

Day 2
10:30

The impact of technology on South African female entrepreneurs

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TIMELINE SLIDE



- Globally female entrepreneurship is on the rise.
- There are **114%** more women entrepreneurs than there were 20 years ago.
- The World Bank mentions that Africa is the only region in the world with more female than male entrepreneurs.
- Women's entrepreneurial activity has increased by 10% closing the gender gap by 5% since 2014 (GEM, 2016/2017).
- In South Africa, women account for only 19.4% of business owners in South Africa - a slight 0.2% increase over 2019 - maintaining its 45th global ranking.
- According to a study conducted by Mastercard Index Report (2020), the exponential growth of e-commerce in South Africa of 68% online shopping since the start of the pandemic.

CONNECTIVITY IN SOUTH AFRICA

IT'S POTENTIAL FOR GROWTH



R38.93- Cost Per GB

- ✓ South Africa is placed 136th worldwide in data affordability
- ✓ 22x more expensive than cheapest data cost average
- ✓ Growing SA's digital population

1.2% - Rural Internet access

- ✓ 15.4% households in metropolitan areas
- ✓ 7.2% in urban & 32.4% SA's living in rural areas

Inclusive digital future

- ✓ Drive inclusivity & create a thriving digital economy
- ✓ ICT Ecosystem

ZAR

36% - Unconnected

- ✓ SA's remain unconnected
- ✓ Vast majority use mobile subscriptions
- ✓ Need for high-quality, high-capacity Internet for today's digital economy
- ✓ Poor connection = poor service to help SMMEs
- ✓ Fibre infrastructure costs > but pays-off = speed, affordability and what it enables.



14.04 Mbps

- ✓ Average national broadband speed in SA
- ✓ Ranking SA 3rd in Sub-Saharan Africa & 97th world
- ✓ Countries with the fastest broadband speeds continue to accelerate year-on-year
- ✓ Telecom's investments increased by 9.1% in 6-year period but decreased by 6% in 2020 – (State ICT Sector report)

60.1 – GSMA MC Index

- ✓ South Africa score is 60.1/100 index = mobile connectivity leader in Africa.

TECHNOLOGY SOLUTIONS

ENABLES AN INCREASED PARTICIPATION OF WOMEN IN THE GLOBAL BUSINESS LANDSCAPE



- Smart devices brought the world of Internet closer to many.
- The e-commerce boom has ensured that these entrepreneurs have access to the virtual spaces where the consumers are at.
- E-commerce has seen a 40% increase in SA, and is expected to continue to rise.
- It has become easier for women to juggle between familiar responsibilities and pursue their latent skills, talents, and hobbies to create value out of them.
- Technology plays a critical role in addressing barriers between geographies and cultures and unifying businesses.
- Digital Economy can foster new opportunities for South African women entrepreneurs.
- “When we double the pace at which women become digitally fluent, we could reach gender equality in the workplace by 2040 in developed nations and by 2060 in developing nations, instead of a 100 years if measured by current standards.” (Accenture Report, 2016).*



WHAT THEN ...?



- Awareness of mobile internet is consistently lower for women than it is for men.
 - 1.7 billion women in low- and middle-income countries do not own mobile phones and poor women in developing cities are 50% less likely to be connected to the internet than men.
 - 65 years later, women continue to fight, perhaps a different battle- Connectivity and Access.
- Cyberfeminism, a term coined decades ago, advocates the use of information communication technology (ICT) for the empowerment of women.

INTERVENTIONS



Improve women's access to technologies and digital solutions.



Affordable data and modern trade resources, in order to empower more women to succeed in business.



Policymakers also need to talk about technology.



Create funding that empowers female entrepreneurs with the financial resources and operational support needed to unlock their full potential.

Moving Ahead...



- Strengthen access to technologies such as digital financial services and mobile money accounts.
- Government need to implement **gender-sensitive policies** and other supportive initiatives, such as offering tax incentives for businesses that invest in or outsource to women-led businesses.
For example, good interventions such as President's move on 40 percent of goods and services procured by public entities should be sourced from women-owned businesses.
- Promote efforts for deploying infrastructure and protocols for government digital payments to women that are competitive and interoperable with private sector payment systems.
- Leverage technology and behavioral insights to strengthen women's digital skills and financial capability.
- Encourage and provide appropriate incentives for financial service providers that may increase the representation of women.

Thank you

