

Gender Equality in a Digital Economy

Women’s economic empowerment and development is not only beneficial to the global economy, but also allows us to see what social and political barriers, whether on the local or federal levels, need to be addressed in order to dismantle gender inequity and inequality in local and global economies. One of the many barriers to economic empowerment that women face globally is regular access to technology and digital tools. Sources show that women have substantially lower access to digital tools and technology than men globally, particularly in the Global South, which is why we started our work in Medellín, Colombia.



Problem

Not only does economic empowerment benefit countries in political and social ways, but it is the driving force that will lead to gender parity and more diverse economies. **One of the biggest barriers to economic empowerment that women face globally is regular access to technology and digital tools, given women’s lack of access to tech & digital literacy education, particularly in the Global South.** In the current digital age, it becomes essential for women to gain and utilize digital literacy so that they can be financially autonomous. That’s why we are working to create programs that work to leverage AI & technology to empower women.

Focus

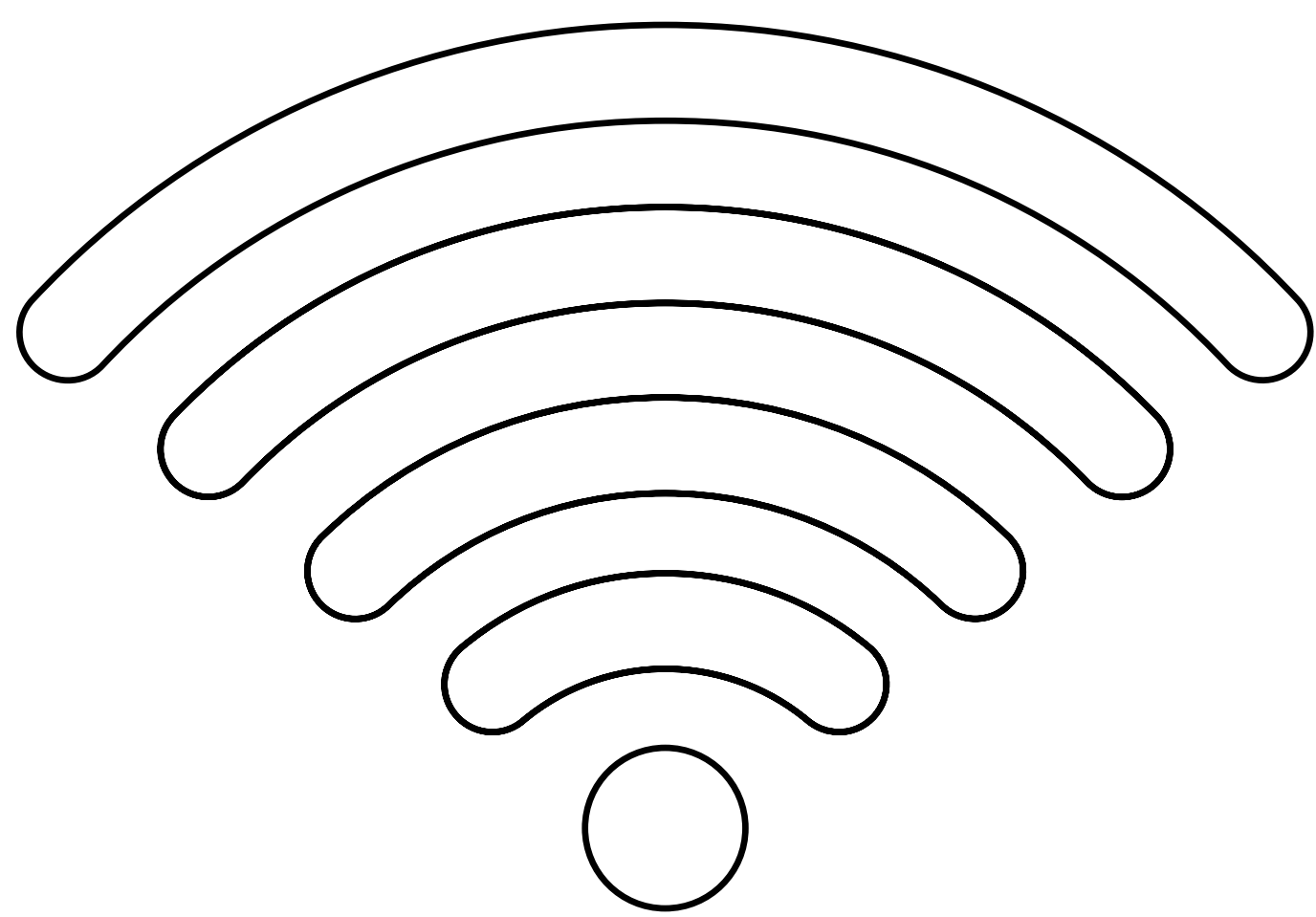
Gender inequality within the digital economy can be combated by leveraging AI & digital tools. **Digital literacy education and technological access & education are needed to empower women in 2025.** This brief report offers data on technological inequities women face, what support is currently available from various initiatives, and how this support is beneficial.

Gendered Digital Divide

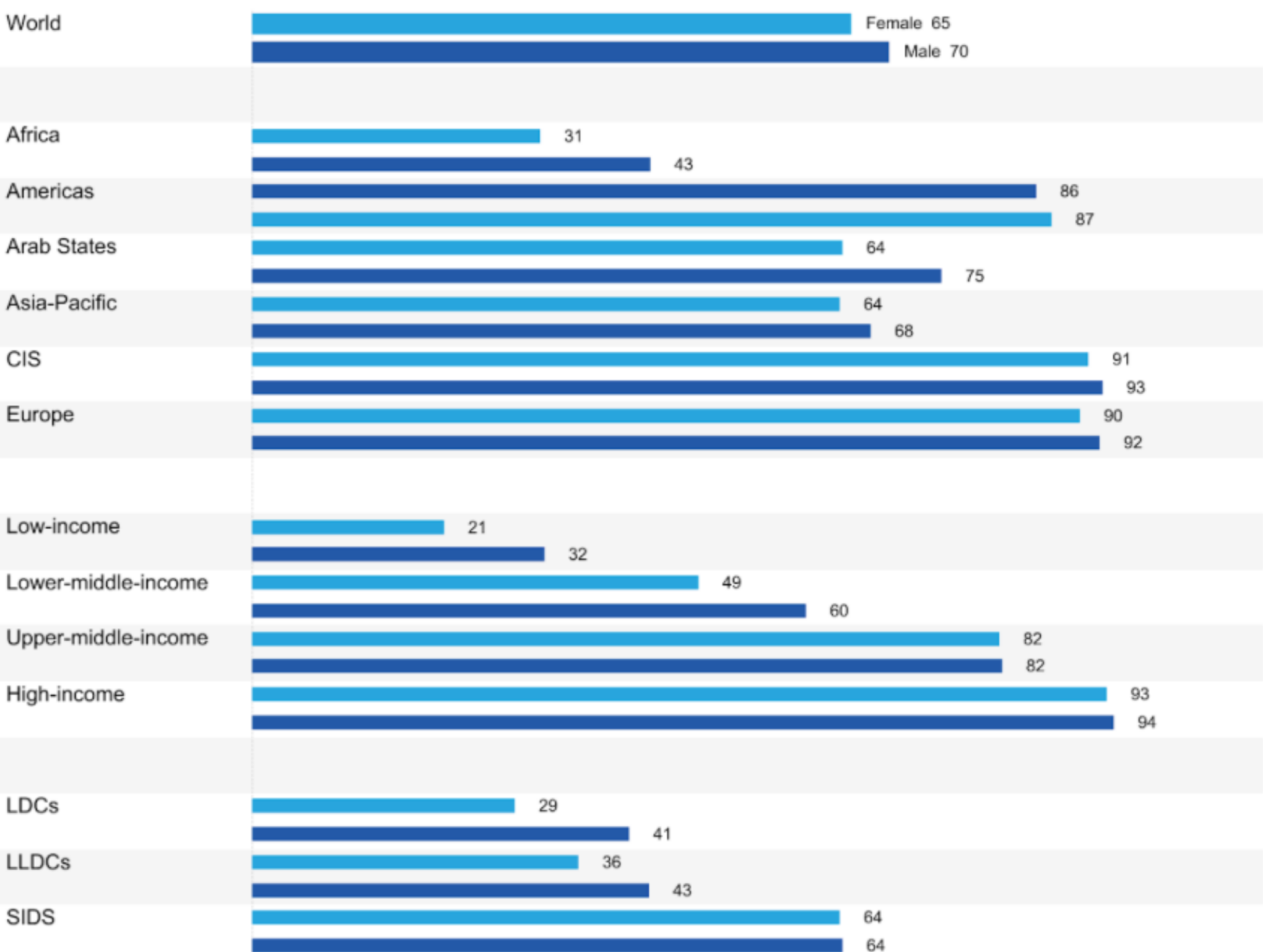
A 2024 article published online by the Digital Poverty Alliance states, “Globally, men are 21% more likely to be online than women, according to the World Bank, and research by UNICEF suggests that even if they are online, women are less likely to have advanced digital skills to contribute in the workplace” (DPA Immy Black, External Affairs Coordinator 2024).

Benefits To Closing The Gap

Concerted efforts to close the digital skills gender gap can help countries meet their international commitments to education and gender equality. **Alongside gender equality (in gaining digital literacy) as a fundamental human right, learning digital skills can also impact on women’s ability to participate in government and politics and engage more actively with their communities. There are also a number of economic benefits, from enabling women to enter and compete in the labour market and reducing the gender wage gap to increasing profits, productivity and innovation for technology companies” (UN Women).**



Percentage of female and male population using the Internet, 2024



Why Is This Important?

In today’s digital economy, the gender divide includes women’s disproportionate access to affordable and quality technology, stability in accessing the internet, access to digital literacy education, etc. **One of the larger ways in which women’s economic empowerment can be supported is to close this digital divide and connect women with the resources they need, specifically the ones listed above, to create better opportunities for economic development.** One of the main goals of the Ella Initiative is to “achieve gender equality by empowering women through cutting-edge technology.”

- Sources:
- Southern Voice
 - The Digital Revolution: Implications for Gender Equality and Women's Rights 25 Years after Beijing
 - Putting women and girls at the center of digital development
 - Placing Gender Equality at the Heart of the Global Digital Impact
 - Deepening Economic and Social Inclusion for Women in Latin America and the Caribbean
 - Accelerating Gender Equality in Digital Development
 - The Impact of Women Breaking Digital Access Barriers
 - Digital Poverty Alliance
 - Taking stock: Data and evidence on gender equality in digital access, skills and leadership
 - Advancing Girls' Education and Gender Equality through Digital Learning
 - Narrowing the Gender Digital Divide: Empowering Girls Around the Globe to Build Digital Skills for a Lifetime
 - The gender digital divide Facts and Figures 2024

