

# ADDRESSING THE GENDER DIGITAL DIVIDE IN PROJECT AND ACTIVITY DESIGN

Photo: Riaz Jahanpour for USAID Tanzania / Digital Development Communications



Advancements in ICT have the potential to start to close the gender digital divide. Private companies are designing new hardware and software platforms for low-resource environments and are developing interfaces appropriate both for illiterate and low-literacy populations and for unwritten languages.

However, these advances must be accompanied by interventions that ensure the inclusion of the needs of women in their design, that change attitudes about women's mobile and Internet access, and that foster new social norms regarding gender and ICT.

It is therefore crucial that USAID staff and the wider development community actively work to address these barriers to women's digital inclusion in their own strategies, projects, and activities, in any work that has a digital component.

## CHECKLIST FOR PROJECT AND ACTIVITY DESIGN

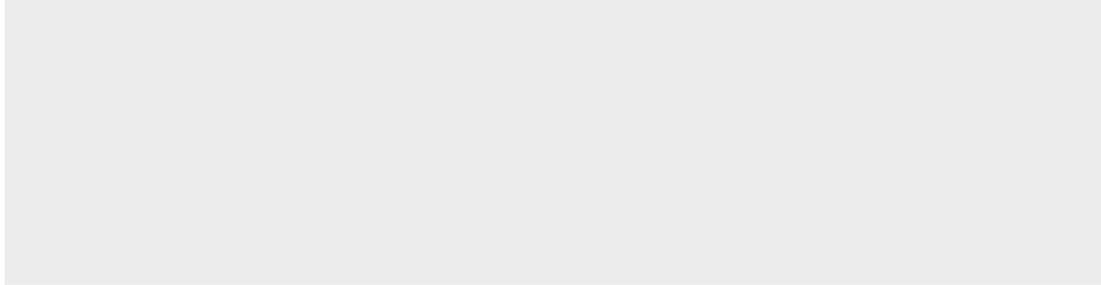
The following is a checklist of approaches that should be included in any activities that have digital components, to promote changing social norms and closing the gender digital divide.

- Uncover core issues and fears about women's ICT use in the community:**

What is the root cause of the issue?

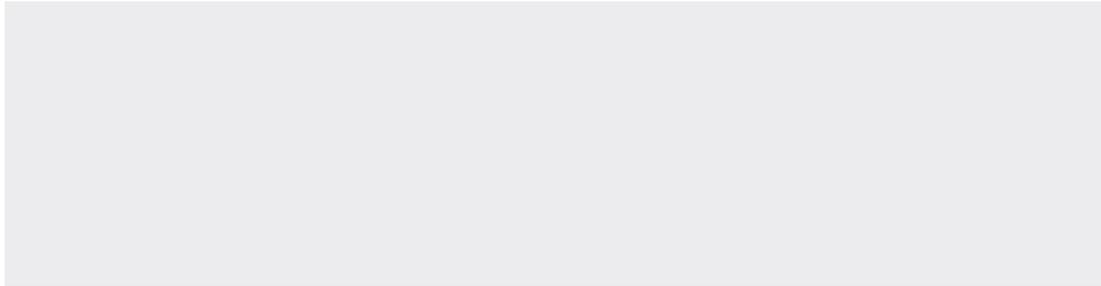
Has the community effectively addressed other gendered concerns (such as child marriage, girls' education, or other gender inequities)?

Can these approaches be applied?

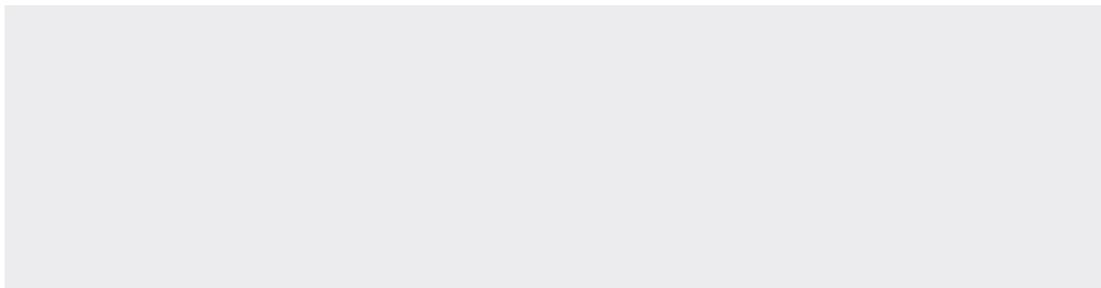


- Work directly with community leaders to create compelling cases for women’s ICT use, exploring the following questions:**

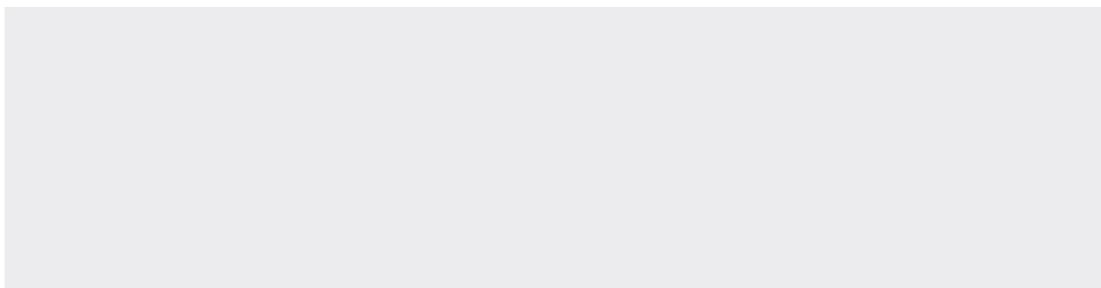
Under what conditions would women be allowed to use the Internet?



How can women’s “allowed use” be expanded over time?



Are there technologies or policies that can uniquely support these use cases?

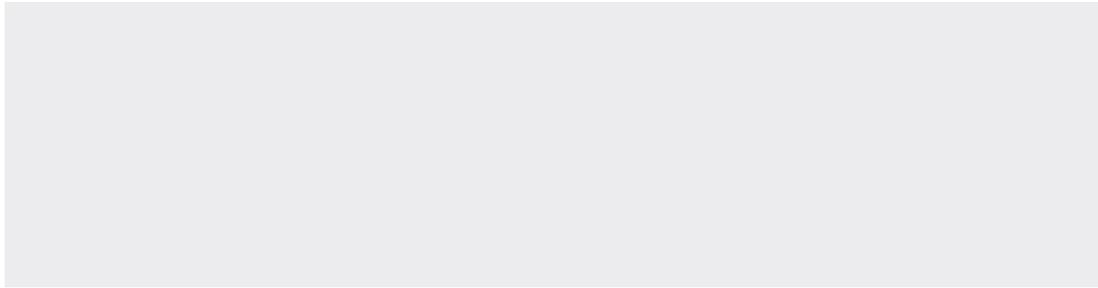


**Ensure that programs are designed to consider the safeguarding of women and girls, to enable them to responsibly access and use ICTs.**

While developments in digital technologies open new pathways for gender inclusion, great attention must be paid to the potential harms or negative impacts to vulnerable populations.

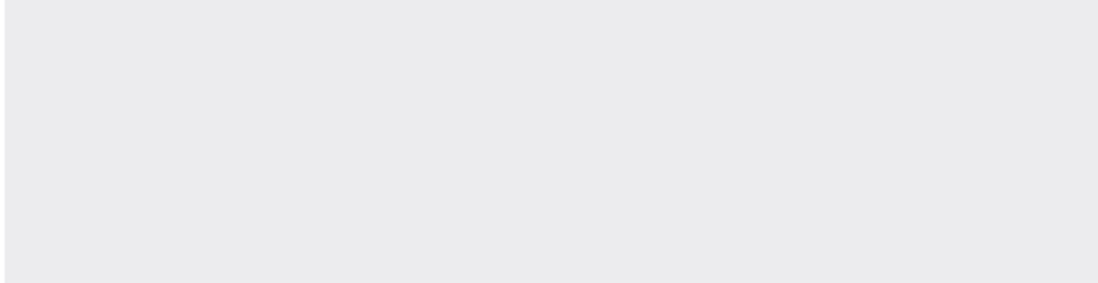
For more detailed strategies and activities on this, see the [Gender Digital Divide Risk Mitigation Technical Note](#).

How are our activities designed to consider the safeguarding of women and girls?



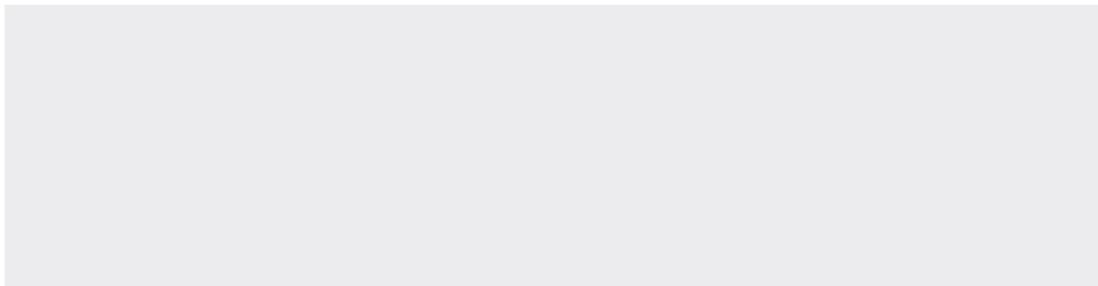
**Find and support positive deviance: champion the people and institutions who are willing to challenge the status quo.**

How are our activities finding and supporting positive deviance?



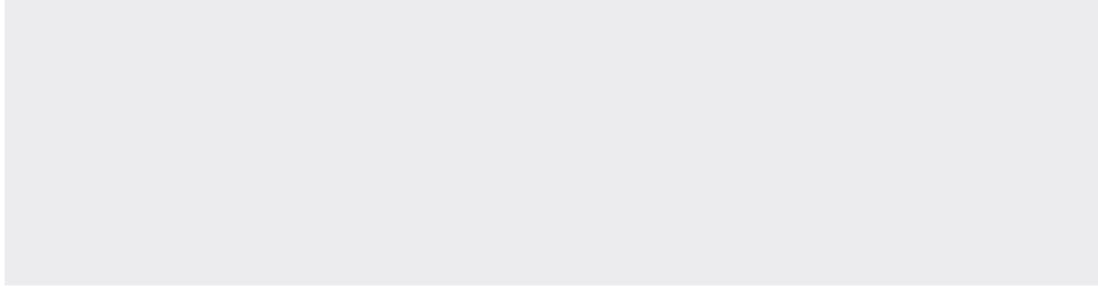
**Work with women to understand not only their information needs, but also their aspirations for themselves, their children, and their communities. These are effective entry points for digital inclusion efforts.**

How are our activities encouraging conversations with women on their needs and aspirations?



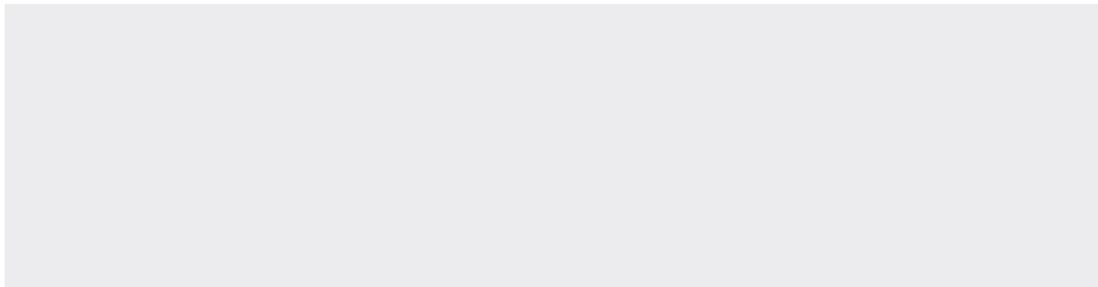
- Tie ICT use to new income-generation opportunities and to any local concerns that require effective mobilization to address.**

How are our activities tying ICT use to new income-generation opportunities?



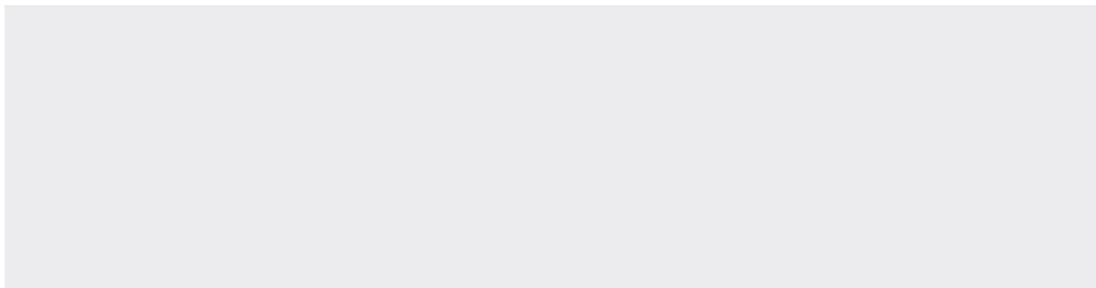
- Work with gender and development organizations that have had decades of experience conducting social norms work, including local organizations with deep knowledge of the context of local norms and past development projects.**

Are our activities working with well-established gender and development organizations?



- Work directly with organizations that are developing digital services, tools, devices, and applications to ensure that the needs of women and girls are part of the design process.**

How are our activities ensuring that the needs of women and girls are part of the design of digital products?



# DOCUMENTS IN THE GENDER DIGITAL DIVIDE GENDER ANALYSIS TECHNICAL RESOURCE

---



**HOW TO USE THIS GENDER DIGITAL DIVIDE GENDER ANALYSIS TECHNICAL RESOURCE**



**UNDERSTANDING THE GENDER DIGITAL DIVIDE**



**TOOL 1: GENDER DIGITAL DIVIDE ILLUSTRATIVE QUESTIONS**



**TOOL 2: CLOSING THE GENDER DIGITAL DIVIDE TO IMPROVE USAID SECTOR OUTCOMES**



**TOOL 3: ADDRESSING THE GENDER DIGITAL DIVIDE IN PROJECT AND ACTIVITY DESIGN**



**TOOL 4: GENDER DIGITAL DIVIDE ILLUSTRATIVE INDICATORS**



**RESOURCES 1–4: KEY DATA AND DOCUMENTS**