Digital Solutions and Partners

Building on the Digital Strategy for Gender Justice and the Digital Technology Roadmap reports, this appendix of technologies is designed to help CARE employees choose the optimal digital development tools for the intended impact populations – women and girls.

The ten technologies outlined are not new to CARE: some have been deployed across several country offices. They are also not intended to replace existing digital development applications and services that CARE builds in-house or with external vendors. They are **illustrative** of types of technologies that are well-suited to the technology roadmap; there may be several other products and service providers that perform similar functions. These ten have been chosen based on their track records of reaching women and girls, monitoring and evaluation data, and potential for content re-useability. Where available, pricing and licensing information is included. Technologies are listed in order of least-connected communities to most connected and advanced communities/users.

If any of these technology concepts is interesting to explore within the context of your programming needs, please contact revi.sterling@care.org or anyone in the Digital Inclusion team in I2. We will be able to answer specific questions, talk about their history and use within CARE if applicable, connect you to the right people at these companies, or explore other options that may be better.

Amplio

Does not require connectivity or electrification
Supports low-literacy users and all languagues
Acceptable for women and girls to use in even the most restrictive communities
Can host any CARE programming content
Has a feedback mechanism to solicit listener questions and requests
Has a long usage lifetime

Half of the global population remains unconnected to the internet. This half critically needs accurate information to address pressing humanitarian and development concerns. Communities that remain off the cellular and electrical grids are often at risk of political conflict, extremism, and food and water insecurity due to climate change and often maintain traditional practices that risk women's and girls' safety, rights, and lives.

Amplio's Talking Book device is ideal for communities that are geographically isolated, characterized by low literacy and/or little localized content (in the case of hundreds of primarily oral languages), and hold social norms that prohibit women's and girls' use of mobile phones or internet. Inspired by the reach and trusted reputation of community radio—often called "Africa's Internet"— Talking Books are rugged, mobile devices that can host several hours of audio development content. Unlike community radio, users can replay content and provide feedback on programming.

Talking Books have been used since 2007 in 13 countries by such organizations as UNICEF, MEDA, USAID, VSO, and CARE. This CARE Ghana case study demonstrates how VSLAs in northern Ghana made extensive use of the technology. In Ethiopia, where there are two Amplio deployments, country staff readily endorsed scaling Talking Books widely across CARE programming. Talking books use rechargeable batteries, are easy to operate, and are not at risk of theft or appropriation like mobile phones.

Amplio's Talking Books

CARE country offices or implementing partners create digital recordings of development messages and use Amplio's software to upload information to devices. These recordings can also be used across other media as described in the technology roadmap. Following content production, Talking Books can be deployed in remote, insecure regions and/or regions where literacy, localization, and resource mobilization pose significant challenges. Having engaged in several pilots with CARE, Amplio is interested in a large-scale partnership in which CARE deploys the devices in most of its rural and challenging areas. While VSLAs can benefit from Talking Books, the devices are also useful in health clinics, schools, or other locations where many people can benefit from uniform and accurate information.

Talking Book sales start at 50 books. A standard package includes 250 Talking Books with 80 consulting days, which cover in-person detailed program design, monitoring and evaluation planning, and data collection and analysis tools. This package costs $150,000 and offers full training and staff development for the country and program teams who can then create and deploy new messages across the 7- to 10-year field life of the devices.

VIAMO

Works on all mobile phones
Supports low-literacy users and all languagues
Can host any CARE programming content
Large reach and potential listener base
Does not incur user costs

Interactive Voice Response, or IVR, has been used in thousands of humanitarian and digital development projects due to its low barrier to access and use. VIAMO has differentiated itself from other IVR systems through its partnerships with mobile network operators and its four-part platform that includes digital curriculum development, surveys, campaigns, and social and behavioral change messaging. CARE and VIAMO have collaborated on 15 projects, mostly in Rwanda (although IVR is even more popular in Asia). Globally, the IVR market is expected to reach six billion US dollars by 2026; most of that growth is driven by commercial advertising and health information.[1] VIAMO is deployed in 33 countries and reaches over 35 million users in 50 languages. With advances in AI and natural language processing, language support is anticipated to double.

Like Amplio, VIAMO's platform has no literacy requirements and can host any content, supporting the recommendation to localize and digitize CARE messaging so that it can be used in a variety of forms. VIAMO can be accessed on any mobile phone, making it available to women and girls who generally only have feature phones. IVR is popular in both rural and urban environments – everyone wants free information. available on VIAMO. Recent research from NYU and University of Michigan shows that IVR performs better than Facebook, radio, flyers, and other media forms in terms of user acquisition.[2]

While IVR has been used extensively across all development sectors, a recent project with USAID engaged VIAMO to help women and girls increase their confidence in using technology and as a form of countering the gender digital divide. In a 6-month pilot in Tanzania, 371,000 users called VIAMO's 3-2-1 service to learn about the internet, safety and cybersecurity, and basic digital literacy skills. 75% of callers reported that the content was useful in understanding technology better. However, 20% of callers responded that women and girls should not have access to the internet. While VIAMO asks users about their gender, many do not answer, and thus it is difficult to determine the division of men and women utilizing the service. IVR is especially attractive to women and girls in conservative communities because it is *not* internet-based. Gatekeepers thus do not have to worry about "inappropriate" personal interactions. Female robocalls, where IVR systems call users instead of the reverse, are the most popular among women and girls; these users report that the voice on the other end is like a "friend" and makes them feel "popular and liked," supporting the research that avatars and characters who resemble intended users are highly persuasive.

VIAMO is eager to pursue a master service agreement (MSA) with CARE, having already implemented several programs in partnership with CARE and having explored MSA agreements multiple times. VIAMO charges $40,000 for 30 key messages and $240,000 for 180 key messages, which includes negotiations with the mobile network operators, advertising, and a dashboard to track user activity. There are also options to integrate self-paced microlessons, quizzes, and other customizable interactive content for an additional $20,000-$50,000.

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[1] https://www.globenewswire.com/news-release/2022/05/03/2434808/0/en/Global-Interactive-Voice-Response-IVR-Systems-Market-to-Reach-US-6-7-Billion-by-the-Year-2026.html
[2] https://www.ictworks.org/wp-content/uploads/2022/01/Advertising_Under-connected_Populations.pdf

ZMQ: Digital Comics

Edutainment platform with "familiar" characters/avatars
Effective use in Self Help Groups (SHG) and VSLAs
Acceptable for women and girls to use in even the most restrictive communities
Proven Social and Behavioral Change Communication (SBCC) campaigns in India, Afghanistan, Africa
Popular with low-literate women; same language subtitling

ZMQ's edutainment platform involves collecting stories about gender justice and social justice sourced from impact communities. The stories are then digitized into "comic books" and distributed through a mobile phone application and hosted on YouTube. ZMQ focuses on design, content, and solutions specifically for women, with the goal of motivating the community at large to adopt beneficial social and behavioral changes. Topics in ZMQ's content library range from gender-based violence and animal abuse to tuberculosis treatment and entrepreneurship skills; content development depends on the programming partner (Heifer International, USAID, Philips Foundation, Vodafone Foundation, and others). While developed for women and girls, digital comics are also popular with the entire community as a source of both entertainment and development content.

A digital comic addressing the risks of home births

Edutainment-based approaches have long been successful at providing engaging user experiences, effective learning, and improved information retention. ZMQ works with local women's and media groups to prioritize content and develop compelling scenarios, quizzes, and games, all led by female characters or avatars who resonate with women and girls. Digitized, localized content developed for Talking Books or IVR can be used to form CARE-specific digital comics, bringing gender justice (and any CARE focus area) content to "life." While focused on low-literacy populations, ZMQ employs same-language subtitling (SLS) to support word recognition and build nascent literacy skills. SLS has been used extensively on Indian television since 1996 and has been credited with teaching low literate—and hearing challenged—people how to both read and write.[3]

The Digital Comics platform has an integrated assessment system to monitor and evaluate individual users or groups such as VSLAs. These data points help ZMQ and partner organizations recognize knowledge gaps, detrimental beliefs and practices, and women's and girls' interest and capacity for risk-taking in a "safe" digital environment. The standard ZMQ package includes: six comic books per topic (designed as microlessons under five minutes), training guides for field partners, pre-testing, and promotional materials. A collection of six comics costs $150,000.

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[3] https://uil.unesco.org/case-study/effective-practices-database-litbase-0/reading-billion-same-language-subtitling-india

AIFluence

AI platform to identify and compensate local "influencers"
Promotes development/empowerment messaging directly to and from impact groups
Partnerships with Meta and TikTok (exclusive African partner)
Health messaging being piloted through CARE Nigeria and Meta Health

AIFluence, developed in Kenya, is an AI-based platform designed to create influencer-driven marketing campaigns featuring local spokespersons. As businesses and brands rely more on top social media influencers to push their products to hundreds of thousands, even millions, successful influencers are often sought after and well-compensated for their endorsements. AIFluence's philanthropic arm endeavors to identify and engage local influencers in low-income communities to positively affect development campaigns "close to home," such as health, WASH, and countering misinformation. Pilots on these topics are currently being tested across Nairobi slums; effective influencers benefit from larger followings as well as financial gain. A large corpus of research discusses the social, spatial, and economic characteristics of slums that make them ripe for rumor-spreading and the proliferation of false information that can cost lives. The internet and social media have only compounded the threat of disinformation and its consequences. As in all communities, certain local leaders rise to prominence and hold great influence over popular opinion. Additionally, women and girls are the original social networks and can have great power in managing community information. As one report states, "Knowledge is social currency" in female circles.[4]

AIFluence is partnering with CARE Nigeria and Meta to identify health influencers; the organization is keen to expand and help empower more women and girls in urban settlements through the channels they already use. Using their proprietary algorithms, AIFluence detects these local influencers through the number of posts/re-posts and the number of followers an account has. Sentiment analysis is also used to gauge how posts are received—in either a negative or positive light. On-the-ground interviews are also conducted to ascertain influencer reputation and solicit peer recommendations. Once influencers are identified, AIFluence can work with NGOs to create campaigns that these influencers then manage. Much as influencers are assessed, these social media campaigns are also measured through traditional marketing and reporting metrics, as well as sentiment analysis on comments. AIFluence can also run an online, self-administered survey that measures changes in knowledge, attitudes, and practice. Facebook, Instagram, Twitter, and TikTok data are accessible to AIFluence; WhatsApp data is more challenging due to the platform's privacy protections, although evaluators are sometimes able to join open groups.

AIFluence works with influencers to educate them on campaign messaging and best practices in social media communications; there are also weekly check-ins to see how topics are being discussed and if any messaging needs to change. All influencer posts are checked prior to publication to ensure they align with the campaign. Influencers are expected to respond to comments and to reach out to AIFluence for help with questions when they do not know answers or are hesitant to deliver sensitive information. When influencers reach a certain threshold, they are financially compensated. AIFluence campaigns start at $20,000 for 6 weeks; after 10 weeks, there is reduction in returns. AIFluence is only available in denser populations where there are active social networks. The company has tested its model in peri-urban and rural communities to little effect. AIFluence can conduct surveys and endline reports for an additional $5,000, and all reporting data is delivered to the NGO without personally identifiable information. This platform holds promise in its larger relationships with Meta and TikTok, as both companies have significant digital inclusion and social and corporate responsibility directives.

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[4] https://www.forbes.com/sites/bridgetbrennan/2017/08/01/when-it-comes-to-marketing-women-are-the-original-social-network/?sh=d557ef8596d5

GSMA: Mobile Internet Skills Training Toolkit

General smartphone and KaiOS/feature phone training
Use by trainers and "digital champions"
Localized into several key languages
Supported by large community of users, partners, and funders

Given the lack of standardized basic digital literacy training, coupled with women's and girls' documented lack of confidence with technology, GSMA's Mobile Internet Skills Training Toolkit (MISTT) fills an important gap in skills acquisition trainings. MISTT offers a set of free resources to teach people the basic skills they need to access and use mobile internet, which is the most prevalent mechanism for internet use outside of Western contexts. MISTT was designed to support a "train the trainer" (ToT) approach but could also be utilized directly by other digital champions or turned into localized content and posted across social media channels. MISTT content consists of microlessons in PDF and video formats that can be easily adapted to local needs and languages. GSMA states that the toolkit content has been used by over 50 million people in 27 countries.

The full training toolkit is available in English, French, Spanish, Bengali, Swahili, Kinyarwanda, Hindi, Urdu, Shona, and Ndebele, with some modules localized into Pidgin, Yoruba, Tamil, Spanish, and Universal Sign Language (Africa). There are both microlessons and in-depth, hour-long learning modules that cover WhatsApp, YouTube, Google, Wikipedia, Facebook, KaiOS, Android, mobile money (including SIA's "Hey Sister" which has been used in some VSLAs), assistive technology, and safety and cost. Each module includes: a variety of training guides depending on training context, posters and quick reference guides, training questions, and over 200 standalone visual aids that can help users with more advanced tasks like blocking users, clearing browser history, accessing accessibility settings, and selecting different languages for Wikipedia. Some versions of the MISTT include training on regionally popular social networking applications like Ayoba; this training platform could be extended to include Chomoka training.

Mobile network operator partners—such as Tigo in Rwanda and Reliance in India—have reported increased data usage, greater numbers of subscribers, higher data revenues, and lower incremental costs per customer. In Bangladesh, there was a 228% increase in mobile internet usage by subscribers, and a MISTT pilot in Benin reported a 427% increase in data use by customers. In-country partners, VSLA digital champions, and mobile money agents can host trainings using different modalities depending on literacy levels and user preferences, as featured here in poster and video format.
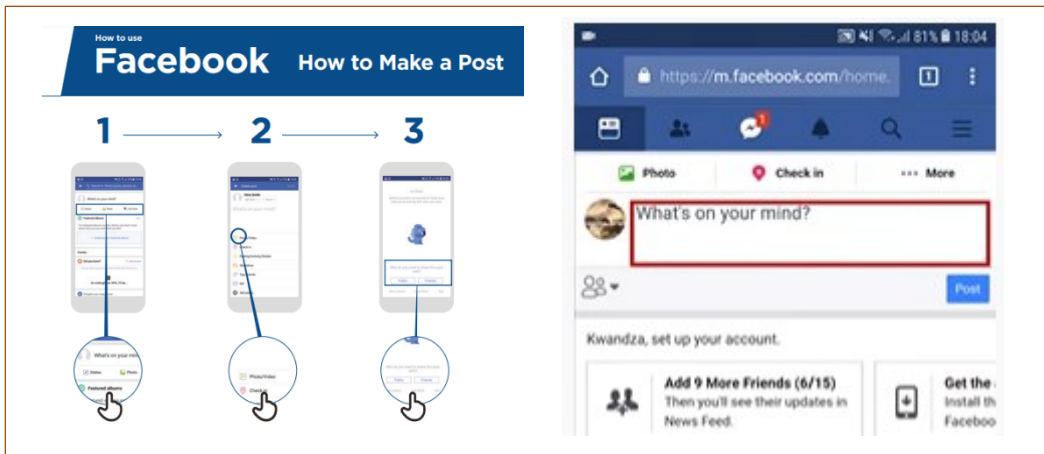
MISTT modules: creating a first Facebook post

Bluetown

Last-mile connectivity with offline cloud option to lower connectivity cost
Offline cloud can host any content as a digital library – does not require network connectivity
Extensive use in programs aiming to close the gender digital divide
Solar power with battery backup
Proven rent-to-own phone model

BLUETOWN provides Wi-Fi services and content to unconnected rural communities across Africa, India, the Middle East, and South America and has a specific focus on addressing the gender digital divide. It is one of only two companies to receive a second round of funding in USAID's WomenConnect Challenge and is closely aligned with gender and DEI strategies across multiple high-tech partners. BLUETOWN has an extensible model that makes it a viable growth partner in communities where connectivity and content needs will grow and change as users become more sophisticated and as connectivity coverage increases in remote areas.

BLUETOWN's complete system includes a base station (a central hub for wireless network communication) that can connect to fiber, microwave, or satellite networks—or to no commercial network at all. The system hinges on a "local cloud" software solution that caches internet content and serves as a local digital library so that users do not incur data charges. This is especially attractive to BLUETOWN's female users who often do not have the income to buy data packages; it also makes development content available in communities that have no connectivity at all. While designed to provide content to unconnected communities, the local cloud is also beneficial in countries where internet outages are common. Even in communities with internet access, the local cloud provides essential content for free, serving as a public good.

One BLUETOWN base station can support up to 200+ individual Wi-Fi hotspots with 5Ghz transmission up to 15 km, depending on geography. Women's collectives in BLUETOWN's four global regions have made extensive use of the local cloud to access agricultural, health, educational, and disaster preparedness content that would otherwise have been inaccessible to them. BLUETOWN runs on solar energy with a battery backup. BLUETOWN kits can be purchased for approximately $10,000-$20,000 USD, depending on configuration ($5,000 for the local cloud only) and connectivity. BLUETOWN has piloted rent-to-own smartphone programs and offers curriculum to teach digital literacy, network and device maintenance, and income-generating opportunities related to network sustainability. BLUETOWN is currently partnering with CARE Denmark on the WeGrow project in Ghana, which will continue through 2024.

BLUETOWN rural connectivity platform

HelloWorld

Last-mile connectivity
Computer hub model – eight secure computers, solar electrification, charging stations
Requires network connectivity
Active deployments in Uganda and Nepal
Celebrity endorsements

Computer science students often write "Hello World" as their first line of code. In this case, Hello World provides the first real connection to computers for non-coders. HelloWorld Hubs endeavor to open the world to remote communities through standalone computer labs that can be erected by community members. HelloWorld is currently focused on children's education; the content on the computers can run any software that may be useful for women's and girls' skills building while also empowering the larger community with digital access. Twenty-five Hubs have been built and deployed in Uganda alone, with a goal of adding 60 more in 2023. Local teams from HelloWorld teach communities to build and maintain the Hubs, equipping people—especially women—with sustainable, transferable engineering skills. In communities where women migrate less than men, the women can oversee two key utilities (internet and electricity), giving them greater visibility and status in the community while potentially creating income-generating opportunities.

Hubs include eight secured computers, and Wi-Fi is available to those who have phones with hot spotting capabilities. The Hubs are fully lit at night, making them safe community spaces; these spaces could also serve as VSLA meeting areas. HelloWorld commits to five years of internet connectivity and hardware support. Unlike BLUETOWN, the HelloWorld Hubs currently require internet access through internet service providers or mobile network operators and do not have an offline or "local cloud" option. However, the company is willing to partner with CARE to create Hubs that work both offline and online, so that remote communities can still access information. Remote customers can then upgrade to using the internet if and when it comes to their area. The current ISP partner in Uganda is Roke Telkom.

A *60_decible* evaluation of HelloWorld in Uganda reported that

- 97% of users felt their lives had 'improved' or 'very much improved' since Hub introduction
- 85% of users did not have access to an alternative online information source/the internet
- 81% of Hub users used the Hub to learn something new.

Hub equipment costs $13,000 USD, which included maintenance support and training. Internet connectivity costs an additional

A new Hub installation near Gweke, Uganda

approximate $1,500 a month. HelloWorld has garnered attention from Sugata Mitra, who created the famous Hole In the Wall public computer system in Indian slums and received endorsements from Mitra himself, as well as Hugh Jackman, Joanna Lumley, Tina Fey, and other activist actors, which may be useful for marketing and fundraising purposes.

Hiveonline

Last-mile digital finance with offline transaction support

Runs on low-energy blockchain for low-cost, low-carbon footprint

Offers a lower-cost alternative to most mobile money systems

Levearges fiat-backed currencies for economic resilience

Mobile money has the potential to close economic gender gaps, making it an important component in any digital gender justice discussion. However, the field of "digital inclusion" (which includes access, content, and the gender digital divide) and the field of "digital financial inclusion" are often separated by donors and development programs. Often, digital inclusion initiatives partner with high-tech companies, whereas digital financial inclusion efforts are often part of economic growth or market-based approach teams and backed by financial organizations. While this distinction may seem small, it results in a lack of coordinated efforts between connectivity and economic empowerment. Hiveonline bridges these two fields by enabling women and girls to use mobile money services in unconnected communities, where gender injustices are compounded by a lack of access to information and opportunities. Hiveonline enables "unbankable" women—those who have no formal credit or who live in areas devoid of commercial banking services—to transact safely and securely.

Hiveonline is a blockchain-based platform, which means it offers an immutable record of transactions, making it valuable in insecure areas where paper records can get lost or for populations who migrate between countries and currencies. Women comprise most informal cross-border traders and are at risk of authorities and criminals who demand bribes, steal their wares, and worse. To further support security and avoid market volatility (as well as regulatory and legal issues), Hiveonline uses the Stellar blockchain, which relies on stablecoins, digital currencies tied to fixed assets (like gold) or fiat (government-issued) currency. To increase the number of "bankable" women, Hiveonline is designed for low-connectivity, low-literacy/skills environments, thus lowering the barriers to using mobile money. Women can transact offline until they have access to the internet, where the software then synchronizes all data. This works for women and girls who may visit a town or marketplace every week or month but need to record and execute daily financial activities. A VSLA in a rural, unconnected region could use Hiveonline to manage savings and expenditures digitally, storing transactions securely until connected to the internet.

Hiveonline is only one example of blockchain technologies that could directly support VSLA members or other women's groups. It could be used in conjunction with Chomoka, which is designed specifically for CARE VSLA use. In this scenario, women and girls would use Chomoka to manage their finances, but instead of being limited to cash and traditional mobile money transactions, users would transact in e-vouchers, partial shares, physical goods, carbon credits, and other tradeable digital assets that could be more useful and profitable than cash. The popular M-PESA service is starting to support Hiveonline, and CARE Denmark has already used Hiveonline in a pilot in Niger.

Digital currency creates an extra level of resilience and flexibility for rural women who are most at risk of economic downturns and who bear the consequences of climate change and conflict. The ability to reconcile transactions offline only increases Hiveonline's utility by enabling remote and unconnected women to "leapfrog" traditional mobile money solutions and instead engage in high-impact, forward-facing solutions that connect them to advanced economic opportunities. Hiveonline installations begin at $25,000 for basic eMoney management; the price increases when integrating with other applications and supply chains outside of standard banking.

FarmStack

Data aggregation service for smallholder farmers, especially women
Puts the control of data – and its monetization – in the hands of women
Built by a highly-recognized organization with strong funding support
Could be extended for VSLA use and other value chains

FarmStack is built along the premise that farmers, especially female farmers, should own their agricultural data and be able to use it as an asset for better credit and services. Many rural VSLA members are smallholder farmers, and women smallholder farmers are often at a huge disadvantage when accessing e-agriculture services,[5] when being considered a unique customer segment by agricultural service providers,[6] and when encountering rampant gender bias along the agricultural value chain.[7] One answer to removing gender bias and empowering women agriculturalists is data: letting women control their farming and financial data to use as leverage with agricultural service organizations. Digital Green, a stalwart in digital programming that focuses primarily on women, has created an open source protocol, FarmStack, that enables women (and all farmers) to own and act upon their agriculture data.

FarmStack fosters coordination across the agricultural ecosystem while protecting privacy, security, and control over how data is used and shared. Women's agricultural collectives, which could include VSLAs, can use their production data to negotiate better inputs, sales, and services. The women themselves manage their data directly through a data wallet and can explicitly share valuable information without ever sharing their names, gender, or other personally identifiable information (PII). Group data, rather than individual data, increases the purchasing and negotiating power of women farmers; these data can also be purchased by research organizations tracking the effects of climate change or other potential purchasers of data. FarmStack can also link women to government agricultural networks and programs that can, in turn, access data on regional and local agricultural trends and program uptake.
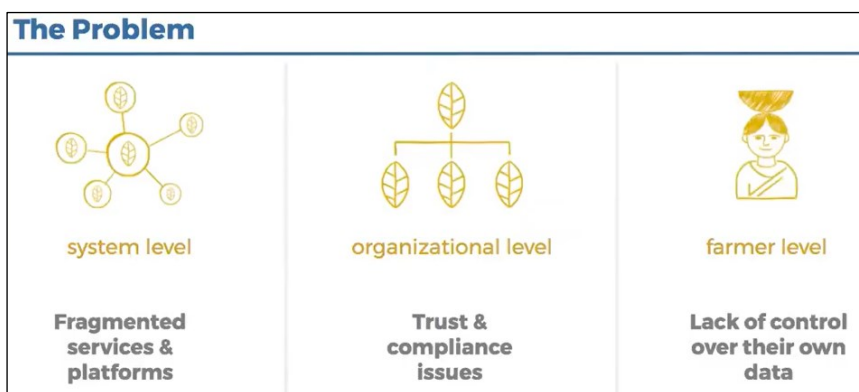
Solving ecosystem-wide data security issues

FarmStack's secure, open-source protocol will work with all major database connectors and has been used in both centralized data stores (Microsoft Azure and Amazon Web Services) as well as distributed databases (blockchain). By securing PII, both farmers and service providers are able to maintain anonymity to their mutual benefit – buyers do not have to disclose prices to competitors, and sellers can use their data to increase their agency and "bank" on their transaction history. In Ethiopia, 3.5 million wheat and dairy farmers (70% of whom are women) are using FarmStack to close the gender agriculture production gaps and demand better government extension services. FarmStack is licensed for commercial use under an Apache License 2.0.

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[5] https://www.agrilinks.org/post/why-women-arent-using-your-ag-app
[6] https://pdf.usaid.gov/pdf_docs/PA00WRBB.pdf
[7] https://www.newsecuritybeat.org/2011/06/women-in-agriculture-closing-the-gender-gap-for-development-and-world-hunger/

World Pulse and Civi

Platforms to catalyze proactive activism

Focus on problems specific to women and youth in safe environments

Global galvanization around issues

World Pulse is the premier platform for women activists, engaging 80,000 women across 227 countries and territories. The organization promotes a safe digital refuge where women unite to tell their stories, share resources, start businesses, support each other to run for political offices, and launch movements. As a community of changemakers, World Pulse members demonstrate that online activities can translate into effective offline, or "real world," change. Many of World Pulse's key programs, such as the Changemakers and Digital Ambassador programs, echo the objectives of CARE's *Girls' Activist Package* and other movement mobilization efforts. CARE's powerful advocacy work has been primarily an internal operation; in contrast, World Pulse would engage women affiliated with CARE programming on the ground to be strong, local voices made global. Recently, World Pulse developed a Women's Digital Empowerment Training Suite to help local and regional activists better leverage technology and more effectively use their voices in online venues. As with FarmStack and other recommendations, CARE would be able to create a CARE-specific dashboard within World Pulse to track impact by local women and girls involved with CARE. The four World Pulse training courses include basic digital skills, safety and security, digital storytelling, and online advocacy, customizable for regional issues. This would enable women and girls to further increase their agency and work for gender justice on a trusted CARE platform. A white label version of the digital skills and impact platform starts at $25,000; Oxfam and ProMujer are both pursuing this option to support the changemakers in their communities.

One of thousands of digital stories on World Pulse

Civi, being piloted by CARE in Georgia and Burundi, has a focus on youth and peacebuilding. In both countries, digital youth civic engagement is an important gender equality, peacebuilding, and post-conflict reconciliation. Both country teams have introduced Civi to assist youth activists in addressing polarization and disinformation challenges and engaging decision-makers. Unlike other major social platforms, this platform enables youth to create meaningful and safe connections with peers who hold different viewpoints from their own. Civi helps youth users identify issues they care about, discover where they fall on the political spectrum, and recommends peers with opposing views. Users are rewarded for how respectful they are to others. Civi installations start at $15,000 per country/localized version.

1. Reggie sees an ad on social media or is invited by a friend
2. He sets up his profile, selecting topics he's most interested in and where he falls on the issue
3. He starts looking for people to engage with, swiping right for those profiles that interest him
4. If someone also swipes right for him, he gets notified of a new match
5. He then reaches out to his matches, like Jennifer, to kick off a conversation
6. After the discussion has progressed, they are asked to rate how respectful the other person has been to them

Civi user journey

Organizations focused on closing the gender digital divide

CARE is active in many technology and digital inclusion partnerships, such as DIAL and NetHope, as well as organizations that focus on specific areas including mobile health and digital finance. The following policy and technology organizations have specific gender justice components to their charters and objectives.

N50
N50 is a new collaboration that promotes EDGE computing for development and humanitarian partners. It was founded by Geeks without Frontiers, Intel, Dell, American Tower, World Wide Technology (WWT), and academic institutions to support innovative, low-cost, last-mile connectivity and regulatory reform. N50 is technology neutral, "working for the benefit of communities that have been historically marginalized due to location, socio-economic status, gender, race, beliefs, or ability."[8] World Vision recently joined N50 as an EDGE computing partner to support Ukrainian refugees and those displaced within the country; there are also over 30 industry-led projects in the pipeline that will bring effective online/offline connectivity and content solutions to remote and rural communities. N50 aims to follow the NetHope model of community membership and has actively approached gender and technology specialists to initiate a focus area on gender equity in digital access and use. Partnership with N50 would enable CARE to lead this new gender working group and would require that CARE actively participate in the N50 community of practice and launch or participate in at least one N50 project annually (both BLUETOWN and HelloWorld collaborations would achieve this objective). N50 is very enthusiastic about potential CARE partnership and would be a strong promoter of CARE digital inclusion programming, as well as willing to collaborate on identifying funding opportunities.

Global Digital Inclusion Partnership
GDIP is the premier internet policy, advocacy, and research organization that focuses on reducing internet connectivity costs and policies that hinder digital inclusion in low- and middle-income countries. GDIP espouses "meaningful connectivity"— a benchmark measure of whether someone can regularly access the internet on an appropriate device with sufficient data and a fast connection. GDIP is committed to closing the gender digital divide and reports that "men who are online are more likely to have meaningful connectivity than women who are online. These disparities exist even in countries that have closed the gender gap in basic access, such as South Africa and Colombia."[9]. GDIP brings a gender lens to recommendations on mobile broadband pricing, Universal Service Fund allocation, and other policy mechanisms that could greatly impact the gender digital divide. NGO membership in GDIP starts at $5,000 and provides many opportunities to collaborate with prominent players from the private, public, and civil society sectors to address equitable access.

EQUALS
Founded by the UN's International Telecommunications Union (ITU) and championed by Doreen Bodgen-Martin, Director of the Development Bureau of the International Telecommunication Union (ITU-D) and candidate for ITU Directorship, EQUALS is the only organization that focuses specifically on accelerating the implementation of Sustainable Development Goal 5, Target 5B: "Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women." While it has undergone many changes since its inception, and continues to reinvent itself, EQUALS remains a strong research and advocacy organization through the commitments and work of its members, including GSMA, Research ICT Africa, OECD and individual countries, People Centered Internet, the Association of Progressive Communication, UNESCO, many NGO partners, Internet Society, and a number of leading foundations and universities, all of whom

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[8] N50 internal. "N50 PARTNER AGREEMENT"
[9] https://a4ai.org/research/advancing-meaningful-connectivity-towards-active-and-participatory-digital-societies/

have contributed research and program data.[10] EQUALS' goals include: achieving equal access and use of digital technologies by 2030; empowering women and girls in acquiring skills that will help them become both ICT users and creators in the digital world as well as in broader STEM fields by 2030; and supporting women as ICT leaders, creators, and entrepreneurs by 2030. Partnership requires committing to play an active role in the network through EQUALS project work, financial contributions, leveraging and blending networks, and providing in-kind support. Member fees are not listed on the website.

Global Partnership for Action on Gender-Based Online Harassment and Abuse

The Global Partnership, founded by several Western hemisphere countries in 2022 at the Summit of the Americas, aims to bring together countries, international organizations, civil society, and the private sector to better prioritize, understand, prevent, and address the growing menace of technology-facilitated gender-based violence, which has the potential to keep even more women and girls offline. The Global Partnership brings together a core set of partner countries to jointly commit to a Year of Action. In consultation with government partners, international organizations, academics, civil society, and the private sector, The Global Partnership seeks to improve the response to technology-facilitated gender-based violence and to promote effective prevention strategies. Current members of the Global Partnership for Action on Gender-Based Online Harassment and Abuse are Australia, Denmark, New Zealand, the Republic of South Korea, Sweden, the UK, and the U.S. CARE's government affairs and public policy leaders may want to pursue avenues to engage with this partnership in order to affect policy and influence funding for this real and present danger to women and girls.

EDISON Alliance

Another high-level effort to watch is the EDISON Alliance, which is sponsored by the World Economic Forum. Announced in 2021 at the Davos Agenda 2021, the EDISON Alliance is a coalition of industry, civil society, and government entities committed to closing the digital gap through the 1 Billion Lives Challenge. This alliance engages cross-sector industry partners in addition to high-tech companies in order to bridge digital inclusion efforts and advance the goals of the SDGs, as "all sectors of the economy need to be mobilized" through ICT.[11] Members include the ITU and UNICEF as well as the gender digital inclusion organization Development Opportunity Trust and a few other NGOs.

Other organizations to watch and consider include feminist internet efforts such as Pollicy, the Feminist Internet Research Network, and the A+ Alliance.

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[10] https://www.equalsintech.org/commitments-list
[11] https://www.weforum.org/impact/digital-inclusion/