

## ***Project Proposal Summary Sheet***

### **Project Title: Project for the Implementation of the Inclusion of Women and Girls in ICTs Program, for the Americas Region**

**Source of Proposal:** CITEI/ CCP I, Grupo de Trabajo sobre Desarrollo

**Contact:** Gimena DELORENZI, Comisión Nacional de Comunicaciones, [gdlorenzi@cnc.gov.ar](mailto:gdlorenzi@cnc.gov.ar)

#### **Brief Description**

Design, develop and implement a face-to-face, semi-virtual, and/or virtual training program intended to promote the empowerment of women and girls in the Americas Region, taking information and communication technologies (ICTs) as a techno-cultural resource to create and ensure personal development opportunities aimed at capacity building, through access, use, and appropriation of ICTs.

#### **Beneficiary Countries**

Countries of the Americas Region

#### **Project Objective(s)**

The main objective of this Project is to promote access, use, and appropriation of information and communication technologies among women and girls in the Americas Region, enabling them to develop a thoughtful and strategic use of ICTs to improve their life conditions, exercise their rights, prevent gender violence, achieve economic empowerment and recognition of discrimination in both virtual environments and in their communities. These issues relate directly or indirectly with in full force international conventions such as the CEDAW and the Millennium Development Goals (Goals 3 and 5).

#### **Expected Results**

1. Design of an actual and potential capacity building program for acting and participating in the information and knowledge society. Multimedia modules.
2. Training of trainers to plan and carry out training activities for women and girls for building capacities, skills, and creativity in the strategic use of ICTs, stimulating their interest in technological careers. Trainers to be trained will include educators, members of social, cultural, technological centers and/or other areas to which women and girls have access to.
3. Implementation of the training program for women and girls in, at least, three countries of the Region, (in which each country will determine the age-range where to apply the Project, as well as the premises) including training, mentoring, and performance evaluation stages).

**Estimated Start Date**

September 2012

**Estimated Duration**

24 months

**Estimated Budget**

USD 450,000

**Main Activities**

1. Drafting and signing of Cooperation Agreements with strategic partners, prior to the beginning of the Project
2. Participation of ITU in granting consent.
3. Development of curriculum content, teaching strategies, and multimedia formats.
4. Selection of beneficiary countries. Taking into account:
  - Interest of the selected country
  - Implementation conditions in the selected country.
5. Selection of technological centers and/or institutions for the implementation of training activities.
6. Agreements and/or commitments assumed with the technological centers and/or institutions benefited by the Project.
7. Organization of face-to-face or virtual coordination, preparatory, and informative meetings, with all actors involved.
8. Assessment of processes and results, as required by the organizations involved.
9. Preparation of a Report on the results and lessons learned from the Project.

**Project Title:** Project for the Implementation of the Inclusion of Women and Girls in ICTs Program, for the Americas Region

**Estimated Start Date:** September 2012

**Estimated Duration:** 24 months

**Source of Proposal:** CITEL/ CCP I/ Grupo de Trabajo sobre Desarrollo

**Beneficiary Countries:** Countries of the Americas Region

**Name of the Organization:** Comisión Nacional de Comunicaciones

**Contacts:** Lic. Gimena DELORENZI  
Gerente de Relaciones Internacionales e Institucionales  
Comisión Nacional de Comunicaciones  
e-mail: [gdlorenzi@cnc.gov.ar](mailto:gdlorenzi@cnc.gov.ar)

Lic. María Victoria Sukenik  
Asesora  
Secretaría de Comunicaciones  
e-mail: [msukenik@secom.gov.ar](mailto:msukenik@secom.gov.ar)  
Phone: +54 11 4318-9428

Lic. Beatriz EGEA  
Gerencia de Relaciones Internacionales e Institucionales  
Comisión Nacional de Comunicaciones  
e-mail: [begea@cnc.gov.ar](mailto:begea@cnc.gov.ar)  
Phone: + 54 11 43479694

**Partners-Stakeholders:** UIT, CITEL, Comité Consultivo Permanente I: Telecomunicaciones/TIC (CCP.I), Comisión Interamericana de Mujeres (OEA/CIM), Cátedra Regional UNESCO Mujer, Ciencia y Tecnología en América Latina, Public Sector, Private Sector.

<b>SUMMARY OF CONTRIBUTIONS</b>		<b>USD</b>
<b>Description</b>		
Personnel		230,000
Missions		40,000
Miscellaneous & others		180,000
<b>Total:</b>		<b>450,000</b>

## 1. BACKGROUND AND CONTEXT

This Project derives from the need to reaffirm the importance of improving the participation of women and girls in access, use, and appropriation of ICTs in order to contribute to their integral development; to allow their participation in decision-making areas, and to facilitate the consolidation of their equal rights as regards human and civil rights by eliminating discrimination and respecting their uniqueness and autonomy.

ICTs gather a potential dynamizing factor that generates equal opportunity and treatment between women and men, assuming a socio-cultural transformation based on a full and equal participation, access, and ownership of the same.

Today, it is known that of the world's population, over 18 years, who have Internet access, 45.7%, are women. In our region, Latin America and the Caribbean, said participation is 48.1%<sup>1</sup>.

Besides, in Latin America, the gender gap in Internet use tends to decrease, being approximately 2.5%; and the gap in mobile phone use is about 1%.

In general, according to studies performed by international and regional organizations (ITU, ECA, World Bank), equal access is being reached, but it is still necessary to move towards equality in both a strategic and reflexive use of ICTs.

Inequality persists when analyzing the results of using these information and communication technologies. There are few women involved in the creation of technology, content, applications, and who hold decision-making positions in technology companies and in areas dedicated to the implementation of ICT policies.

We still note that, while in urban areas, between 90 and 97% of women, students and/or professionals, (between 21 and 49 years) own a mobile phone; in rural areas, considering women who work outside their home (between 14 and 74 years), only 57% have such a possibility. This also demonstrates the lack of statistics that allow us to measure and compare the actual use and impact of ICTs use.

In this regard, it is necessary to empower women and girls, as far as possible, with the aim of reducing differences in access to equal resources, and to their own rights, benefits, and opportunities, such as the recognition of human rights and women rights in digital environments; conceptual and practical resources to foster a critical attitude on the part of women, the identification of gender bias in language, content, and images disseminated through these spaces, among others, favoring their singularization, promoting their economic and political autonomy, and their physical security.

When speaking of empowerment, we refer to the ability of everyone to take control of his/her life, achieve his/her own values, getting the chance either to choose or to influence both individually and collectively, in decisions that affect his/her lives.

Therefore, this proposal is a result of Inter-American political mandates, within the framework of the Inter-American Telecommunication Commission (CITEL) and the Inter-American Commission of Women (CIM), as regards gender and ICT, consistent with international mandates. In particular, note that the first hemispheric commitment to systematically integrate gender perspective in all

---

<sup>1</sup> Source: Media Metrix Worldwide.

organizations, agencies, and entities of the Inter-American system, as well as in their public policies, strategies, and programs as a way of moving towards the full participation of women and men in all spheres of public and private life, took place in 2000, with the *"Adoption and Implementation of the Program on the Promotion of Women's Human Rights and Gender Equity and Equality"* (PIA), by all Member States of the OAS General Assembly (AG/RES. 1732 - XXX-O/00).

The PIA, as part of its lines of action, invokes the Inter-American Organizations to:

- 2.1. Adopt, in coordination with the CIM, the necessary measures to ensure that a gender perspective is incorporated into each and every one of the organs, agencies, and entities of the organization, in developing its programs and activities, and in promoting the inclusion of said perspective in the work of the organizations of the Inter-American system.

The CIM is the body responsible for monitoring, coordinating, and evaluating the PIA, as defined in its Strategic Plan 2011-2016, which besides focusing on the security and citizenship of women in various fields, includes efforts to move towards integrating the gender perspective and women's rights in the work of the OAS (mandates, policies, plans, programs, projects, forums and other initiatives).

The Inter-American Commission of Women (CIM) (<http://www.oas.org/es/cim/>) is the principal forum for generating hemispheric policies to promote women's rights and gender equality. Created in 1928 - in recognition of the importance of social inclusion of women in strengthening democracy and human development in the Americas - the CIM was the first intergovernmental body established to promote women's human rights.

Besides, the Inter-American Telecommunication Commission (CITEL) recognizes the importance of gender in the Americas Region, and in that sense has directed the following actions:

- Resolution COM/CITEL RES. 160 (XIII-03) of COM/CITEL on "Promotion of Gender Equality".
- Resolution PCC.I/ RES. 194 (XIX-11) of the Permanent Consultative Committee I: Telecommunications/ICT on "Gender Issue on the Americas Region".
- Report on "Gender Issue on the Americas Region" (**Document PCC.I-ICT/doc. 2357/2011**).

On the other hand, the United Nations (UN) within the Millennium Development Goals established Goal 3: "Promote gender equality and empower women", which is vital for the fulfillment of its other established goals, such as to eliminate extreme poverty, prevent the spread of HIV AIDS, etc.

Also, this Project should be considered as a contribution to the UN request to signatory governments of complying with the obligation to eliminate in their legislation "All forms of discrimination against women and girls."

Besides, within the framework of the International Telecommunication Union (ITU) as a specialized agency of the United Nations, gender issues have been identified, particularly in relation to information and communication technologies (ICT), and different actions have been taken according to the corresponding sector or permanent body through their resolutions, namely:

- Resolution 55 adopted by the World Telecommunication Development Conference, on "Promoting gender equality towards all-inclusive information society" (**Resolution 55-WTDC Doha, 2006**).

- Resolution 55 adopted by the World Telecommunication Standardization Assembly on “Mainstreaming gender in ITU-T activities” (**Resolution 55-WTSA Johannesburg, 2008**).
- Hyderabad 2010 Action Plan, Strategic Goals, Objectives 4 and 5 (**WTDC Hyderabad, 2010**).
- Resolution 17 adopted by the World Telecommunication Development Conference, on “Regional initiatives for the Americas” (Resolution 17-WTDC Hyderabad, 2010).
- Resolution 70 adopted by the Plenipotentiary Conference on “Gender mainstreaming in ITU and promotion of gender equality and the empowerment of women through information and communication technologies” (**Resolution 70, Guadalajara, 2010**).
- Resolution 1327 adopted by the ITU Council on “ITU’s role in ICTs and the empowerment of women and girls” (Resolution 1327 Geneva, 2011).

Furthermore, we should highlight the various actions being conducted by the Development Bureau (BDT) on the work done by the Study Group 2, as regards Question 25/2, "Access technology for broadband telecommunications, including IMT, for developing countries."

In addition, within the framework of "Connect a School, Connect a Community" ITU presents a toolkit of good practices and policy advice, which particularly addresses, in Module 5, the issue of "Community ICT Centers for the Social and Economic Empowerment of Women."

Finally, it's worth noting that the UNESCO Regional Chair on Women, Science and Technology in Latin America, one of the strategic partners of this Project, is working on integrating a gender perspective in research, education, and science policies, technology, and innovation. It has conducted numerous studies on the status and living conditions of women working in science and technology, stimulus access programs for girls and young women to these fields, and mentoring for the development of their careers. Moreover, it advises various national, regional and international organizations in this area ([www.catunescomujer.org](http://www.catunescomujer.org)).

Its participation in the Project was very important because it focused on stimulating the creation of new knowledge, methodologies and practices that include gender equality in the scientific and technological development, among others.

## **2. PROJECT OBJECTIVES**

**General Objective:** Help to improve the participation of women and girls in building the information and knowledge society as a means of their economic empowerment, social and political participation, practice of citizenship, and collaborative creation of knowledge.;

**Specific objectives:**

Development of motivations and appropriate and potential skills to promote the strategic use of ICTs in groups of women and girls in selected countries of the Americas Region, reducing gender disparities through learning and access to information, knowledge, and new technologies;

Eliminate discrimination between women and men in the development of ICT related opportunities. The aim is also to generate institutional capacities so as to internalize the subject and its effective planning, with the aim of promoting the project widely.

The main objective of this Project is to promote access, use, and appropriation of information and communication technologies among women and girls in the Americas Region, enabling them to develop a thoughtful and strategic use of ICTs to improve their life conditions, exercise their rights, prevent gender violence, achieve economic empowerment and recognition of discrimination in both virtual environments and in their communities. These issues relate directly or indirectly with in full force international conventions such as the CEDAW and the Millennium Development Goals (Goals 3 and 5).

### **3. EXPECTED RESULTS**

1. Design of an actual and potential capacity building program for acting and participating in the information and knowledge society. Multimedia modules.
2. Training of trainers to plan and carry out training activities for women and girls for building capacities, skills, and creativity in the strategic use of ICTs, stimulating their interest in technological careers. Trainers to be trained will include educators, members of social, cultural, technological centers and/or other areas to which women and girls have access to.
3. Implementation of the training program for women and girls in, at least, three countries of the Region, (in which each country will determine the age-range where to apply the Project, as well as the premises) including training, mentoring, and performance evaluation stages).

### **4. MAIN ACTIVITIES**

1. Drafting and signing of Cooperation Agreements with strategic partners, prior to the beginning of the Project.
2. Participation of ITU in granting consent.
3. Development of curriculum content, teaching strategies, and multimedia formats.
4. Selection of beneficiary countries. Taking into account:
  - Interest of the selected country
  - Implementation conditions in the selected country.
5. Selection of technological centers and/or institutions for the implementation of training activities.
6. Agreements and/or commitments assumed with the technological centers and/or institutions benefited by the Project.
7. Organization of face-to-face or virtual coordination, preparatory, and informative meetings, with all actors involved.
8. Assessment of processes and results, as required by the organizations involved.
9. Preparation of a Report on the results and lessons learned from the Project.

### **5. RISK ASSESSMENT**

The Project requires a high degree of coordination among stakeholders, especially among international and regional organizations, and with the Governments of the countries involved.

It is also essential the involvement of the technology centers and/or participating institutions in identifying the target population (women and girls), and their needs.

## **6. SUSTAINABILITY**

It is suggested the signing of agreements and/or commitments with the participating technology centers and/or institutions (provincial, municipal, local, district) to ensure, once implemented, the continuity of programs over time.

## **7. PROJECT MANAGEMENT**

There shall be a Project Team, with a General Coordinator, and it shall be composed of the international competent organization and representatives of each of the parties involved. All representatives should be selected with the consent of ITU.

Besides, each beneficiary country shall create a Local Project Team, which shall work in close collaboration with the Project Team.

Both institutional responsibilities and the particular role of each team and its members shall be clearly stated.

## **8. MONITORING AND EVALUATION**

Monitoring and evaluation of the Project will be carried out through regular reporting, preferably quarterly, to the Project's Coordinator, who will be responsible for sending said reports to ITU's Development Bureau.

## **9. BUDGET**

### **9.1 Description**

- Personnel
  - 1 consultant throughout the period (2 years) – USD 40,000.- per year – Total: USD 80,000.-
  - 1 programmer for multimedia modules, implementation and monitoring – USD 30,000.- per year – Total: USD 60,000.-
  - 3 trainers per beneficiary country – USD 10,000.- per year – Total: USD 90,000.-
- Missions
  - At least 2 trips of the consultant to each beneficiary country, prior to implementation, and 1 visit for the implementation (about 5 working days each mission) – Total USD 40,000.-
- Equipment
- Subcontracts
- Monitoring & Evaluation
  - External audit of the Project (OAS requirement)

- Miscellaneous & Other
  - Grants for trainers and for women and girls in the beneficiary countries – Total: USD 150,000.-
  - Printed material, photocopies, CDs, DVDs, etc. – Total USD 30,000.-

## 9.2 Estimated Budget

- First Stage of the Program: USD 150,000.00
- Second Stage of the Program: USD 300,000.00
- **Total:** **USD 450,000.00**