



## PAGE 3: B. ABOUT YOU

**Q1: Respondent details**

Name	Intel Corporation
Organization	Intel Corporation
Email Address	www.intel.com
Phone Number	0

**Q2: Country or Customs territory** UNITED STATES

**Q3: Organization** Private sector

## PAGE 4: C. ABOUT YOUR CASE STORY

**Q4: Title of case story**

Connection Equals Opportunity

**Q5: Case story focus** E-commerce development and efforts to bridge the "digital divide".

**Q6: Case story abstract**

Although access to the internet is on the increase, women are almost 25% less likely than men to be online. This gender gap is 43% in Sub-Saharan Africa. The training course Jessica and 59 other women attended was offered as part of the Intel® She Will Connect initiative, which aims to bring 5 million women online in Sub-Saharan Africa—where the Internet gender gap is greatest. A “Women and the Web” report commissioned by Intel estimated that bringing women online would contribute up to USD 18 billion to the annual Gross Domestic Product of 144 developing countries. For women like Jessica who participate in the Intel She Will Connect program, the benefits are immediate. She has new hope that through online advertising she will be able to build her business and earn enough to continue her education and open her own salon.

<http://www.intel.com/content/www/us/en/corporate-responsibility/impact/connection-equals-opportunity-video.html>

**Q7: Who provided funding?** Private sector

**Q8: Project/Programme type** Regional

**Q9: Your text case story** *Respondent skipped this question*

**Q10: Lessons learnt** *Respondent skipped this question*