



WOMEN'S GLOBAL DEVELOPMENT AND PROSPERITY INITIATIVE

# WomenConnect Challenge

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## THE PROBLEM

Digital technology is revolutionizing the world by providing access to information, finance and networks—all of which are necessary for women to reach their full economic potential.

Today, 1.7 billion women in low- and middle-income countries still do not own mobile phones. The internet user gender gap is more than 40 percent in some countries. The persistent digital gender divide is reinforcing, and even exacerbating, existing socioeconomic gaps between men and women.

Advancing women's digital connectivity is key to promoting their empowerment in an increasingly digital world.

## JOIN THE SOLUTION!

Addressing the gender digital divide is critical for millions of women to reach their full economic potential.

Submit your application today at  
[WOMENCONNECTCHALLENGE.ORG](https://www.womenconnectchallenge.org)

Applications open: June 5, 2019

Applications due: July 26, 2019

Winners announced: Fall of 2019

## THE RESPONSE

At the 2019 Global Entrepreneurship Summit, USAID Deputy Administrator Bonnie Glick announced \$1.5 million in grant funding for the second round of the WomenConnect Challenge under the White House-led Women's Global Development and Prosperity (W-GDP) initiative. W-GDP is a U.S. Government wide effort to economically empower 50 million women in the developing world by 2025. By investing in women, USAID is enabling countries to progress beyond assistance by unlocking human potential on a transformational scale. USAID will disburse approximately three grants globally. The period of performance for each award is up to 24 months.

The W-GDP WomenConnect Challenge seeks to bridge the gender digital divide so that women can fully participate in the global economy. Winning solutions will support the W-GDP's three Pillars:

**Advance workforce development and vocational education for women**

**Provide access to capital, markets and networks for women entrepreneurs**

**Remove restrictive regulatory, legal, workplace, and social barriers to enable women in the economy**

*The WomenConnect Challenge was first launched by Advisor Ivanka Trump and USAID Administrator Mark Green on International Women's Day in 2018. Since then, USAID awarded nine grantees that are solving the socioeconomic and cultural barriers to connect nearly 1 million women in 12 countries.*

