June 2004 it was merged with the Communications Section in Ministry of Transport and Communications to form a new Ministry of Information and Communications. The Communications Sub-Sector includes Telecommunications, Postal Services, Broadcasting and Information Technology Services. In its current form, the Ministry is a one stop shop that covers all ICT activities including Administration of Information and Communications Technologies, Policy Formulation and Implementation, Regulatory, Infrastructure Development and Human Resource Development.

The Government's key policy papers that include the Poverty Reduction Strategy (PRSP) and the Economic Recovery Strategy (ERS) for Employment and Wealth Creation emphasize the need for efficiency and better management in the utilization of public resources, to enable the Government achieve its strategic objectives of growth, productivity, cost recovery and improvement in service delivery. The rationale is therefore to make the Ministry more responsive to the sector requirement and create an enabling environment for realisation of Government Development Goals.

The ICT Sector is increasingly becoming more important as a powerful tool for accelerating the country's economic development. Considering that the attainment of ERS can be largely achieved through sufficient growth in investments, diversification and competitiveness of the country's products and expansion of the private sector, it is imperative that the Ministry is well positioned to optimise its contribution to the recovery process. It is in this context that this Strategic Plan has been developed as a roadmap to attain the objectives. Furthermore, ICT infrastructure is an important conduit for change as well as achieving rapid and sustainable development.

http://www.information.go.ke

KICTANet (studies to be presented by Ms Grace Githaiga)

The Kenya ICT Action Network (KICTANet) is a multi-stakeholder platform for people and institutions interested and involved in ICT policy and regulation. The Network aims to act as a catalyst for reform in the ICT sector in support of the national aim of ICT enabled growth and development.
KICTANet conducted a survey on ***Women and cybercrime in Kenya: the dark side of ICTS***.

The following were the objectives:
1. To investigate the prevalence of cybercrime against women.
2. To explore how cybercrime affects women differently.
3. To examine measures to address cybercrimes toward women (what are the measures in place or being developed by authorities, regulators, globally etc.).
4. To determine mechanisms of engaging stakeholders to begin to address cybercrime against women.

The aim of the study still remains to influence the development of cyber security/ crime policy and a regulatory framework that acknowledges cyber violence against women, as well as create awareness among stakeholders that there is cyber violence against women.

Highlights of the findings:

The study found out that indeed cybercrime is happening in Kenya. Some women were interviewed and gave first-hand account of their experiences and how those experiences had impacted their lives as well as their ability to communicate online. One of them who had participated in a reality show had elicited online hate where her haters established a Facebook page to bash her. This is besides receiving so many messages in her inbox as well as text messages with the same hate content. The result of this is that she did not want to read anything on email and was also afraid to venture into the outside world.

Another woman had her real face superimposed on a nude body on the web. "It's painful, she lamented". This woman's image was no doubt dented by this act.

These are just some of many similar stories affecting women out there. Surprisingly, the common thing with the women interviewed is that they all requested for their identities to be concealed and that notwithstanding, it was also a struggle to get the stories out of them.

The study did raise the issue of what the impact is of cybercrime on the victim's reputation, ICT usage behaviour and social networking. The findings indicated that it stimulates a process where people start paying more attention to the privacy statements/clauses especially on social websites such as Facebook.

Further, it was found out that women too are perpetrators of cybercrime against their fellow women. Also, most harassers prefer to use ICTs instead of other means because ICT tools are impersonal, they allow one to be bold and feel powerful because the cyberspace provides a shield. Others just have do it because they have the opportunity and means to be mean and they engage in cybercrime activities as a kind of hobby.

The study concluded that there is need to focus on women since most women felt that they are affected differently mainly due to the way they are socialized. Other studies conducted reveal

7

that most women who fall victims have had very limited or have not had access to ICT and are thus vulnerable. Women are also more trusting and tend to have a softer approach to appeals for help

In sum, most women who are victims of cybercrime are not aware that it is wrong and as such, there is need for sensitization on this.

As a follow up, KICTANet is updating this study to look at what has changed, and is also working on a dedicated website on technology and violence against women.

This survey will form what KICTANet will present during the IGF.

About the Association for Progressive Communications (APC)

The Association for Progressive Communications is an international network of civil society organisations dedicated to empowering and supporting people working for gender justice, human rights, protection of the environment and development through a free and open Internet. The APC's Women's Programme campaigns, trains, and does research, evaluation and policy advocacy in areas of Internet rights, sexuality, ending violence against women, and economic empowerment. (www.apc.org, www.genderit.org)

Publications:

 ⚲ **Governance and political participation**

 GenderIT.org provides feminists reflections on Internet policies, and maps the intersections between women's and Internet rights. The portal has been labelled a 'treasure trove on gender and the Internet' for its practical tools, guidelines, original content and gender analysis of policy frameworks. GenderIT.org readers also appreciate its critical and humorous live coverage of events. Sign up for GenderIT's bulletin teeming with analysis and resources. (www.genderit.org)

 Critically absent: Women in Internet governance. A policy advocacy toolkit. The women's movement has always had the ability to make the invisible visible and grant it a political character. This toolkit encourages women and their organisations to engage in political discussions regarding Internet development with a vision of inclusion, fairness and respect for women's rights. (www.genderit.org/node/3548)

 ⚲ **Economic empowerment**

 Gender Evaluation Methodology (GEM). Can the Internet or cell phones really improve women's lives and promote positive change? Developed and fine-tuned by Internet and women's rights advocates in Latin America, Asia and Africa from the ground up since 2002, GEM's step-by-step evaluation methodology offers practical exercises and insights for planning and evaluation of any project. GEM is available in English, Spanish, French, Portuguese and Arabic. (www.genderevaluation.net)

GenARDIS. The Gender, Agriculture and Rural Development in the Information Society (GenARDIS) small grants fund supports work on gender-related issues in information and communications technologies for the African, Caribbean and Pacific regions. This book tells the story of the GenARDIS journey thus far, provides lessons learned, stories from grantees and recommendations for policy makers regarding local capacity-building in ICTs to aid in economic empowerment by women and communities. (English: www.apc.org/en/system/files/Genardis_EN.pdf)

⚘ Violence against women

Voices from digital spaces - Technology-related violence against women. Drawing on findings from APC's MDG3: Take Back the Tech! Project with women's rights organisations in twelve countries in Asia, Africa and Latin America, this paper explores the links between the Internet, cell phones and VAW and illustrates that technology-related violence impacts women as seriously as other forms of violence. (**www.genderit.org/node/3540/)**

Take Back The Tech! A collaborative campaign that calls on Internet and technology users to reclaim control over technology to end VAW and in the process, to demand and realise our right to define, access, use and shape ICTs. It accompanies the 16 Days of Activism against Gender-based Violence from 25 November to 10 December every year. Contribute to our interactive map on tech-related VAW! (www.takebackthetech.net)

⚘ Sexuality

EROTICS: Sex, rights and the Internet. How is the Internet a key public sphere for the struggle for sexual citizenship? What is its value to a diversity of users, especially those most marginalised because of their sexual, gender or other forms of social identity? The results of this 3-year EROTICS research project in six countries delve into the complex world of sexuality and Internet regulation. (www.genderit.org/node/3426/)

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