MEDIA FOUNDATION FOR WEST AFRICA

Date: November 23, 2017

Venue: Kofi Annan ICT Centre

Presentation by Felicia Anthonio

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Mainstreaming Gender in ICT for an Inclusive Digital Economy

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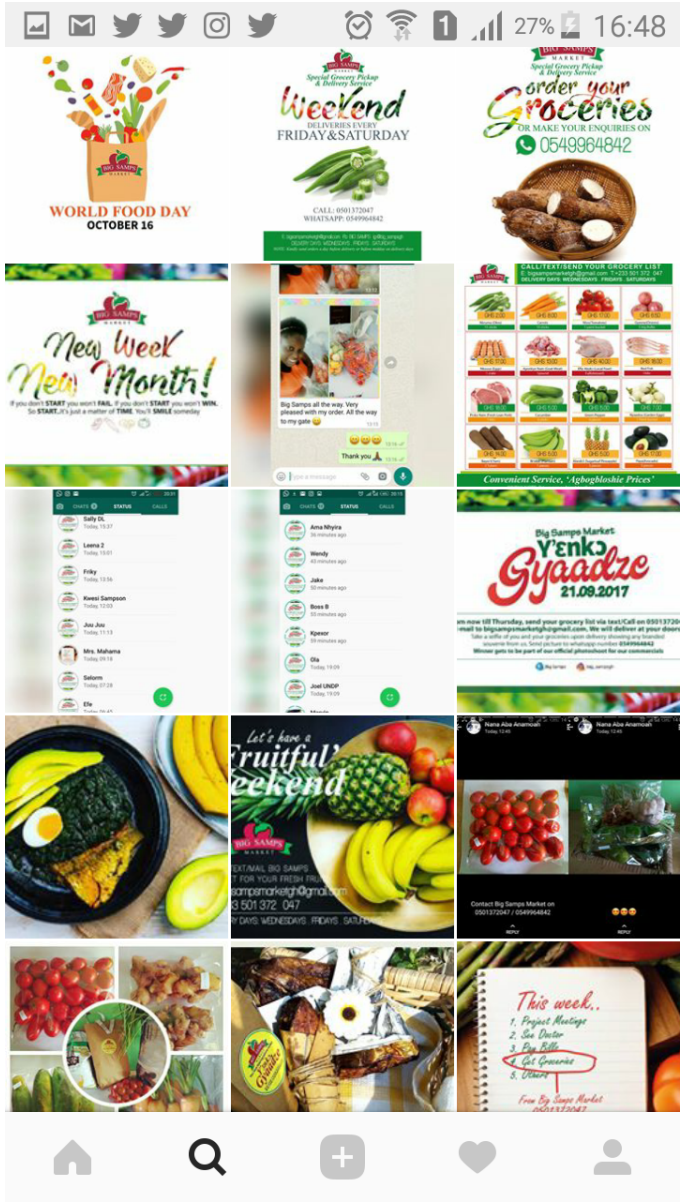

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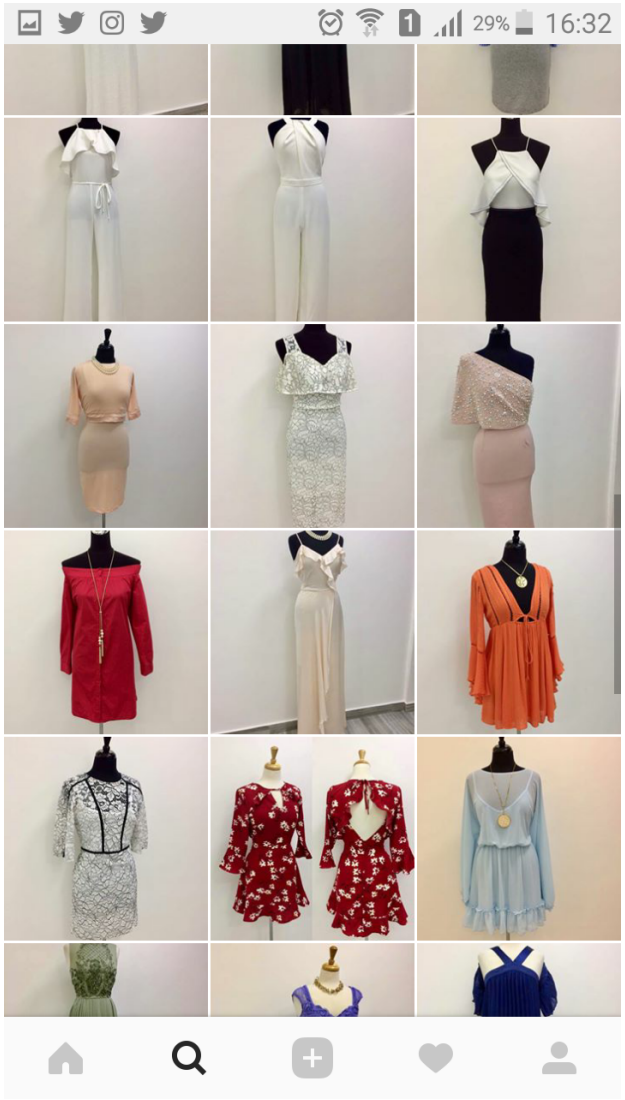

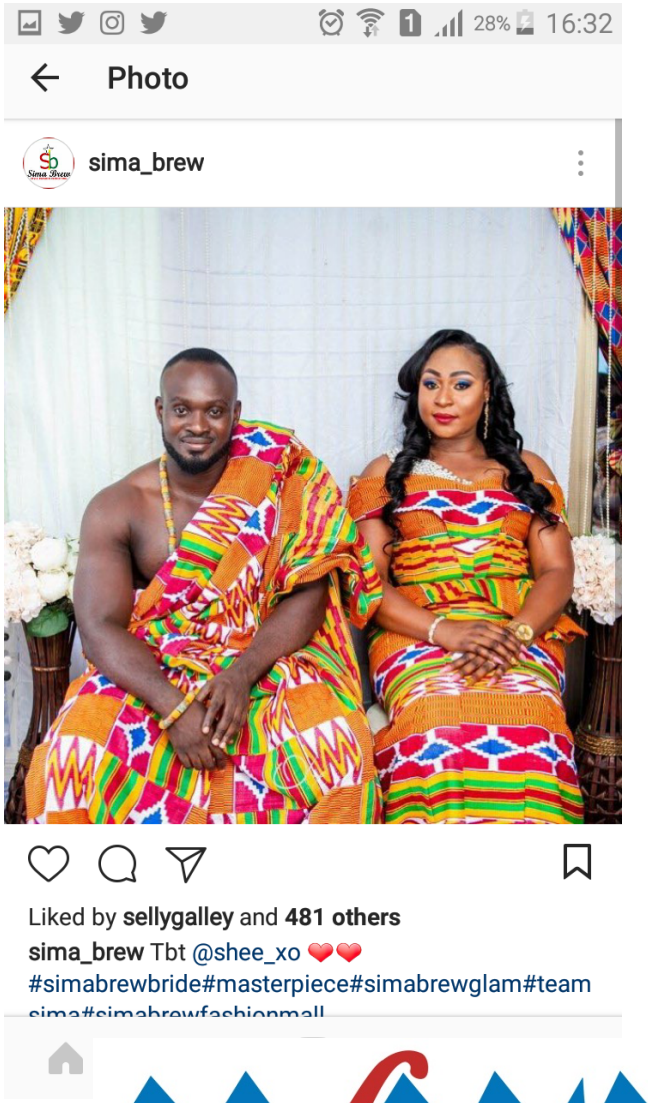

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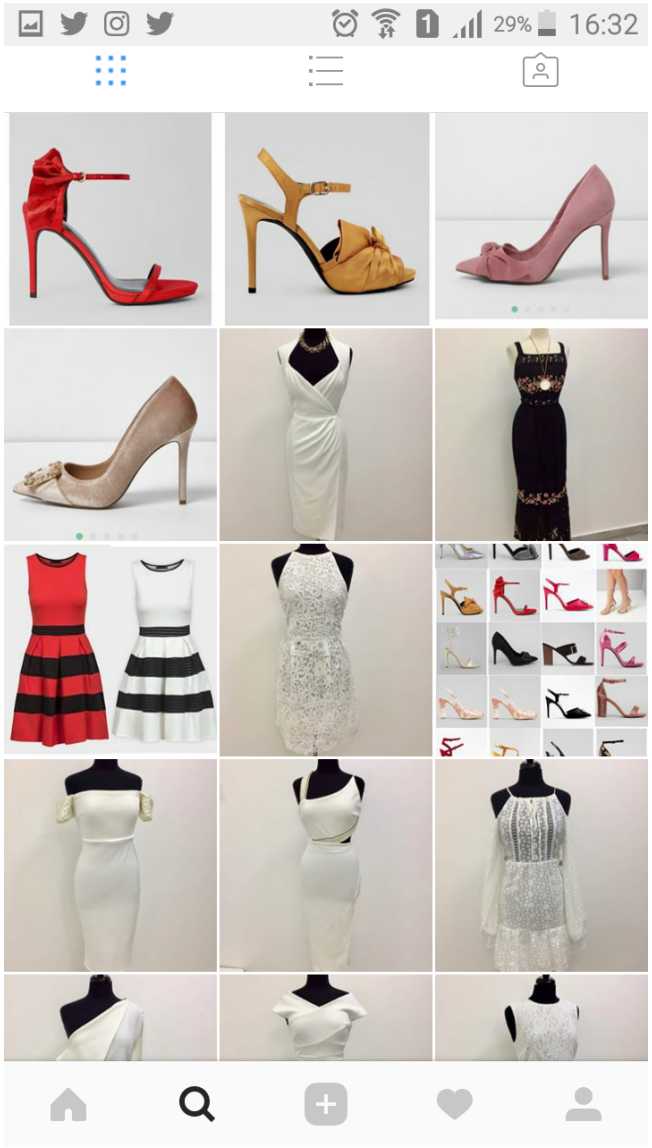

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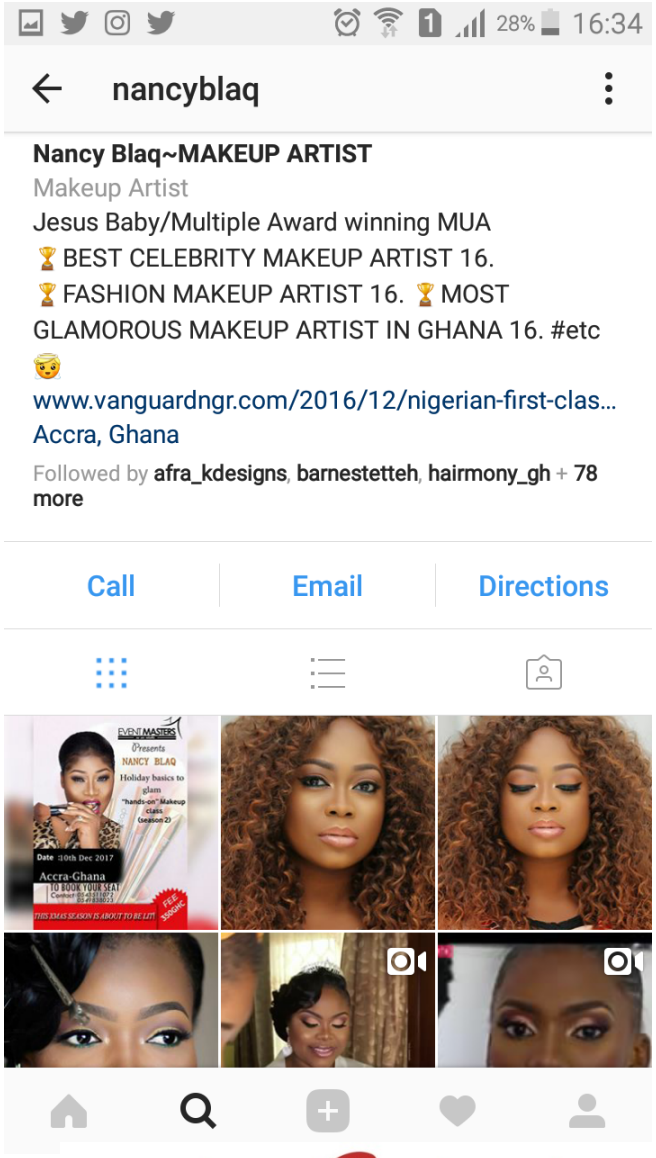

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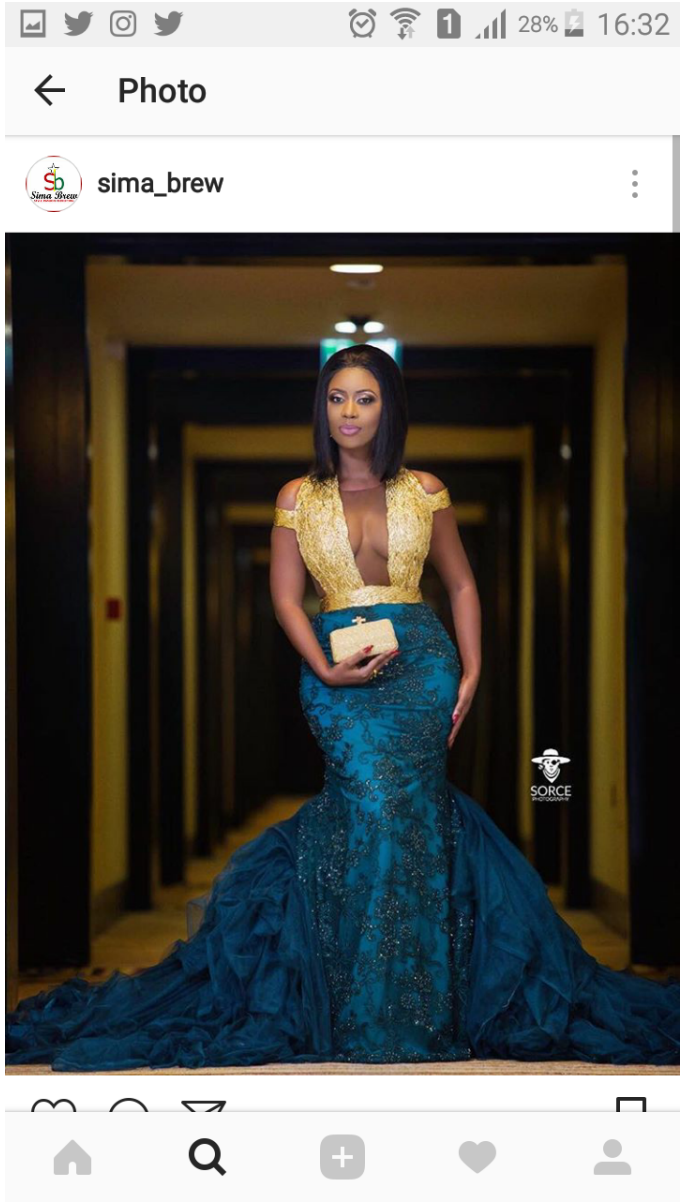

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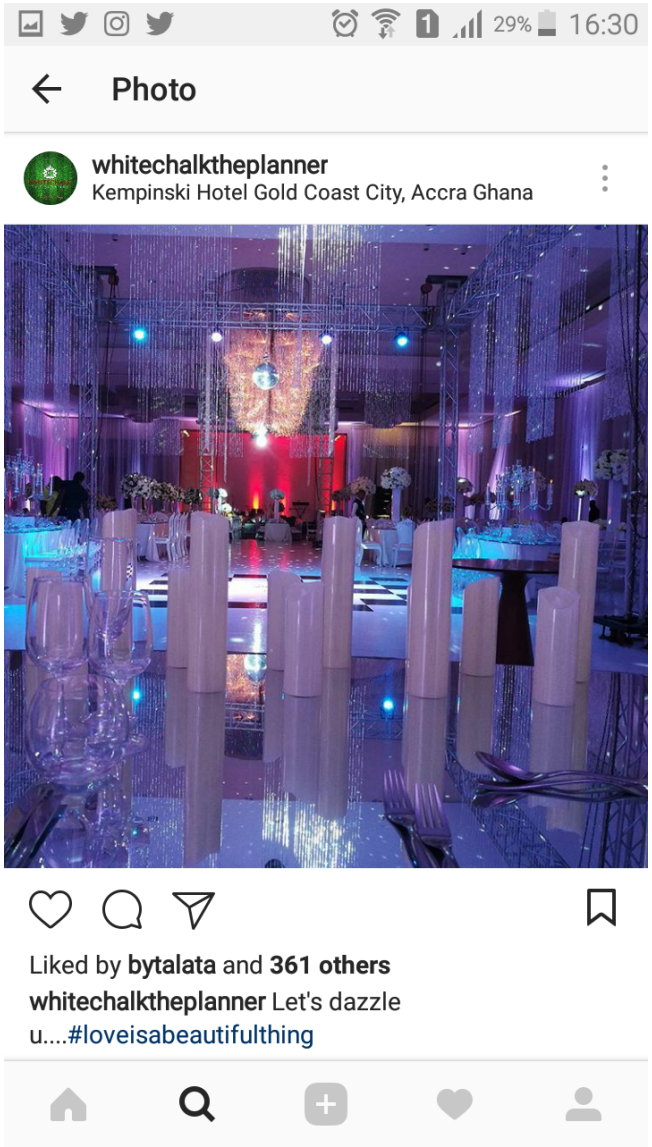

- These are some of the Amazing ways Women are using the internet to provide goods and services.

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OUTLINE

- How do I Promote Advocacy/Business- Facebook, Instagram, Twitter,
- Statistics of Women online & Barriers to these benefits
- Conclusion & Recommendations

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How To Promote your Work using the Internet

- Social Media Platforms – Facebook, Twitter, Instagram, WhatsApp
- Blogging – increased advocacy on issues affecting women/social causes - FGM, Sexual violence, discrimination, child marriage, etc.
- Create A page/account
- Easy and fastest channel of communication
- Be safe online/responsible

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Barriers to Above Mentioned Benefits

- Less 20% of women in Ghana have access to the Internet
- 1GB of data cost 4% of average monthly income
- 56% in the use of internet with 2.5million fewer women online than men (the Groupe Speciale Mobile Association - GSMA)
- Gender gap of approximately 16% in mobile phone ownership and 17% in the use of mobile money services

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Barriers to Above Mentioned Benefits

- Low or poor internet access in rural/some parts of Ghana
- High cost of data
- Fewer women enrolled in ICT and STEM courses
- Lack of relevant content and services on reproductive health and issues affecting women
- Online harassment – revenge porn, verbal assault, body shaming, stalking

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RECOMMENDATIONS

- Government should include gender-specific target in developing ICT related policies
- Increased research and development on benefits of the internet
- Protect and enhance women's rights online by ensuring a safe online environment
- Provide fast and reliable internet at free or affordable cost – we should work towards achieving the 1GB for 2% average monthly income to enable more wo[illegible] online

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RECOMMENDATIONS

- Resort to the use of Internet and social media platforms to advocacy
- Educate women and girls on digital skills
- Ensure relevant content and services for women is available online. Such content should be regularly updated to meet the current needs of women
- Joint Action Government, CSOs,
- Prioritise Universal Internet Access and to use ICTs to empower women.

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Let's Start Now

Get an Account Online and Follower the MFWA on:

Facebook: Media Foundation for West Africa

Twitter: @TheMFWA

Website: www.mfwa.org

Thank You

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