

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.

UNITED STATES

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.

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.

MEXICO

Pink Taxi

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

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.