

WIDEF

Scaling Private Sector Solutions to Tackle the Gender Digital Divide

July 31, 2024

Informational webinar

**Application window now
open (until Sep 12):**

Technical
assistance round

For:

Private sector enterprises
(>249 employees)

Type of support:

Tailored technical
assistance only





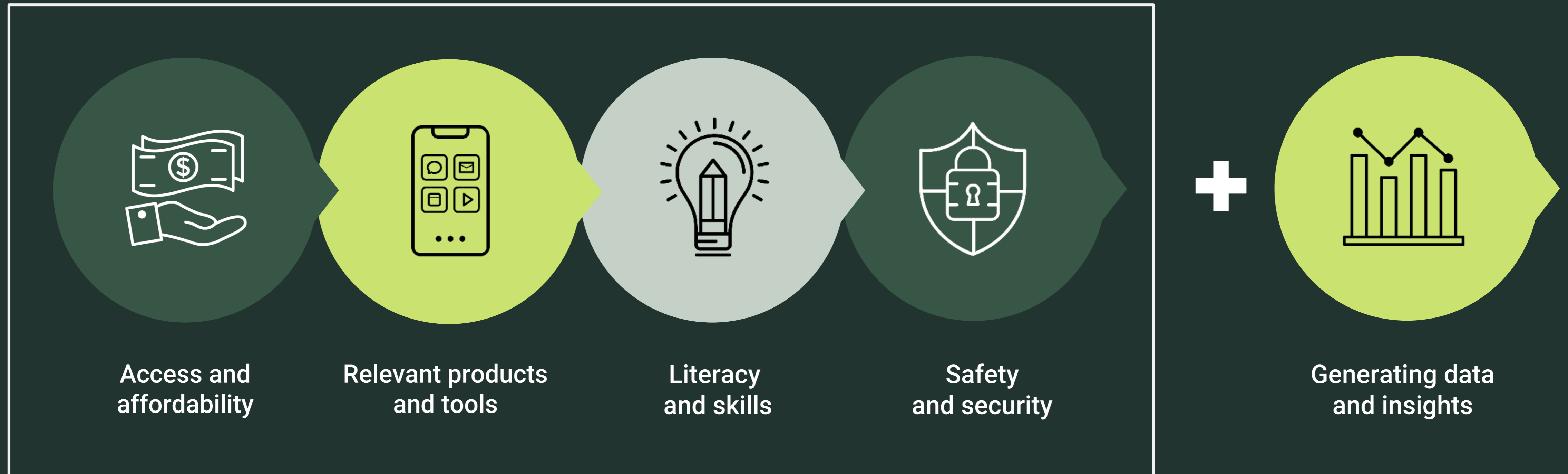
What is the Women in the Digital Economy Fund (WiDEF)?

WiDEF accelerates progress to close the gender digital divide by scaling evidence-based, proven solutions.

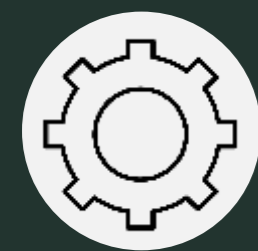
This is a groundbreaking USD \$60 million fund whose founding partners are USAID and the Bill and Melinda Gates Foundation. It is managed by CARE, The Global Digital Inclusion Partnership (GDIP), and the GSMA Foundation.

Key priority areas

All solutions must address two of the key priority areas, plus generate data and insights



What we offer



Tailored technical support from experts worth between \$50K-150K USD



Data, insights, and expertise on the gender digital divide



Learning exchange opportunities with other WiDEF Accelerator awardees



A spotlight on your work

...and what we don't:



Grant funding



Building new software/system/product



Support for ongoing business-as-usual activities



Implementation on your behalf

Technical assistance opportunity for solutions that:

1

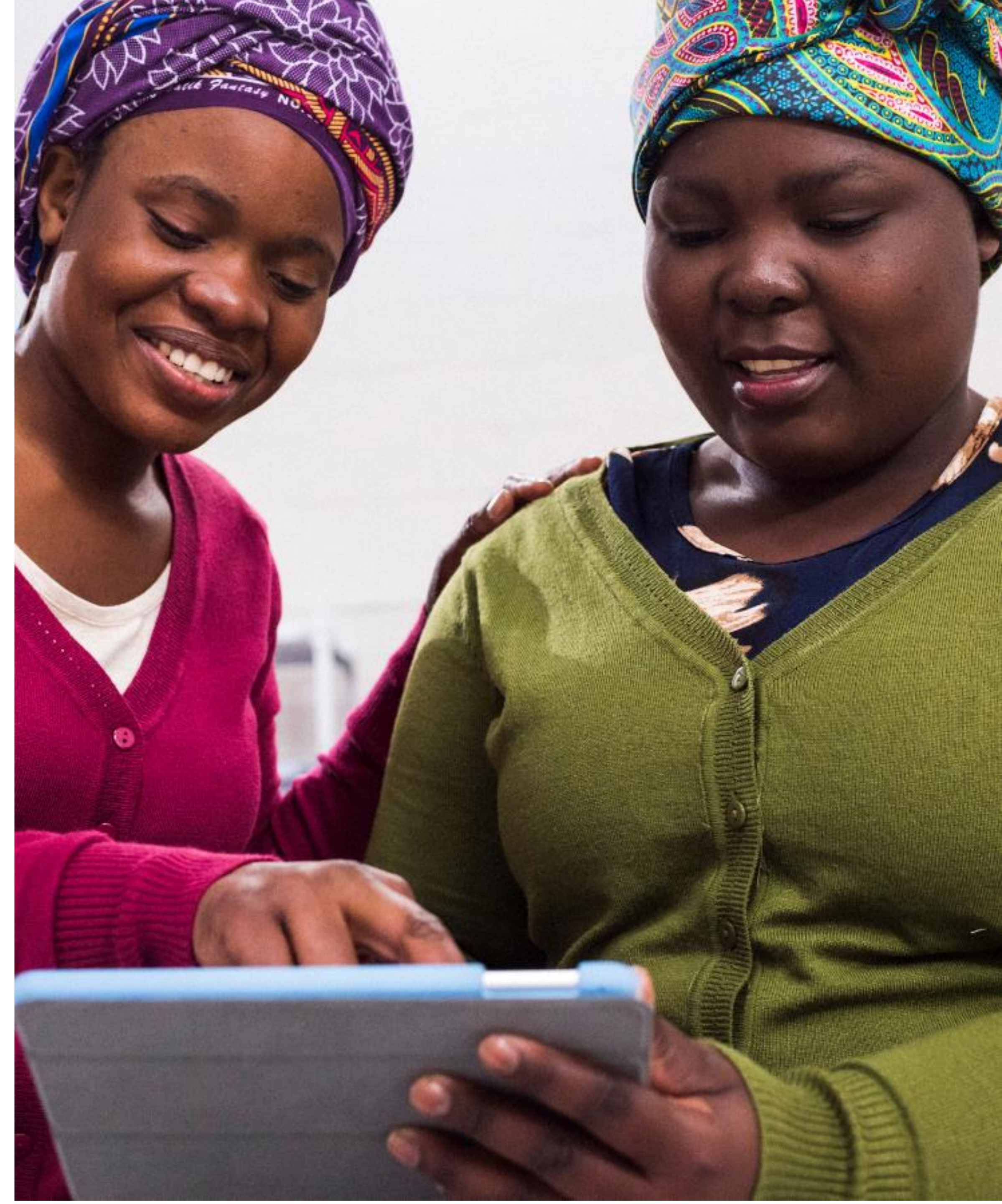
Drive digital inclusion for women through meaningful access to and use of digital technology, particularly smartphones and the internet.

2

Significantly close the gender digital divide in their context.

3

Are commercially sustainable and scalable.





Eligibility criteria

- Large enterprise (> 249 employees)
- Proven digital inclusion solutions
- Addresses at least two of the four WiDEF priority areas
- Commercially sustainable and scalable solution
- Commitment to gender equality and underserved inclusion
- Local presence or partnerships to deliver the solution
- Projects delivered in countries where USAID operates (with some exceptions)

Who is ineligible?

- Governments, government-owned agencies (or appointed government agencies)
- UN Agencies and multilateral organizations
- Non-profits/NGOs
- Enterprises with fewer than 250 employees (MSMEs)
- Universities or academic organizations



Examples of technical assistance

(this is a non-exhaustive list)

Research

- Understand the barriers and needs of underserved segments of women to inform actions to improve product and services offering

User testing / design sprints

- Enhance design of specific products, approaches or services to ensure they better meet the needs of underserved women

Product adaptation / iteration

- Analysis of service usage data, user feedback and further design research

Business modeling

- Support for scaling planning

Evaluation

- Of existing solutions to inform changes/replication



Evaluation criteria

Impact of solution and approach

- Identify the biggest barriers in the market the solution will address and show alignment with at least two WIDEF pillars.

Quality of evidence

- Provide evidence or pilot results showing the solution's effectiveness.

Need for technical assistance

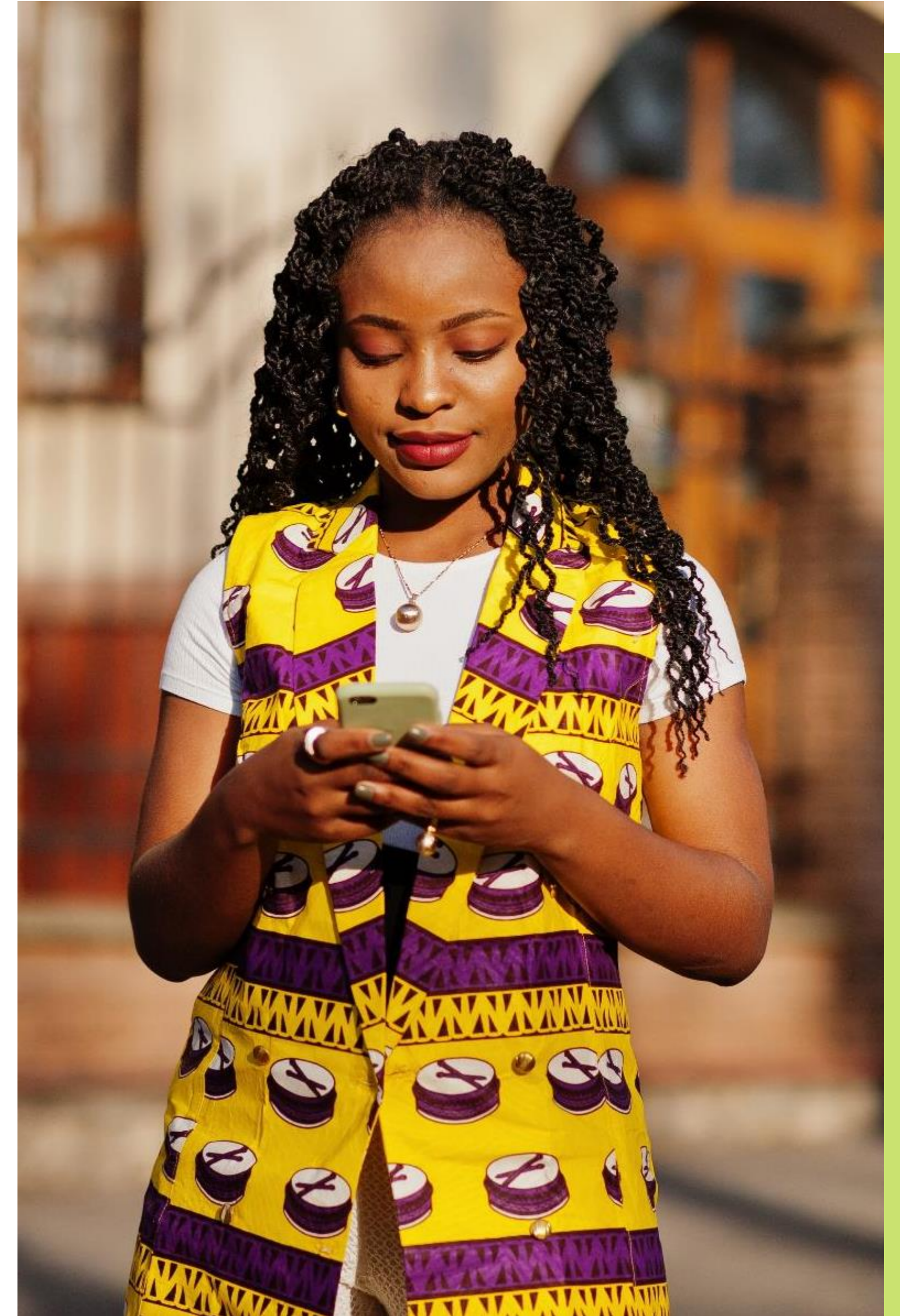
- WIDEF's support to help de-risk investment and justify how the TA can unlock the opportunity for inclusion

Organisational capacity to deliver

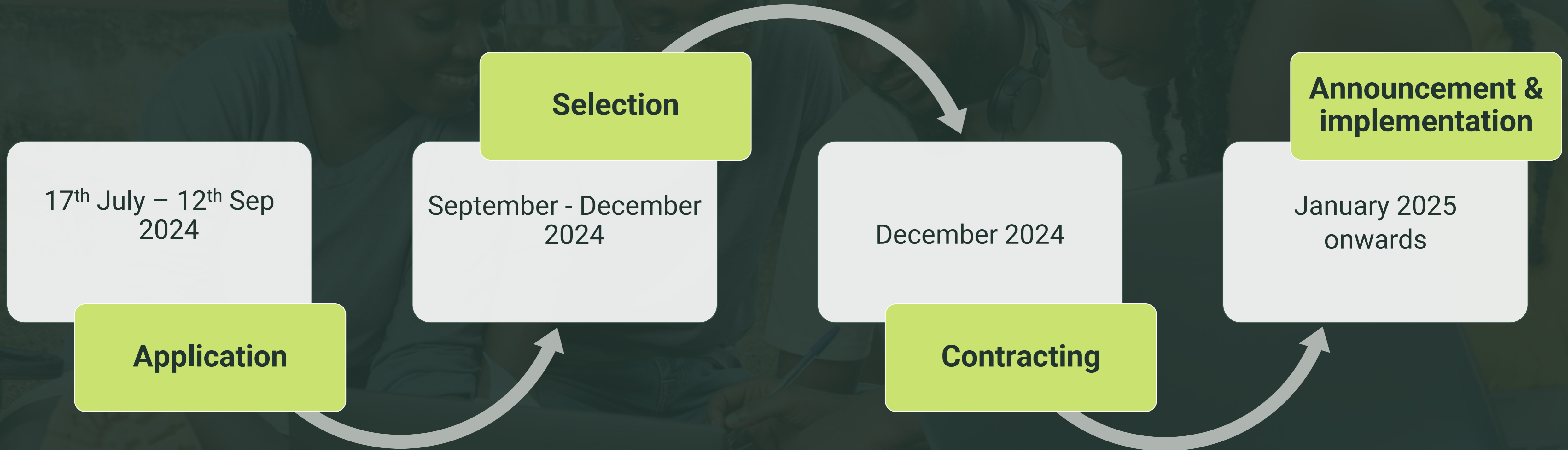
- Demonstrate your track record in digital inclusion and commitment to gender balance.

Sustainability and scale

- Highlight the potential to achieve scale and show how the solution aligns with the company strategy.



Selection process and key dates



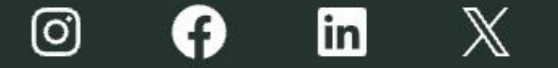
More information?

widef.global/funding/

WIDEF

Women in the Digital Economy Fund

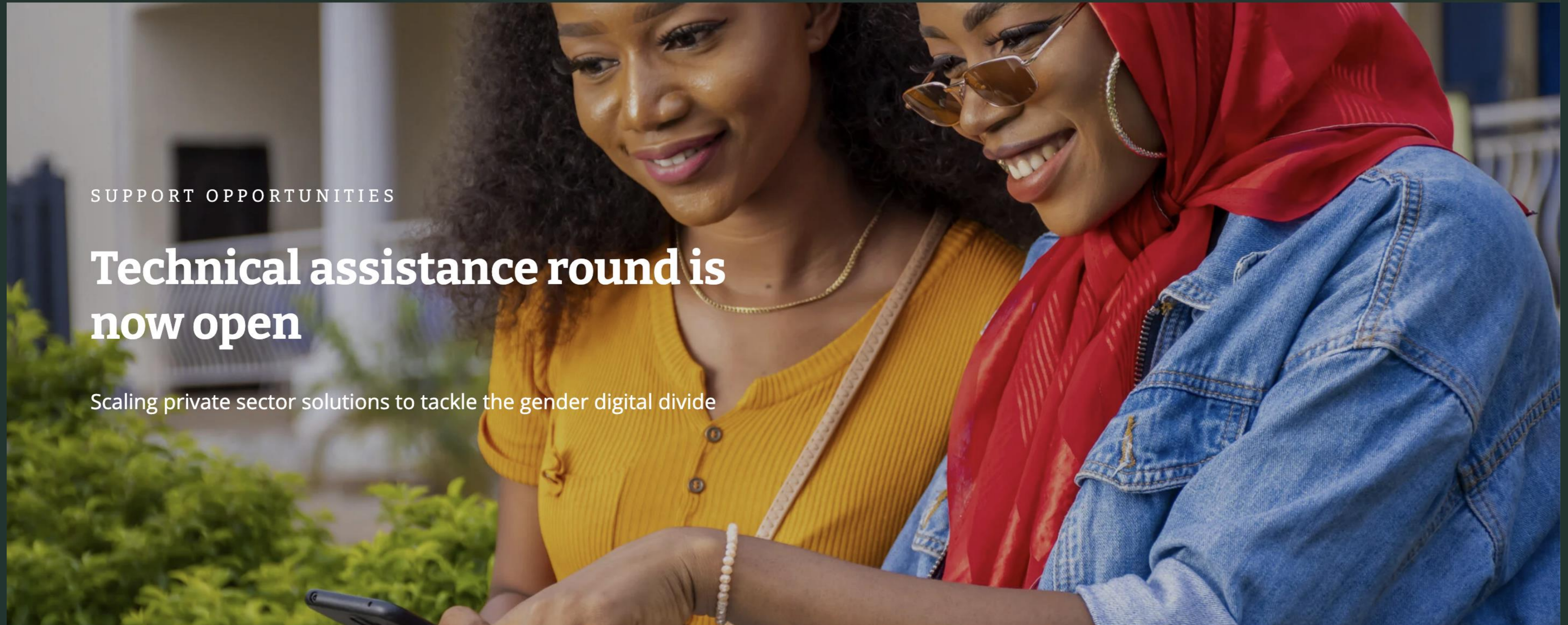
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SUPPORT OPPORTUNITIES

Technical assistance round is now open

Scaling private sector solutions to tackle the gender digital divide



Request for application

Locating application document on WiDEF webpage



WiDEF is committed to closing the gender digital divide by scaling evidence-based, proven solutions that improve women's livelihoods, economic security and resilience.

We aspire to shift the trajectory of digital ecosystems so that women and marginalized populations, including youth and young women, disabled, indigenous, LGBTQI+, and rural women, have equitable access to safe, affordable, and meaningful online participation.

Find out more about the latest round of technical assistance.

[Apply now](#)

[Essential Information](#)

Note: The WiDEF application is hosted on the GSMA Innovation Fund portal. Please proceed to submit your application.



Request for applications document



ds/2024/07/WiDEF-TA-round2024_12pp_ACCESSIBLE.pdf

Request for applications 1 / 12 | 100%

WiDEF

Women in the Digital Economy Fund

Request for applications: Technical assistance for large private enterprises to tackle the gender digital divide

This WiDEF request for applications invites large private sector enterprises to apply for technical assistance to scale solutions to help close the gender digital divide. Successful enterprises will be provided with bespoke technical assistance to scale products, services or approaches that can significantly increase women's access to and usage of the internet in the context of the digital economy. This call for proposals seeks to accelerate proven solutions addressing the barriers women face to using the internet including availability and affordability, relevant products and tools, literacy and digital skills, and safety and security.

We welcome applications from enterprises working in different sectors, digital and other, who have the potential to significantly increase digital inclusion for women. These could include those working in the digital sector (e.g. mobile network operators, internet providers, OTT (Over the Top) service providers, fintech) or those working in specific sectors where they are addressing or aspire to address key barriers to digital inclusion for women (e.g. education, agriculture, health).

01. Objective

Women make up almost half of the world's population, however only 65% of them use the internet¹,

How to register to apply

Registration page



Login (all fields required)

Sign in

[Forgot Password?](#)

New to the Online Portal?

To be considered for funding, the first step is to complete our registration form. Please click the "Register" button below to start.

You will receive an automated email notification asking you to verify your email address. Once verified, you can access the portal and our application forms. Should your funding application be successful, the portal will give you access to our reporting templates.

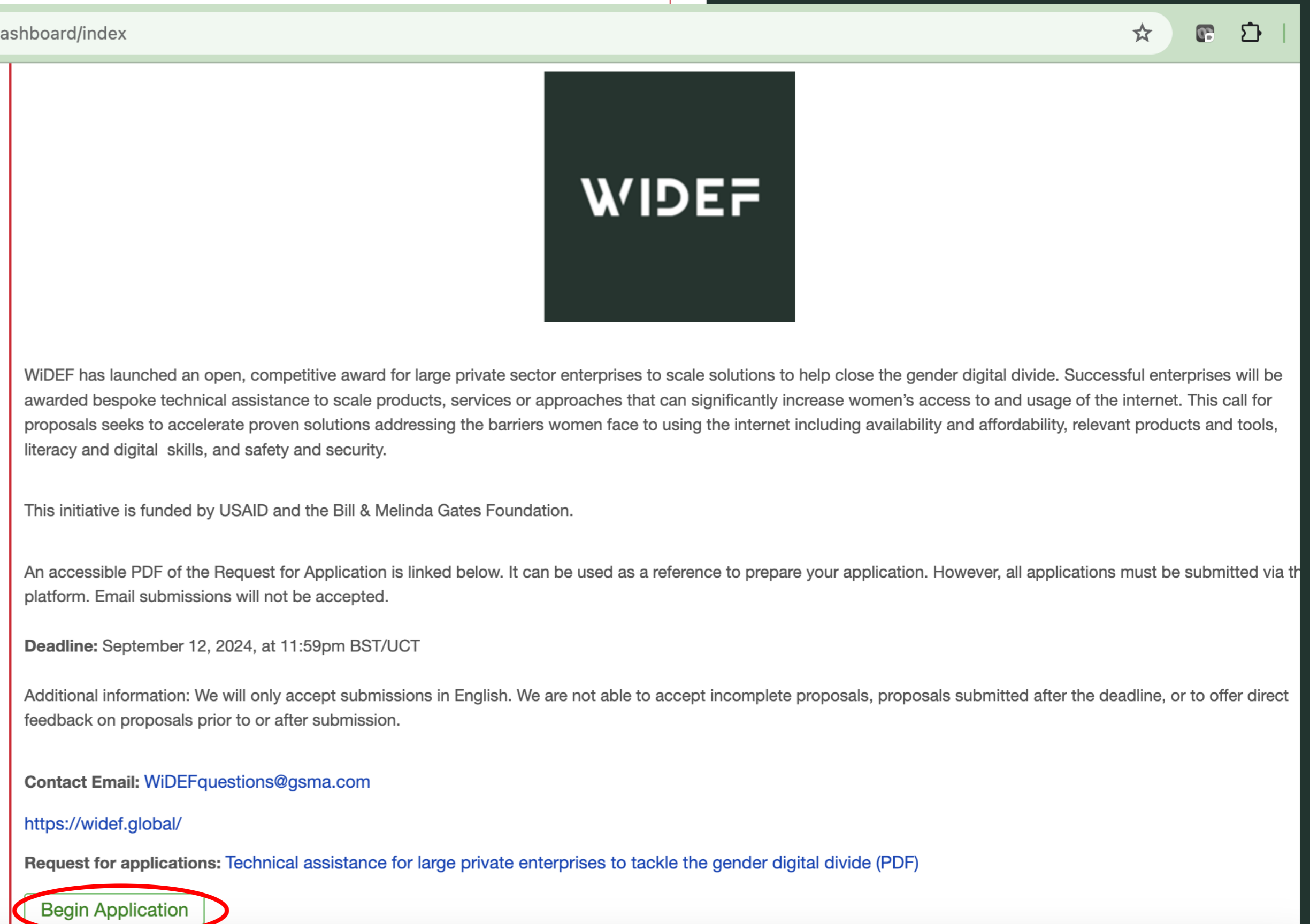
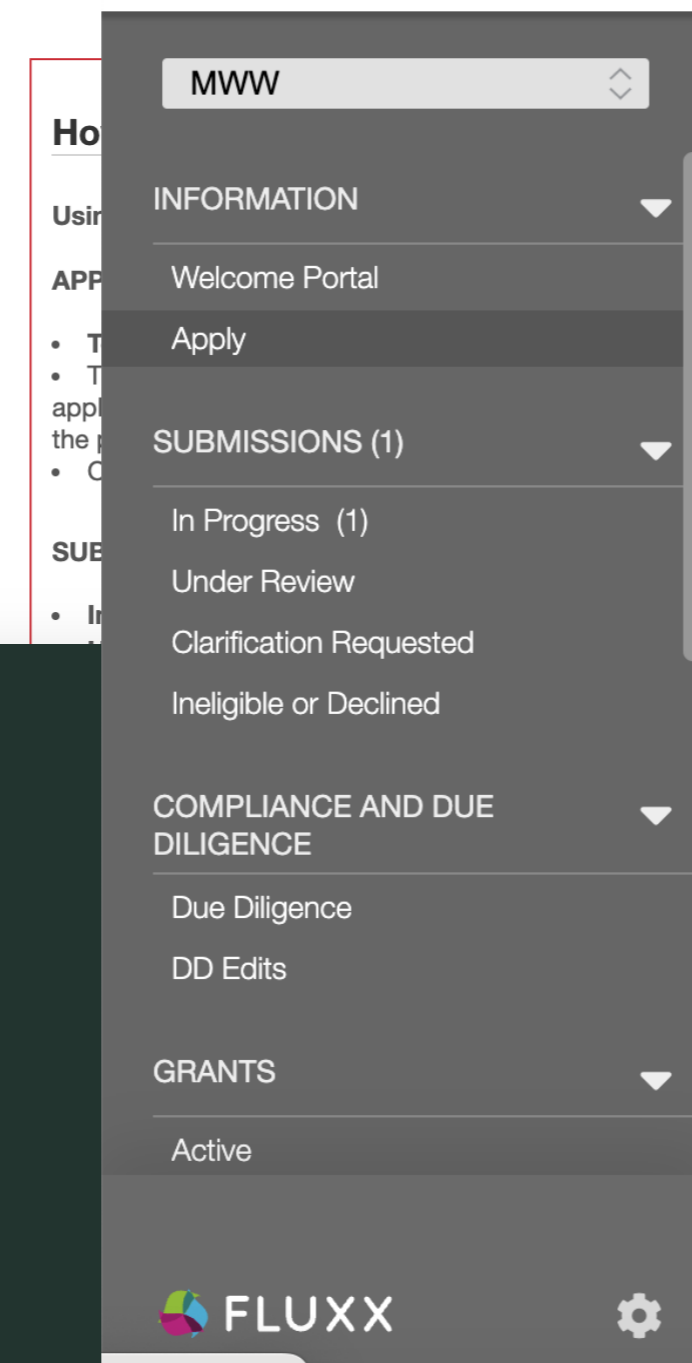
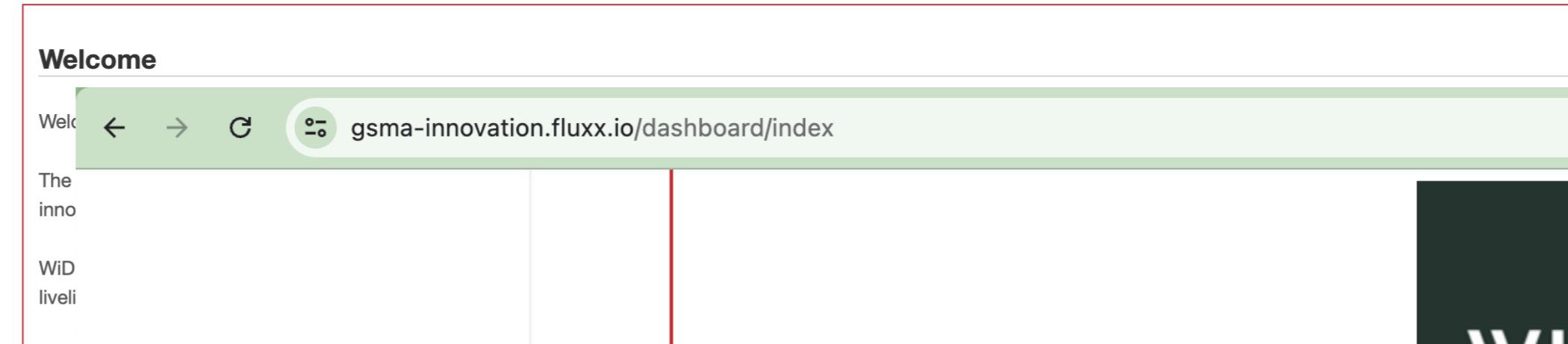
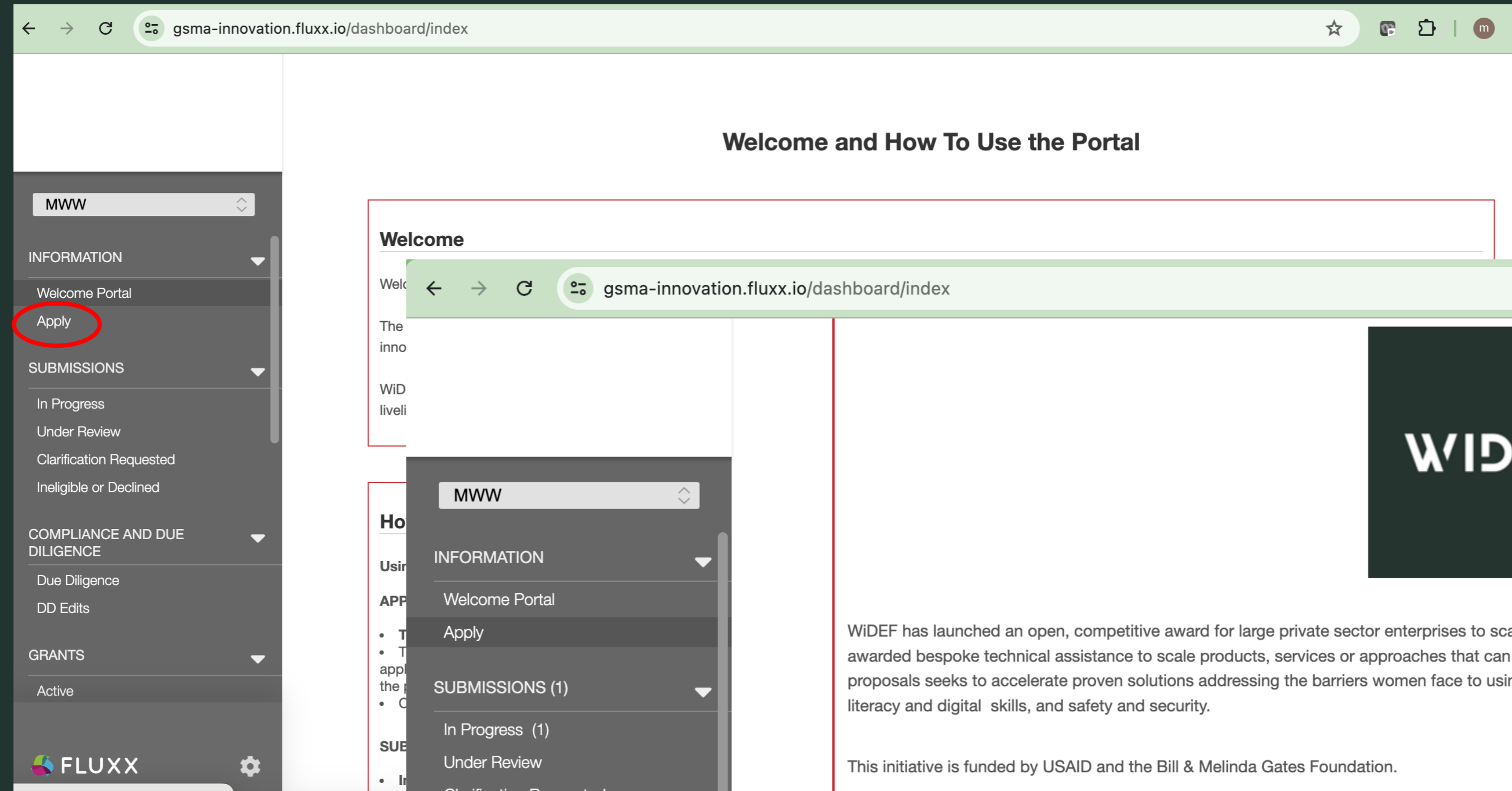
To register your interest in the GSMA Innovation Fund, please also click the button below.

Register



How to start your application

Landing page



Fluxx application form

gsma-innovation.fluxx.io/dashboard/index

MWW ID: R-2024-154796 In Progress

Draft Under Review Under Review Granted Ineligible or Dec...

Table of Contents

Basic Information
Eligibility

Instructions and Tips for Completing the Application

Please note: The portal does not autosave; therefore, you must click the 'Save' button to

Instructions

To submit an application, please review and respond to the questions below.

Please submit your application before September 12, 2024, at 11:59pm BST/UCT. We will not accept incomplete proposals, proposals submitted after the deadline, or to offer direct feedback.

Additional tips:

Required fields are in bold

Document uploads are denoted by a light blue background with a green + to the right. Only the documents you have uploaded near the bottom of the application in the Documents section will be reviewed.

gsma-innovation.fluxx.io/dashboard/index

7. Name of the Founders and Co-founders

Click the + to add an additional name

+

8. Names of the board members

Click the + to add another name

+

9. Country incorporated / registered

10. Company size is >249 employees

11. Country(ies) where the solution will be implemented

- Albania
- Angola
- Armenia
- Azerbaijan

In order to submit your application for eligibility screening, you must first click the Save and Close button and then the Submit button.

Cancel Save Save and Close

Project Details

gsma-innovation.fluxx.io/dashboard/index

Search...

MWW

R2: Women in the Digital Economy Fund Technical Assistance

MWW

ID: R-2024-154796

Status: Application Preparation

Project Details

12. **Summary:** Briefly explain why you are applying. Why should your firm be selected? How will the proposed technical assistance accelerate the digital inclusion of women? (approx 200 words):

13. **Problem Statement:** What is the challenge to women's digital inclusion that your solution is seeking to address? (approx 200 words):

14. **Solution and Approach:** What is it that you are proposing (product, service or approach) to address this challenge? (approx 250 words):

15. **Evidence base for your solution and approach:** What evidence do you have that this solution is effective in addressing the gender digital divide? (approx 150 words) :

16. **WIDEF core priorities** (tick all that apply – minimum of two)

1 - 1 of 1

Submit Complete Application

Top

Edit

Congratulations, you are eligible to apply for Technical Assistance. Please complete all fields below by pressing Edit button at the top of the screen.

More questions?

Questions and answers

- Send your questions to learnmore@widedf.global by 5th August 2024
- Answers will be published by 14th August



Scan to visit:
widedf.global/funding



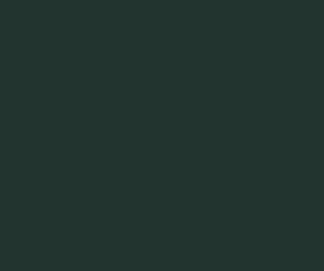
Thank you

BILL & MELINDA
GATES *foundation*



USAID
FROM THE AMERICAN PEOPLE

KOICA



WIDEF
Women in the Digital Economy Fund