UNESCO and the Mission of Senegal to the UN would like to cordially invite you to the Side Event during the 61st session of the Commission on the Status of Women:

Empowering Young Women Entrepreneurs in Africa through ICTs: Mobile App Solutions for Sustainable Development and the Changing World of Work

Monday, 13 March 2017, 3-4:15pm
Ex-Press Bar, 3rd Floor, UNHQ, New York

CONCEPT:

The next 1 billion new internet connections will be from mobile devices in the hands of young people in developing countries. Mobile technology has become a medium for youth empowerment, activism and an engine for change. The number of mobile internet connections is rapidly increasing in developing countries and smartphones are often the only computer young people in developing countries have. This connectivity can have a profound impact on all aspects of their life, particularly the world of work, allowing them to create solutions to personal challenges and problems faced by the local community and reach economic empowerment.

In developing countries, up to 43% fewer women have access to internet than men. Smartphone ownership and locally relevant applications can be a key to women’s empowerment, shattering their isolation and unleashing their powers. But enabling them to make these apps can give them an even bigger push as it enriches their skillset, creates job opportunities and gives them a platform in emerging digital economies. Furthermore, mobile Technology could help lift 5.3 million women out of illiteracy by 2020.

UNESCO’s YouthMobile initiative aims to maximize this positive impact by including young people, and particularly young girls, in developing countries in the digital revolution. By providing young girls with basic technical skills and the confidence to develop, promote, and sell locally relevant mobile applications, the initiative aims to create employment opportunities and at the same time create solutions in different fields such as agriculture, health and education. These youth-made innovations can contribute to the fulfillment of the Sustainable Development Goals (SDGs).

This side event will focus on highlighting best practices in the framework of UNESCO’s YouthMobile initiative in preparing young women in Africa for the changing world of work.
OPENING REMARKS:

MODERATOR:

Sasha Rubel Diamanka

Regional Advisor for Communication and Information
UNESCO Regional Office for West Africa (Sahel)

Sasha Rubel Diamanka is Regional Advisor for Communication and Information in the UNESCO Regional Office for West Africa (Sahel) based in Dakar. Prior to assuming her function in December 2015, she was Liaison Officer and Advisor for Communication and Information in the UNESCO Liaison Office to the African Union and Economic Commission for Africa in Addis Ababa from 2013-2015. From 2011-2013, she was programme coordinator in the Executive Office of the Communication and Information Sector at UNESCO HQ, and from 2009-2011 responsible for promoting the use of ICTs and local content in the Culture Sector at UNESCO HQ. A former student at the École Normale Superieure, she has undertaken a PHD in Anthropology and New Media, an MA in Anthropology and Media, and BA from Brown University.

PANELISTS:

Bitilokho Ndiaye

Technical Advisor on Gender, Ministry of Posts and Telecommunications of Senegal

Mrs. Bitilokho NDIAYE is a sociologist with 12 years of professional experience in Senegalese public administration. Mrs. NDIAYE held the position of Director of Communication within the Ministry in charge of Information and of Technical Advisor on Gender at the Ministry in charge of Communication, Telecommunications / ICT and Posts. She is the president of the steering committee of the International Girls in Information and Communication Technologies days (IGICTD). She also coordinates the Gender Unit of the Ministry of Posts and Telecommunications. She is the president of the Association of Women in the ICT Sector (FESTIC). She is also a member of the National Observatory on parity. Her commitment to gender mainstreaming in the governance of the ICT sector has enabled her to contribute to the distinction of the Ministry of Posts and Telecommunications by the ITU and UN Women through the GEM TECH AWARDS.
Rokhaya Solange Ndir

Department of Institutional Communication and External Relations
Sonatel Orange

Married and the mother of 4 children, Rokhaya joined Sonatel in 2004. For 10 years, she worked in marketing where she was responsible for the department in charge of developing and deploying the marketing strategy on prepaid mobile. From 2014 to 2016, she led the Sonatel Corporate Social Responsibility department. Its main mission was to develop and implement Sonatel's Corporate Social Responsibility policy to meet the expectations of its stakeholders. Since January 2017, she manages the department for the development of ecosystems and the digital economy. A committed citizen, she is active in many women’s organizations and created the "I consume Made in Senegal" initiative, which aims to promote “consuming Senegalese.” She is also President of the association “SOS Langue de Barbarie”, whose objective is the preservation of the environment of this unique site. She holds a BA in International Relations from the Ecole des Hautes Études Internationales in Paris and graduated in CSR from the Kedge Business School in Paris.

Melissa Sassi

CEO and Founder, MentorNations
Senior Marketing Manager, Microsoft

As the CEO and Founder of MentorNations, a Washington-based nonprofit, Sassi’s movement aims to empower underserved communities to transform their lives through technology. Sassi is a senior marketing manager at Microsoft, and a social entrepreneur and influencer outside of the office. She has a strong and proven track record in corporate strategy, global advertising, and marketing operations. As a PhD candidate in International Business, Sassi’s dissertation topic focuses on moving women and girls in Africa from unconnected to connected to thriving via access, skills, and utilization of tech. She holds two Masters Degrees in Supply Chain and Finance, and completed her undergraduate degree at Missouri State in International Business Management and Spanish.

Joanna Bersin

Head of Education, Kano
Board Member, IAMTHECODE

Joanna has devoted the past 10 years to building and implementing education technology programs in schools and communities across the globe. Currently, she leads Learning and Partnerships at Kano, a creative computer that anyone can make before making art, games, music, and more with code. Her team designs and supports 1000+ STEAM (Science, Technology, Engineering, Arts, and Mathematics) and computer science education programs using the Kano system. Joanna also sits on the advisory board at iamtheCODE, Kano’s key global partner with a special focus on empowering girls and women with technology. iamtheCODE’s mission is to build a generation of female digital leaders—one million coders by 2030. Prior to Kano, she led the Product Implementations team at Knewton, where she was responsible for the execution of API partnerships with international publishers across EMEA, building digital courses using Knewton’s adaptive technology. Before that, she led the classroom and curriculum design of online courses with schools across the US, while teaching online courses to students worldwide preparing for GMAT, LSAT, and SAT exams. Joanna holds a B.S. from Duke University in Neuroscience.
Ndève Aïda Gueye

CEO, Sama Carnet


Aïda Mansour Lo

CEO, SIGESTES

Aïda est 24 ans et détient un master’s degree in IT methods for business administration et est actuellement une manager en communication agency, un poste qu’elle pense lui permettre de faire vivre toutes ses créativités. En plus, elle et ses amis ont développé une application mobile SIGESTES, qui vise à promouvoir le bon management du sol au Sénégal. Tous les moyens sont mis en place pour promouvoir ce projet. C’est de cette manière qu’ils souhaitent apporter de la valeur ajoutée à leur pays natal.

Martha Chumo

Founder, DevSchool Nairobi

Martha Chumo est une jeune entrepreneuse féminine du Kenya qui propose des cours bas coûts à des étudiants de la banlieue, en développement d’applications mobiles. UNESCO’s Knowledge Society Division a aidé Martha à améliorer ses matériaux d’enseignement et à rédiger son programme de formation à Juba au Soudan du Sud. Elle est la fondateur de DevSchool. En enseignant aux jeunes africains comment créer des applications mobiles, DevSchool crée des emplois pour eux et à la même fois des solutions dans différents domaines tels que l’agriculture, la santé et l’éducation. Leur mission est d’équiper la population africaine jeune avec les compétences et les ressources pour concouper et être un succès dans le monde moderne en construisant des applications mobiles qui révolutionnent les industries.

Seynabou Thiam

Founder, Yaay

36 ans et mère de deux enfants, elle est née et élevée au Sénégal. Elle a commencé sa carrière en biologie médicale. Elle a ensuite déménagé en France avec son mari et a reconverti dans les ventes de produits pharmaceutiques pour les laboratoires les plus grands du monde. pendant son travail, et avec le désir d’élargir sa carrière, elle a poursuivi une maîtrise en communication et marketing. Quatre ans plus tard, elle a commencé à revenir à son pays natal et participer à son développement grâce à son expérience et ce qu’elle a appris à l’étranger. À son retour au Sénégal, elle a continué son premier amour - les ICTs et tout ce qui est numérique. Elle est actuellement responsable du projet dans une agence de digitalisation créative (Nelamservices) et fondateur de la plateforme numérique pour les mères au Sénégal. Aujourd’hui, elle est en mesure de mener à bien sa nouvelle profession avec une grande motivation grâce aux ICTs qui empowere les femmes.