FRESH FOOD VOUCHERS

Gender assessment on phone ownership & utilization

ABSTRACT
Rapid assessment on the gender dynamics of mobile phone ownership of WFP’s Fresh Food Vouchers beneficiaries in Amhara Region; Habru Woreda in Ethiopia

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## Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRC</td>
<td>Democratic Republic of Congo</td>
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<tr>
<td>ETB</td>
<td>Ethiopian Birr</td>
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<tr>
<td>FFV</td>
<td>Fresh Food Vouchers</td>
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<tr>
<td>FGD</td>
<td>Focus group discussion</td>
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<td>GSM</td>
<td>Dynamic spectrum management</td>
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<td>GSMA</td>
<td>Groupe Spéciale Mobile Association</td>
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<tr>
<td>HH</td>
<td>Household</td>
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<tr>
<td>Km</td>
<td>Kilometer</td>
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<tr>
<td>M/F</td>
<td>Male/Female</td>
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<tr>
<td>NGO</td>
<td>Nongovernmental organization</td>
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<tr>
<td>PSNP</td>
<td>Productive Safety Net Programme</td>
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<tr>
<td>SBCC</td>
<td>Social Behavior Change and Communication</td>
</tr>
<tr>
<td>SIM</td>
<td>Subscriber identity module</td>
</tr>
<tr>
<td>USD</td>
<td>United States Dollars</td>
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<tr>
<td>FFV</td>
<td>Fresh Food Voucher Programme</td>
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<td>WFP</td>
<td>World Food Programme</td>
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Executive Summary

WFP’s Fresh Food Vouchers Programme (FFV) is based on restricted vouchers that are redeemed through mobile phone payments to fresh food vendors. Therefore, this study was conducted to understand the dynamics of phone ownership, access to phones, and social norms related to phone use and ownership, in the affected societies and households. The study took place in three villages of Habru woreda: Ayo Meda, Hamaro, Dire Roka. Whilst the latter is somewhat urbanized, the former two are characterized as rural.

The results showed that in two villages, the majority of the FFV clients don’t own a phone, 72% of women in Ayo Meda and 76% of women in Hamaro.

In urban Dire Roka, 64% of the women own a phone. From those not owning a phone, the majority borrowed their spouses’ phone, and others their friends’/family’s phone, to redeem FFV vouchers. None of the beneficiaries had missed their FFV-entitlement because of the lack of phone.

Both women and men argued that the main benefits of having a phone are: access to FFV, communication. Women added the third benefit of ‘independence’. Men and women identified the main reasons for women not owning a phone as: the high costs and a lack of understanding on how to use a phone. Respondents argued that there are also costs involved in travelling to an urban centre to charge the phone battery.

Men use their phones to get information about the security situation at the Afar border and to call contacts in Dire Roka to confirm the prices of food items and livestock during market days. Both men and women highlighted that there is minimal conflict associated with women owning and using phones in the society and the household. Hence, the beneficiaries (M/F) expected no problems in the community or household because of phone-ownership, would FFV start to provide phones. Rather it would reduce the inconvenience of sharing one phone.
1. INTRODUCTION

Background and Context of Fresh food voucher program in Ethiopia

The scale of food insecurity and malnutrition in Ethiopia is critical. As a result, improving nutrition is high on the policy agenda of the Government of Ethiopia, as stated in the Growth and Transformation Plan II. One of the objectives of the Growth and Transformation Plan II is to almost halve children’s stunting levels—from 40 percent in 2014/15 to 26 percent in 2019/20. While the Government has made progress with the reduction in stunting levels among children under the age of five—a 5.3 percent decrease from 2014 to 2016 (38%), the rates are still very high compared to Ethiopia’s neighbours. Almost half of all children in Amhara alone are stunted (46%). And while the food poverty head count index declined from 38 percent to 28.2 percent between 2005 and 2010, there remain almost 23 million people with insufficient income to meet their food needs. In turn, households remain food insecure. (World Food Programme, Ethiopia)

There are many contributing factors to stunting such as lack of access to diverse diets, insufficient water sanitation and hygiene services, and inappropriate infant and young child feeding practices (IYCF). (World Food Programme, Ethiopia)

In addition to high stunting rates, dietary diversity rates in Amhara are among the lowest across Ethiopia. Research has demonstrated that at the household level, food consumption baskets are dominated by cereals and pulses, and the consumption of animal-source foods and fruits and Vitamin A-rich vegetables is rare, especially in rural areas (Hirvonen, Taffesse, and Worku 2016). In 2011, only 2.1 percent of children aged 6-24 months met the World Health Organization’s (WHO) Minimum Acceptable Diet (MAD) scores which recommends eating from four or more food groups (out of 7) per day.

Data from WFP Food Security Monitoring Reports in Amhara also confirms that among PSNP beneficiaries, consumption of fresh foods is low and seems to be seasonal. The most consumed fresh foods are milk, other vegetables (onions, tomatoes cucumbers), orange vegetables (carrots and green pepper), and roots and tubers. In terms of seasonality, consumption of fresh food is lowest in August, with the exception of milk, which is typically part of the lean season in Amhara (July to September).

Given these worrying statistics and in order to promote the consumption of fruits, vegetables and animal source foods to improve diet diversity, The World Food Programme (WFP) Ethiopia started a pilot of the Fresh Food Voucher programme (FFV) in three PSNP woredas in Amhara Region, which began in October 2017. The programme is based on restricted vouchers that are redeemed through mobile phone payments to fresh food vendors. Beneficiaries located in up to three pilot woredas in Amhara receive a mobile money voucher they use to redeem fruits, vegetables and animal source foods (such as eggs and milk) at select traders. Additionally, a Social behavioural change and communication intervention including coffee conversation, community theatres, counselling is being implemented to increase the demand for and consumption of fruits and vegetables.

The objectives of the FFV programme are:

- Improving dietary diversity among pregnant and lactating women (PLW) and children aged six to 23 months.
- Stimulating the local fresh food market. (Secondary Objective)
During the design phase, a preliminary study revealed that the target group largely owned phones. However, a few months into the operation, this assumption did not hold. Beneficiary Monitoring Data showed that some FFV clients are not accustomed to using a phone or do not own a phone. This led some women to face some challenges redeeming their vouchers at vendors. Consequently, WFP wants to explore the option of providing phones on a cost-share basis to FFV clients. However, before starting such an intervention, WFP needs to fully comprehend the gender dynamics in the FFV households and communities and understand the social acceptance of women using and owning phones. This research therefore means to inform WFP on the question:

*Are gender norms in the communities forming a risk or barrier to the provision of mobile phones (conditionally) to eligible female beneficiaries?*

The research consists of a literature review and a small assessment among beneficiaries. The findings of the literature review are presented in chapter 2. The methodology and results of the assessment in one of the FFV woredas, is reported in chapters 3 and 4 respectively. The conclusion of the overall study and recommendations on the way forward are discussed in chapter 5.

### 2. LITERATURE REVIEW

The literature study shows most cash transfer programmes are designed and implemented in contexts where the majority of the populations own mobile phones and had GSM network availability. This posed a challenge in getting information on programmes that provided mobile phones to beneficiaries, as limited literature is available.

There are two programmes in contexts where majority of the population are not in possession of a mobile phones. One scenario is for Somali and Afar regions in Ethiopia, Pastoralist Areas Resilience Improvement through Market Expansion (PRIME) emergency response program implemented by Mercy Corps to pastoralists and the second scenario is for ‘Bamba chakula’ in Kenya which is being implemented by WFP to new arrivals in Kakuma refugee camp respectively.

#### 2.1 Mercy Corps program in Ethiopia

Mercy Corps in Ethiopia implemented an emergency response project in Somali and Afar Regions from April through September 2016. The project was a five-year Pastoralist Areas Resilience Improvement through Market Expansion (PRIME) program and was designed to meet immediate household needs. The program targeted five thousand pastoralists and transitioning out of pastoralism (TOPs) households. Each project participant received cash transfers; some participants received mobile transfers through HelloCash mobile money accounts.

Given that only 10% of project participants had access to personal cell phones, Mercy Corps subsidized and facilitated loans provided by Somali Microfinance Institution (SMFI) for participants who opted to receive cell phones. 98.8% of project participants took advantage of this phone loan offer and received their phones during the registration events. The project covered 50% of the price of the phone and all costs associated with the new SIM card; the remaining balance was taken from the participant’s cash transfer.

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Phone access & ownership by beneficiaries in Mercy Corps project
Ten percent of survey respondents reported owning a personal phone (9% of males and 11% of females) prior to the project, while 37% of respondents (47% of males and 37% of females) reported having access to a shared household phone.

Barriers faced by Mercy Corps beneficiaries due to phone ownership

Digital illiteracy
There were high rates of digital illiteracy which were the most frequently cited challenge in using mobile phones and Hello Cash in the targeted regions. While some FGD participants noted that women were less familiar and confident with mobile phones overall.

Network & electricity problems
This challenge came second after digital illiteracy the most frequent problem encountered by survey respondents related to network outages: 55% noted network problems (outages) as an issue in accessing their cash transfer. FGD participants from the more rural town noted that the total absence of electricity in their town forced them to travel to a neighbouring town to charge their phones at a charging station which entailed costs for both travel and the battery charge.

2.2 Bamba Chakula Programme in Kenya
WFP Kenya is implementing a mobile restricted cash transfer program called Bamba Chakula in the refugee camps of Kakuma and Dadaab. Bamba Chakula payments are transferred through a specifically designed mobile payment system that allows refugees to buy food from the local markets with their mobile phones. The aim of the program was to increase refugees’ choice and control over what they eat while boosting market demand for local produce and introducing refugees and traders to mobile payments.²

Phone ownership in Kakuma Refugee Camp
WFP’s census of 100% of households in March 2015 in Kakuma, found that only 57% of households owned phones. This translated to about 15,000 households in Kakuma who did not have phones, posing an important challenge to the design of the programme. All that a household needed to receive and use the vouchers was a SIM card.³ The following options which the refugees came up with during the focus group discussion sessions were to be considered for solving the problem of low mobile phone ownership among new arrivals⁴

1. WFP would require all contracted retailers to keep extra phones at their shops, so households without phones can pop their SIM card in to spend their voucher. This back-up system would work fine if only a few households needed to use it, but it won’t work well for 15,000 households (the number of households in Kakuma that current data shows do not have phones).
2. Providing phones was not a feasible approach: in the camps, if you give a phone to one household, you have to give phones to all households, and this would entangle WFP in a host of on-going “phone management” issues.

² Chapter 2.2 is based on: Silvia Baur-Yazbeck (2017) Traders in refugee camps: Overlooked opportunity in bulk payments. CGAP
⁴ Idem.
3. Other potential options included providing a once off phone purchase subsidy to all households. (Similar to the Mercy Corpse Approach discussed above)
4. Temporarily using paper vouchers for new arrivals.

2.3 Impact of phone ownership on women
According to the global study conducted by GSMA that assessed the gender gap in mobile ownership and usage in low- and middle-income countries in 2015, the finding from the study demonstrated that⁵:

➢ Phone ownership can empower women as it increases their ability to access information and financial services and enhance social connectedness.
➢ Mobile phones deliver substantial socio-economic benefits for women.
➢ Mobile phones are valued by women as a tool that enhances their lives, making them feel more autonomous and connected, able to access new education and employment opportunities, and save time and money.
➢ Mobile phones empower women and they are important tools for enhancing the lives of women in low- and middle-income countries.

2.4 Barriers to phone ownership by women
The global study by GSMA assessed the gender gap in mobile ownership and usage in low- and middle-income countries in 2015. It highlighted that the top five barriers preventing women from owning and using a mobile phone were cost, network quality and coverage, safety and harassment, operator/agent trust, and technical literacy and confidence⁶. Women tend to cite handset and credit cost as a barrier more commonly than men in most countries, as women from rural and poorer households in the survey were more likely to report cost as a barrier. The reason why women typically report cost as a greater barrier than men is likely because women are less likely to earn an income and, if they do, earn less. Even when women do earn or receive an income, they do not always control how that income is spent, including on mobile-related expenses.

Network quality and coverage
Network quality can be a greater barrier for women than men. In some settings, women may perceive network quality and coverage as a greater barrier than men, due to mobility constraints.

Security and harassment
This is a key concern for women over security or harassment over mobiles which includes fear of having their mobile phones stolen or fraud issues, harassment from strangers, or spam advertisements via mobile phone.

Technical literacy and confidence
This affects especially phone non-owners. Women report technical literacy and confidence as a barrier more often than men because women are often less educated than men. This in turn contributes to technical literacy challenges, as women are often less confident with technology than men.

Cultural Barrier and Social norms

⁵ Section 2.3 and 2.4 are based on: GSMA Connected women (2015) Bridging the gender gap: Mobile access and usage in low and middle income countries.
⁶ Idem.
Social norms are an underlying barrier to women accessing and using mobile phones. As illustrated below, social norms have a powerful influence on women’s access to use of mobile technology, and can explain why women experience barriers such as cost, security and harassment more acutely than men. According to the United Nations E-Government Survey that was conducted in 2014, the causes of this gender divide can stem from disparities between men and women in terms of a lack of education, lack of income, social attitudes towards female usage of technology, and community perceptions of male and female roles, which all influence mobile phone ownership and usage.

In DRC, Niger and Colombia, for instance, focus group discussions from GSMA study revealed that some men, as well as women, check on their partner’s mobile usage and sometimes try to regulate it, as they fear it would result in extra-marital affairs. Notably, during focus group discussions in Niger, some women reported that because of jealousy and fear of adultery, men sometimes do not allow their wives to have a phone at all. Male respondents in an urban group echoed these sentiments.

Identification documents
Not having the correct registration and identification documents to purchase a SIM or use mobile services was reported as a more important issue by women and men in certain countries, and usually among respondents who do not yet own a mobile phone. In some countries, notably Egypt, more women report ID as a barrier than men.

2.5 Mitigation mechanism
To avoid creating any negative impact on women or their communities when introducing phones to women, the following risk mitigations should be considered:

- Consider targeted, subsidised programmes for women to access to mobile technology (e.g., subsidising handsets).  
- Awareness creation of participating households to ensure full understanding of both participating women and their spouses on the objectives of the restricted voucher programme and the use of the mobile phone in accessing the entitlements.
- User skills training for women who receive a phone to ensure they can use the phone for calls and mobile payments using their PIN.
- Launch awareness campaigns in public forums and in schools to draw attention to harassment of women via the mobile phone. Develop legal and policy frameworks to address harassment over mobile phones and mobile internet. Additionally, more awareness around the issue of harassment over mobile phones, and a more concerted effort to stop harassing behaviours and address women’s security concerns, are needed in the mobile ecosystem.
- Ensure policies that do not undermine trust in agents or mobile operators such as gender-sensitive registration and ID requirements.
- Include mobile and digital skills in school curricula, to ensure girls are reached.
- Integrate mobile and digital skills training for women participating in government aid programmes.
- Liaise with mobile operator to facilitate network expansion in rural areas.

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7 GSMA connected women (2017) Bridging the gender gap: Mobile access and usage in low and middle income countries.
3. METHODOLOGY

3.1 Sample size estimation and selection process

The primary objective of the study was to assess the dynamics of phone ownership, access to phones, and social norms related to phone use and ownership in the affected societies and households in Amhara Region. Habru woreda in Amhara region is one of the woredas implementing FFV currently, and among the 43 kebeles in Habru woreda, the assessment targeted 2 kebeles that have a high presence of FFV beneficiaries (according to WFP SCOPE findings as at October 2018) the two kebeles selected for the study include;

- Derie Roka kebele
- Haro kebele

There are 15 villages in Derie Roka kebele where WFP is implementing FFV and 6 villages in Hora kebele respectively, which translates to 21 villages in total. The survey employed two-stage cluster sampling methodology.

**First stage sampling (selection of clusters):** The first stage involved selection of clusters based on probability proportional to population size (PPS). Each village was considered as a smallest geographical unit. The population data used was obtained from WFP Scope office. Based on gender dynamics that impact mobile phone ownership by FFV beneficiaries in the total number of households that could be visited in a day, i.e. travel hours, introduction and household listing, lunch breaks and time taken to administer a questionnaire in a household, we estimate that 13 households could be visited by one team in a day which constituted of one enumerator/field monitor and I.

The total number of clusters that were targeted were 2 kebeles, obtained by determining the kebeles with the highest number of registered FFV beneficiaries as per the WFP Scope data. One Cluster was Derie Roka kebele which has 15 villages and the second one was Hora kebele with 6 villages translating to a total of 21 villages respectively. The total number of the targeted villages was determined by dividing the total number of households by the total number of the villages (100/21) which equates to 4.8 which was rounded off to 5. Therefore, using PPS there were 4 villages to be targeted translating to 3 villages in Derie Roka and one village in Hora. Additionally, in terms of the households that were targeted for each of the four study arms, we divided 100/4 which is 25 households for each study arm that is to say Derie Roka will cover 75 households and Hora village will cover 25 households during the survey. (Please see table below in the annex 3 for potential selected clusters).

**Second stage sampling (Selection of households):** Selection of households was done in every sampled cluster using simple random sampling. On arrival at the village, the survey team introduced themselves and the objectives of the survey to the village leaders. In collaboration with the village leaders, the team prepared a list of all households with FFV beneficiaries. The survey teams selected households
to be surveyed by simple random sampling using a table of random numbers. SMART random number of table was used to select the households with FFV beneficiaries.

The survey team started the survey from any convenient household of the randomly selected households (13 households) to carry out Individual Household questionnaires. Revisits was done to households in which eligible FFV beneficiaries were found to be absent at first attempt. Households were not substituted. A household was defined as consisting of all persons with family or other social relationships among themselves eating from the same cooking pot and sharing a common resource base.

**Interviewee selection:** In every household visited, the women of reproductive age (both FFV and non-FFV beneficiaries) and their spouses were interviewed. If there were more than one partner in the household and they cook separately, they were considered as independent households. If they ate from the same cooking pot, they were considered as a single household.

Three FGD questionnaires were administered, 1) for women in associations/women representatives in Habru, including the Bureau of Women, Children and Youth Affairs (BoWCA), 2) Women in FFV programme and 3) Spouses to the FFV beneficiaries.

The overall participation in the study was as follows:

**Table 1. Participant numbers per village**

<table>
<thead>
<tr>
<th>Village Name</th>
<th>Questionnaire /women</th>
<th>Questionnaire /men</th>
<th>FGD /women</th>
<th>FGD /men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayo Meda</td>
<td>25</td>
<td>10</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Hamaro</td>
<td>25</td>
<td></td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Dire Roka</td>
<td>25</td>
<td>9</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

3.2 Limitations

- Finding men at home was a challenge given that majority are farmers and it was harvesting season in Amhara region.
- The time allocated for the assessment was limited: the team was not in a position to cover four villages as planned.
- There was only one enumerator who supported in translation and administering of the questionnaires which made the rapid assessment process tiring.

4. **RAPID ASSESSMENT RESULTS**  
This section shows the results of the rapid assessment.

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8 Random tables can be generated from ENA SMART software so that random sampling procedure can be conducted by numbering each basic sampling unit and then choosing the desired number of units randomly from the random number table.
4.1 Women Education Levels

Table 2: Women education levels, N=25 for each village

<table>
<thead>
<tr>
<th>Village Name</th>
<th>No Education %</th>
<th>Primary education %</th>
<th>Secondary education %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayo Meda</td>
<td>80</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>Hamaro</td>
<td>48</td>
<td>52</td>
<td>0</td>
</tr>
<tr>
<td>Dire Roka</td>
<td>36</td>
<td>64</td>
<td>0</td>
</tr>
</tbody>
</table>

Figure 1: Women education levels

4.2 Women occupation

Table 1: Women occupation, N=25 for each village

<table>
<thead>
<tr>
<th>Village Name</th>
<th>Housewife %</th>
<th>Farmer %</th>
<th>Casual Labourer %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayo Meda</td>
<td>12</td>
<td>80</td>
<td>8</td>
</tr>
<tr>
<td>Hamaro</td>
<td>8</td>
<td>92</td>
<td>0</td>
</tr>
<tr>
<td>Dire Roka</td>
<td>24</td>
<td>64</td>
<td>12</td>
</tr>
</tbody>
</table>

Figure 2: Women occupation
4.3 Women Phone ownership

**Table 2: Women phone ownership, N=25 for each village**

<table>
<thead>
<tr>
<th>Village Name</th>
<th>Yes %</th>
<th>No %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayo Meda</td>
<td>28</td>
<td>72</td>
</tr>
<tr>
<td>Hamaro</td>
<td>24</td>
<td>76</td>
</tr>
<tr>
<td>Dire Roka</td>
<td>64</td>
<td>36</td>
</tr>
</tbody>
</table>

**Figure 3: Women phone ownership**

- The graphs above show a clear correlation between women’s education levels and occupation, and mobile ownership by women. 72% of women in Ayo Meda and 76% of women in Hamaro responded that they did not have a mobile phone. The above finding
translates to what the respondents mentioned in the three FGDs that the majority of women are engaged in domestic work and are dependent on their husbands to secure household finances.

- Most women in the rural setting (Ayo Meda and Hamaro villages) were illiterate and lacked exposure and knowledge on the importance and use of mobile phones. The inception of FFV programme has made them realise the importance of phones because redeeming the voucher requires use of mobile phones.
- FFV beneficiaries in the FGD sessions mentioned there was no need to buy an extra phone when the husband’s mobile phone was jointly shared in the household especially for FFV programme.
- On the other hand, in Dire Roka 64% of the women who responded owned a mobile phone. This is potentially related to their urban livelihoods and because some women had travelled to Saudi Arabia for work previously, where they have required knowledge on phone use.

**Borrowing of mobile phones by women**

From those not owning a phone, the majority borrowed their spouses’ phone, and others their friends/family’s phone, to redeem FFV voucher

- 72% of the women in Ayo meda, 66% of women in Hamaro and 50% of women in Dire Roka who did not own a mobile phone, borrowed mobile phones from their spouses on weekly basis in order to redeem their vouchers from FFV programme.
- 28% of women from Ayo Meda, 34% of women from Hamaro and 50 % of women from Dire Roka who did not own a phone, borrowed a phone from a friend or relative to use for FFV on market days.
- There was no entitlement missed because of not owning phones.
- One female phone-owner stated it is inconvenient to lend her mobile phones to neighbours during FFV market days.
- One woman highlighted that whenever she borrows a phone for FFV she has to give a share of the FFV products to the phone owner.

**Benefits of a mobile phone to women**

Those women who do not own a phone, perceived the following benefits of having a phone, ranging from most frequent to least frequent reason:

1. To access FFV food items
2. To access information about food prices on market days through calling friends
3. To stay in touch with family/friends
4. To feel more autonomous & improve their social status
5. To feel safer
6. To save the time of their husbands

Reasons why women did not own a mobile phone
Women highlighted the following reasons as to why they do not own a phone, ranging from most frequent to least frequent reason:

1. They do not know how to use mobile phones
2. Using mobile phones is expensive (phone price, charging and airtime)
3. They already have access to their husband’s mobile phone
4. Friends/family do not own phones either / see each other regularly
5. Family does not allow (risk of being contacted by strangers, mother in-law and in-laws do not allow the newly wedded wife)
6. They will be bothered by strangers and increase stress.

Phone Charging by women

*Table 3: Women phone Charging, N=25 for each village*

<table>
<thead>
<tr>
<th>Village Name</th>
<th>At home %</th>
<th>Neighbour/relative %</th>
<th>Travel and pay fee %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayo Meda</td>
<td>12</td>
<td>4</td>
<td>84</td>
</tr>
<tr>
<td>Hamaro</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Dire Roka</td>
<td>76</td>
<td>20</td>
<td>4</td>
</tr>
</tbody>
</table>

- Charging the phone battery is challenging for those living in Ayo Meda and Hamaro
- People walk or travel with Bajaj to Dire Roka (3.5km) and Hara (2.5km) to charge phone battery
- Charging fee in shops is ranging from 2-5 ETB and the main source of energy was generator or electricity. The charge is 2 birr for electricity and 5 birr for when a generator is used.
- Travelling fee by Bajaj is 7 birr (return)
- In Dire Roka 80% had electricity at home or at neighbors

Women’s’ views on phone provision by WFP
Majority of the women who don’t own a phone, were happy to be provided with a phone as summarized in graph 4 below, only in Ayo Meda and Hamaro did very few women feel there is a cultural boundary for them to own and use a phone.

*Table 4: Women views on phone provision by WFP, N=46 women in three villages*

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9 Bajaj is a three wheeler motor bike which can carry 3 passengers
<table>
<thead>
<tr>
<th>Village Name</th>
<th>Yes, definitely %</th>
<th>No, definitely not %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayo Meda</td>
<td>89</td>
<td>11</td>
</tr>
<tr>
<td>Hamaro</td>
<td>78</td>
<td>22</td>
</tr>
<tr>
<td>Dire Roka</td>
<td>100</td>
<td>0</td>
</tr>
</tbody>
</table>

*Figure 4: Women views on phone provision by WFP*

- From the respondents who did not own phones, 89% in Ayo Meda, 78% from Hamaro and 100% from Dire Roka agreed that, if tomorrow someone gave them a mobile phone (handset and SIM) for free, they would use it and top it up on a regular basis.
- One woman in Dire Roka was happy to have her own phone because whenever she had a quarrel or separation with the husband he doesn’t give her his phone to use whenever she needs it which sometimes is challenging to access FFV.
- Another woman said her husband feels uncomfortable and bothered whenever he leaves the phone behind for her to use for FFV. Her husband will appreciate it if she has her own phone.

**Use of mobile phones by men**

- 86% of men interviewed own a mobile phone. This is in agreement with what the respondents in all the three focus group discussion mentioned, that men exceed women in mobile phone ownership in the three villages
  1) Men use mobile phones to
  2) Get information about the security situation at the border with Afar region, and to confirm the prices of food items and livestock during market days.
Men echoed what some women mentioned in the FGD that, culturally a phone is owned by men. The HH doesn’t need a second phone, it’s costly and women did not need one until FFV was introduced.

**Men’s views on phone ownership by women**

Among the men who were interviewed in Ayo Meda, 80% mentioned that their spouses had no phones, this translates to the number of the women who did not own a mobile phone in the study area.

**Some of the possible reasons that hindered women from owning a phone in Ayo Meda as highlighted by their spouses include; ranging from most frequent to least frequent reason:**

1. They don’t know how to use a mobile phone, or more complex features of mobile phone
2. Handset prices are expensive
3. SIM cards are expensive
4. Credit / Monthly bills is expensive
5. Charging the battery of handset is expensive,
6. Access to electricity is a challenge
7. Don’t need a mobile phone to contact the people they frequently speak to (for example: they live next to them, they do not have a mobile phone

From the male FGD, most men highlighted that there is limited money in the household to buy and maintain a new phone for the wives.

**Men’s views on phone provision to women**

- 86% of men are in support of the idea of providing mobile phones to their spouses it will support in FFV access and communication
- Men will not need to go with their wife to the market during FFV distribution which saves time and money
- Women also feel safer with the mobile phone because they can contact spouses whenever there is a problem at home.
- 14% of men interviewed fear that their wives will be contacted by strangers
- From our culture women are not allowed to own mobile phones, mobile phones are for men.
- But since the inception of FFV programme in our community, women use and even own mobile phones

One man from the male FGD mentioned that Mobile phones is a source of conflict in some households, but it is rare in this community for women to be contacted by strangers.
5. CONCLUSIONS AND RECOMMENDATIONS

The literature review and the field study have resulted in a thorough understanding of the gender dynamics that shape ideas and norms around women’s use of mobile phones in the assessed woreda of Amhara region. The study concludes that both men and women highlighted that there is minimal conflict associated with women owning/using phones in the society and at the household level.

Moreover, there are several advantages identified with providing phones to the female FFV clients: First, mobile phones are perceived as something empowering women. Women associated phones with increased sense of autonomy and safety. Moreover, they will learn a new, modern skill that also gives them access to mobile payment platforms. Second, WFP can use the mobile possession of beneficiaries to reach them for beneficiary monitoring. This will reduce women’s time spent on talking to WFP monitors at market/distribution place and allows for more regular follow up. It will also allow WFP and health providers to send messages containing nutrition information and tips to the beneficiaries.

Based on the study results, WFP concludes that it can continue the development of the phone-provision element of the FFV, provided that the following issues are considered:

- WFP has to conduct a risk assessment of all programmatic challenges related to the provision of phones to FFV-clients, including the co-payment mechanism which may temporarily reduce the value of the FFV-transfer and its effect on undermining the nutrition outputs of the programme for a couple of months. The assessment should also prepare SOPs for lost and stolen phones.
- WFP to engage the male spouses of FFV clients by informing them on the rational of WFP providing phones to their wives.
- WFP and partners to explore possible ways of supporting solar/electric charging facilities in FFV villages
- The FFV to partner with associations that support women’s empowerment, such as women’s micro finance initiatives, women’s saving groups, the Bureau of Women, Youth and Children Affairs, the Amhara Region Women’s Entrepreneurs Association.10

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10 The association’s president is Mrs. Tsige Girma, she has been informed about the programme and is willing to support WFP in identifying female traders/retailers and to provide other support where able (09-18708063)
ANNEXES


Annex 2: Map of Amhara region showing Habru Woreda

Annex 3: Potential selected clusters in Habru woreda based on probability proportional to population size (PPS).

<table>
<thead>
<tr>
<th>Sno.</th>
<th>Kebele name</th>
<th>Village name</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Derie Roka</td>
<td>Rebu</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Derie Roka</td>
<td>Kenendie</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Derie Roka</td>
<td><strong>Dirie Roka</strong></td>
<td><strong>Selected</strong></td>
</tr>
<tr>
<td>4.</td>
<td>Derie Roka</td>
<td>Abesho Der</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Derie Roka</td>
<td>Kotara</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Derie Roka</td>
<td>Chobi</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Derie Roka</td>
<td>Karie Lencha</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Derie Roka</td>
<td>Mutie Tayila</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Derie Roka</td>
<td>Jibota</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Derie Roka</td>
<td><strong>Ayo Meda</strong></td>
<td><strong>Selected</strong></td>
</tr>
<tr>
<td>11.</td>
<td>Derie Roka</td>
<td>Tebenta</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Derie Roka</td>
<td>Wojira</td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Derie Roka</td>
<td>Kila Wuha</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Derie Roka</td>
<td>Diko</td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Derie Roka</td>
<td>Kilenti</td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Haro</td>
<td>Agamsa</td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Haro</td>
<td>Gende Gora</td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Haro</td>
<td>Bukae</td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Haro</td>
<td>Hortamintie</td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>Haro</td>
<td><strong>Hamaro</strong></td>
<td><strong>Selected</strong></td>
</tr>
<tr>
<td>21.</td>
<td>Haro</td>
<td>Mesgida Doremie</td>
<td></td>
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</table>

Annex 4: Focus Group Discussion Women in Associations

**Date:** 20.10.2018  
**Venue:** Dire Roka, Health facility  
**Number of Participants:** 9  
**Participants information:**

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Age</th>
<th>Occupation</th>
<th>Handset Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Hawa Gudele</td>
<td>25</td>
<td>House wife</td>
<td>Yes</td>
</tr>
<tr>
<td>2.</td>
<td>Fatima Endris</td>
<td>30</td>
<td>House wife</td>
<td>Yes</td>
</tr>
<tr>
<td>3.</td>
<td>Halima Yasin</td>
<td>30</td>
<td>Casual Labourer</td>
<td>No</td>
</tr>
<tr>
<td>4.</td>
<td>Erigo Hussein</td>
<td>40</td>
<td>Farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>5.</td>
<td>Toyiba Mohamed</td>
<td>20</td>
<td>Farmer</td>
<td>No</td>
</tr>
<tr>
<td>6.</td>
<td>Zem Zem Mohamed</td>
<td>27</td>
<td>Farmer</td>
<td>No</td>
</tr>
<tr>
<td>7.</td>
<td>Zem Zem Mohammed Yimam</td>
<td>20</td>
<td>farmer</td>
<td>No</td>
</tr>
<tr>
<td>8.</td>
<td>Hawa Zegeye</td>
<td>22</td>
<td>farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>9.</td>
<td>Hawa Abebe</td>
<td>25</td>
<td>teacher</td>
<td>Yes</td>
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Annex 5: Spouses to FFV beneficiaries-FGD

**Date:** 20.10.2018  
**Venue:** Dire Roka, Market
Number of Participants: 9  
Participants information:

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Age</th>
<th>Occupation</th>
<th>Handset Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mohammed Abdi</td>
<td>30</td>
<td>Farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>2.</td>
<td>Ahmed Hamiza</td>
<td>28</td>
<td>Farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>3.</td>
<td>Mohammed Nuriye</td>
<td>30</td>
<td>Farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>4.</td>
<td>Abidu Zegeye</td>
<td>31</td>
<td>Farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>5.</td>
<td>Ahmed Hussein</td>
<td>41</td>
<td>Farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>6.</td>
<td>Hussein Nuriye</td>
<td>34</td>
<td>Farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>7.</td>
<td>Nuriye Jara</td>
<td>40</td>
<td>farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>8.</td>
<td>Mohammed Getaw</td>
<td>33</td>
<td>farmer</td>
<td>Yes</td>
</tr>
<tr>
<td>9.</td>
<td>Hassan Mohammed</td>
<td>25</td>
<td>Farmer</td>
<td>Yes</td>
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</table>

Annex 6: FFV beneficiaries  
Date: 19.10.2018  
Venue: Dire Roka, Health Facility  
Number of Participants: 9  
Participants information:

<table>
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<tr>
<th>No.</th>
<th>Name</th>
<th>Age</th>
<th>Occupation</th>
<th>Handset Owner</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Meseret Desalew</td>
<td>27</td>
<td>House Wife</td>
<td>Yes</td>
</tr>
<tr>
<td>2.</td>
<td>Anisha Mohammed</td>
<td>35</td>
<td>Framer</td>
<td>Yes</td>
</tr>
<tr>
<td>3.</td>
<td>Toyiba Mohammed</td>
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<td>Framer</td>
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</tr>
<tr>
<td>4.</td>
<td>Lubaba Seid</td>
<td>45</td>
<td>Farmer</td>
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<td>5.</td>
<td>Zehara Hussein</td>
<td>20</td>
<td>Owns coffee business</td>
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<td>6.</td>
<td>Zem Zem Yiman</td>
<td>25</td>
<td>House wife</td>
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<td>7.</td>
<td>Saada Mola</td>
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<td>House wife</td>
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<td>8.</td>
<td>Lubaba Yiman</td>
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<td>9.</td>
<td>Melisha Ali</td>
<td>28</td>
<td>House wife</td>
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</table>
STEPS ON HOW THE FGD WILL BE CONDUCTED

INTRODUCTION: (10 mins)

[MODERATOR INTRODUCES HIMSELF / HERSELF, AND THE NOTE-TAKER]
Hello, I’m _________________ and I work for WFP. This is ___________ and he / she will be taking notes.

WFP Nutrition program is interested in finding out about mobile phones and the Gender dynamics of phone ownership in your community, and our discussion today is to get your opinions and experiences on this. It will take about 2 hours, and I want you to feel free to talk, give your opinions and your thoughts. There are no right or wrong answers, and so please feel free to say whatever you think, and feel safe sharing your experiences and thoughts. All the information you give us is anonymous and confidential, and we will not link what you say to your full name. If there is a question which makes you feel uncomfortable you can say that you want to skip it and you can stop participating at any time.

We are looking for your opinions, it’s not about only ‘yes’ or ‘no’, but it’s a lot about ‘why’ so feel free to tell me reasons for what you say, and explain what you think! This is a conversation between us in this room, so we need full participation from everyone, don’t feel shy!

It would also be very helpful if you could think out loud in other words, as you are thinking about the questions that I ask you, please tell me what you’re thinking. The more you say when you are trying to figure things out, the better.

We would like to record what you say, and take photos as we go along. Again, this is all confidential the recording is only to help us remember what was said, as we can’t take notes on everything. No one will have access to the recordings except the research team.

[MODERATOR TO GET SIGNED CONSENT FOR AUDIO / VIDEO / USE OF PHOTOS].

During this discussion, we’ll talk about you and your general lifestyle, and how you and people in your community communicate – and especially about your and your community’s habits and perceptions about mobile communication and mobile phones.

Are you ready and okay to participate? Does anyone have any questions?

[MODERATOR TO GIVE TIME FOR ANY QUESTIONS].

Okay, let’s begin.

1. “Do the women in this village earn their own money?” how?

Mobile Access and usage (45 Mins)

2. Do you use mobile phones (we’re not talking about owning phones, but using phone)? What are the main things you use it for?

   1. Why do you use their mobiles? (eg: contact with family, business, access information, health info, other).
2. What do you do with your mobiles? (eg: calls, sms, do they use mobile money) (probe and explain)
3. Do MEN AND WOMEN use their phones in the same way? Who uses phones more? Why?
4. Are there mobile phone features that you would like to use but that you currently do not? Why?
5. Do you feel you know how to use a phone? Do you feel uncomfortable using a phone because you can’t read, don’t understand how to operate it? Who can help you and others with that?

3. Do you/people in your community own their own mobile phones?
1. Is sharing/borrowing of mobile phones common? Who do they share or borrow from?
2. Differences between men and women in terms of owning/sharing/borrowing.
3. In this community, do husbands often disagree with their wives’ having a phone? what are their reasons? Do women accept this?
4. Do women face barriers in using or owning a phone? What are these?
5. Do you think it is important to own a mobile phone?

Perceptions and aspirations (30 mins)
4. Have mobile phones changed your life and your way of doing things? If so, how?
1. personal benefits (eg: safety)
2. home and family life (work, employment, income opportunities)
3. access to (mobile) financial services
4. differences in the way that mobile phones have changed the lives of men vs. women

5. Are there any challenges that either you or others in your community face as a result of having a mobile phone?
Differences between men and women: issues encountered because of the use of mobile phones
For harassment (eg harassment by strangers, spam sms, prank calls)
Causing tension in household (eg: fear of adultery)

6. Is there anything that worries you about your partner or spouse having or using a mobile phone?
[LISTEN – IF THEY MENTION THESE, ASK MORE ABOUT THEM, BUT DON’T SPECIFICALLY ASK ABOUT THEM UNLESS THEY MENTION FIRST:]
1. For harassment (eg harassment by strangers, spam sms, prank calls)
2. Causing tension in household (eg: suspicion of affair)
3. Mobile money causing tension within the household (eg: hiding savings from spouse)
4. Mobile internet causing tension in the household [eg: if someone accesses inappropriate content?]

7. What more do you think could be done to help more women access and use mobile phones?
What about men?
THANK RESPONDENTS FOR THEIR TIME

Annex 7: Pictures from the assessment

*FFV beneficiaries during Focus Group Discussion session at the health post in Dire Roka*
FFV beneficiaries redeeming their entitlement in WFP hello cash grocery on market day in Dire Roka
The rapid assessment team interviewing FFV beneficiaries on market day in Dire Roka