

Superior ICT Project Performance Through Gender Sensitivity: Last Mile Initiative Cheat Sheet

Objective	Steps	Indicators
Build gender sensitivity into the entire project life cycle	<ul style="list-style-type: none"> • Include gender experts in the design and implementation teams (although this document assists in ensuring gender sensitivity, it is important to include gender expertise in all project activities) <i>See Tools 8 and 11</i> 	Presence of gender expertise on design and implementation teams
Promote policies that extend rural access	<ul style="list-style-type: none"> • Promote universal service or universal access policies <i>See Tool 1</i> 	Policies that support low-cost rural access
Promote gender-balanced procurement	<ul style="list-style-type: none"> • Allocate extra “points” to women entrepreneurs/women-owned businesses offering to provide products/services (including training) to the project • Encourage large and micro-telcos, telecenters, and other partners or providers, to procure from and subcontract to women-owned companies <i>See Tools 1, 7, 10</i> 	Percentage of procurement to women entrepreneurs and women-owned companies
Promote equitable ownership of micro-telcos, telecenters, other ICT service centers Promote equitable control over ICT services	<ul style="list-style-type: none"> • Allocate a proportion to be owned by women • Set a sliding scale of franchising and other project-related fees, with low fees for women entrepreneurs • Simplify the application process as much as possible • Work with local banks, micro-finance institutions to arrange financing that will promote ownership by women • Partner with other organizations to develop skills women need to own and successfully manage telecenters/micro-telcos, e.g., SME development projects <i>See Tools 2, 4, 5, 12</i> 	Number of owners, disaggregated by gender Number of General Managers, disaggregated by gender
Reduce gender-based cost barriers to access to and use of telephony and telecenters/Internet	<ul style="list-style-type: none"> • Reduce cost barriers for women, who usually have less discretionary income than do men, e.g., sliding scales, discounts, “in-kind” payment, shared pre-paid phone cards • Use technologies that enable low cost services, e.g., VOIP, wireless local loop, mobile phone, links between community radio and Internet; solar/battery/hand-crank power for off-grid telecenters <i>See Tools 2, 5, 13</i> 	Number of users, disaggregated by gender

<p>Reduce culture-related barriers affecting access to and effective use of telephony and telecenters/Internet</p>	<ul style="list-style-type: none"> • Put telecenters in locations accessible for women, e.g., venues already frequented by women, easily reached by public transport; provide separate rooms for women and men where co-use is uncomfortable for women; use mobile access points to serve women who cannot travel outside the home • Advertise during times and through channels that reach women • Schedule telecenter hours convenient for women/girls • Provide/develop content of interest of both women and men, e.g., locally relevant, local language content, visual material; information of interest to women (health, job search, networking/advocacy, women's rights, education, credit, agriculture); exclude gender-stereotyping • Partner with other organizations to provide key inputs needed to use ICT effectively, e.g., literacy programs, SME development projects that can support e-business <i>See Tools 2, 3, 4, 5, 13, 15</i> 	<p>Level of users' ICT skills, disaggregated by gender</p> <p>Number of content developers, disaggregated by gender</p> <p>User reports of value of content/services, disaggregated by gender</p> <p>Changes in self-confidence, disaggregated by gender</p>
<p>Promote equitable access to and value gained from ICT training</p>	<ul style="list-style-type: none"> • Schedule training hours convenient for women/girls • Develop training to meet needs and interests of both women and men, e.g., women often prefer training that is concrete, uses local languages and visual material • Ensure training content excludes gender-stereotyping • Consider single-sex training for women • Employ female and male trainers • Partner with other organizations to provide key inputs needed to achieve training goals, e.g., SME development services <i>See Tools 3, 4, 6, 14</i> 	<p>Number of ICT trainers and trainees, disaggregated by gender</p> <p>Trainee satisfaction, disaggregated by gender</p> <p>Changes in self-confidence, disaggregated by gender</p> <p>Trainee reports that training enabled goal achievement (e.g., job gains), disaggregated by gender</p>
<p>Track differential impacts on women and men</p>	<ul style="list-style-type: none"> • Disaggregate data by gender • Measure impact as well as level of use • Use gender-sensitive data collection methods, e.g., male and female surveyors; surveys in local language <i>See Tools 9, 16</i> 	<p>Statistics available on ownership, use and impact, disaggregated by gender</p>