A global gender lens: Examples of companies that advance gender equality through their products and services

**QATAR**

**Ooredoo**
Telecom provider Ooredoo is targeting women consumers with apps to share health information and block unwanted callers.

**UNITED KINGDOM**

**Vodafone**
Telecom company Vodafone has set a target of providing 50 million women with cell connectivity by 2025.

**COLOMBIA**

**Fem Taxi**
Fem Taxi is a female-only taxi service (both drivers and passengers) designed to reduce harassment and assault.

**UNITED STATES**

**WorthFM**
Financial adviser WorthFM offers saving and investment products developed specifically for women.

**FRANCE**

**HRA Pharma**
HRA Pharma develops reproductive health products such as emergency contraception and intrauterine devices (IUDs) and supports distribution to underserved markets.

**UNITED STATES**

**Care.com**
Care.com is a global online marketplace in 19 countries that connects households with caregivers, shifting unpaid care work to paid employment.

**FRANCE**

**Pfizer and BD**
The companies developed an innovative delivery system technology for the contraceptive DMPA. The new product called Sayana® Press has helped expand access to injectable contraceptives in underserved areas of the world.

**UNITED STATES**

**Pink Taxi**
Pink Taxi provides female-only taxis equipped with GPS and alarm buttons to notify emergency services.

**INDIA**

**Spring Health**
Spring Health uses an innovative point-of-sale purification and distribution model to sell affordable drinking water to low-income families, helping cut down the hours that women and children spend on water collection every day.

**SOUTH AFRICA**

**1st for Women**
Insurance provider 1st for Women offers financial products tailor-made for women and donates a portion of premiums to women’s causes.

**NIGERIA**

**Wise Eco Stove**
Wise Eco is a low-cost manufacturer of clean cooking stoves, which reduce the burden of firewood collection on women.

**UNITED STATES**

**Unitive**
Software provider Unitive is automating the résumé screening and HR process to reduce gender bias.