

Bridging the Digital Divide

by digitalising Ethiopian Women's Savings Groups

WHAT

This pilot Kickoff meeting on "Bridging the Digital Divide by Digitalising Ethiopian Women's Savings Groups" is aimed at planning the implementation of digitalising 5000 savings groups.

The event is part of a collaboration aimed at reducing the digital divide by digitalising already existing women's savings and loans groups.

The project will commence with a pilot of digitalising 5,000 women's savings and loans groups thereby increasing the digital literacy of at least 100,000 Ethiopian women while laying the foundation for scaling this effort as well as for financial inclusion of these low-income women.

WHY

Bridging the digital divide related to women in Ethiopia will be a key driver for ensuring stable economic growth and ensuring women's access to education, decision making and financial mobility.

A main barrier though, is the lack of relevant technology for low-income women, that is

- ✓ Useful for the context and existing processes in the everyday life of this segment
- ✓ Co-designed with these users thereby ensuring that it is fitting for the logic, level of reading skills and digital literacy of this segment
- ✓ Embedding training in the technology thereby reducing barriers to starting using this technology and heightening the digital literacy level of the users
- ✓ Available in Ethiopian languages
- ✓ Accessible and affordable to this segment.

WHO

To deliver on reducing the digital divide of Ethiopian women and accelerate the development of Ethiopia's Inclusive Digital Economy, Ministry of Women, Children & Youth (MoWCY), Ministry of Innovation (MiNT), Federal Cooperative Agency (FCA), and Jamiipay are partnering to digitalise Ethiopian women saving groups.

Jamiipay, a Danish technology company with Ethiopian focus, has designed a Savings Group Mobile Application together with Ethiopian women in savings groups for digitalising the recording of meeting activities.

This technology presents an opportunity for improving digital literacy of this segment and the concrete usage of digital services (including finance).