WOMEN AT WEB TANZANIA 2020 REPORT

SAY 'NO' TO ONLINE GENDER-BASED VIOLENCE

PREPARED AND PRESENTED BY

MEDIA CONVERGENCY COMPANY | MARCH 2021
FOR WOMEN AT WEB TANZANIA

ACKNOWLEDGEMENTS

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PREAMBLE

The Women at Web Project is not just a set of activities with a set of goals in regards to the welfare of women online, it is more than that. It is a movement.

This movement is monumental to improving the lives of women by empowering them with knowledge, access to information and opportunities, while observing mental health and most importantly information sharing that will equip them with the capability to make informed decisions that go hand in hand with the use of information technology.

To be able to attain this, we need to have more players on board, more ambassadors, protective laws and regulations and more initiatives all attuning to the same voice of promoting safe spaces and saying "NO" to the online gender-based violence or violence of any form.

It is on that note that Women at Web Tanzania, has embraced as many partners since its start in 2017 to where we are now. We are proud to have reached out, engaged with, worked with a list of close to 60 partners in the last three years in one way or another. The project still remains, stronger and more determined to reach the goal than ever in the capability of the two implementing organisations of Media Convergency and The LaunchPad Tanzania.

It is hard to mention every single person who has been key to the success of this specific activity on the Regional Online Advocacy Campaign, but it goes without saying that it would have not been as successful without all the partners who took part, the wonderful dedicated Women at Web Team (Calvin Kulaya, Angellah Karashan and Halifa Halifa), the vibrant Jeshi la Dada team mentioned later in the report.

We intend to return again with the Regional Advocacy campaign at the end of this year, 2021; hoping that we will have more partners on board and more impact than the last one, building on where we left off.

Media Convergency for,

Women At Web Tanzania

March 2021

DW RATIONALE
ENHANCING WOMEN'S ONLINEPARTICIPATION

According to the UN data mentioned by the Association for Progressive Communications (APC), 95% of aggressive behavior, harassment, abusive language and denigrating images online are aimed at women and come from current or former male partners. Cybercrimes, particularly against women, have become common and range from defamation or hate speech in social media to surveillance of online activity, tracking user computers or hacking women's data.

DW Akademie recognized that the Digital media development in East Africa has opened up unprecedented opportunities for women. Yet, digital challenges such as cyber violence against women have proven to be a stumbling block in enhancing digital participation for women and girls. Many of them shy away from participating in controversial online discourses and end up practicing self-censorship. Data on the problem is not easy to find, little is being done to protect women and girls online and many of the cases go unattended or even unreported.

It is on that note that the DW Akademie organized a stakeholder meeting in Nairobi in December 2017. A mixed crowd of twenty experts of Human Rights activists in media (online and offline) profession from Tanzania, Uganda, Rwanda and Kenya were brought together to identify the needs and come up with solutions to the problem.

The initial idea of the project during the first stakeholders meeting was to have one project that was implemented unanimously under one body across the region. However, with the developments of these meetings (the Nairobi and Arusha) it was later mutually concluded by DW Akademie and the experts to have sub-projects from the Women at Web Project so that implementation should be done considering the local context. Thus, resulting into Women at Web Tanzania, Women at Web Kenya, Women at Web Uganda and Women at Web Rwanda.

The project in general aims at enhancing Women participation online in the region. Multi-country participation enhanced a shared understanding and experiences of what women go through when using the internet and how to increase women participation online.

With direct reach to targets over 400 participants and over 60 stakeholders in two years (2019 to 2018), Women at Web TZ project has been implemented through the Women at Web Tanzania that was established specifically to give whole focus to the well-being of Women on the web in Tanzania.

The Women at WebTZ project for 2021 will be implemented through the two organizations; Media Convergency (with lead as Asha D. Abinallah and the Launch Pad Tanzania (with lead as Carol Ndosi).

INTRODUCTION

The goal for the Women At Web project, has been to enhance women's digital participation online and to ensure that they can actively participate online as a safe space at a regional level. Apart from participation and enabling them to engage in dialogue and discussion, there is also a disparity on how women and men use the internet in Tanzania as well as Uganda, Kenya and Rwanda. Sharing common challenges on the matter, created a need for having an advocacy regional activity that unites us as one to showcase that Online Gender-Based Violence is not a national matter but a regional as well as global issue. And thus the seven days online regional advocacy campaign was birthed.

We acknowledge that with Digital Skills being the center of decent work and global goals, apart from contributing to promoting and enhancing women participation online by providing them with the knowhow, there is an urgent need to provide safety and legal guidelines to protect themselves as we address online harassment, a challenge to gender digital inclusion.

Lower levels of literacy and numeracy align with lower levels of technological skills . Equal access to ICTs in itself is not sufficient to close the gender digital divide. Beyond having access to the Internet and related technologies, women need to have the knowledge and resources to translate access into effective use. When these women who have access face a series of obstacles when using the online spaces, it pushes them further away from active participation.

Our target of women online has been from the collective understanding shared from the team across the 4 regions, that attributes of 'the women on the web' are different from one to another. In order to properly reach out and engage them a need was established to grouping them accordingly. This was very well established in the Nairobi meeting where we concluded to having three groups of women on the web, naming them as Woman A, Woman B and Woman C.

WOMAN A
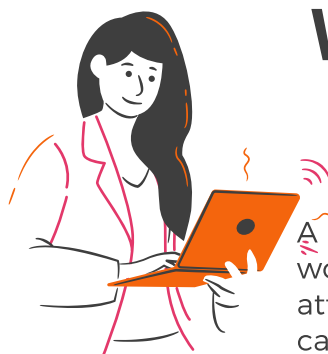
A Digitally literate woman who has attributes that capacitates and enables her to access reliable internet in an enhanced and productive way.

WOMAN B

Semi-Digitally literate enough with basic access to become more visible and grab opportunities and possibly a ripple down effect to woman B but more to learn from Woman A.

WOMAN C

A Digital Illiterate Woman facing barriers that hinders access to the internet, and cannot afford to be on the web.

ABOUT THE CAMPAIGN

The overall objective of WomenAtWeb regional advocacy campaign was to call on stakeholders and the entire ecosystem to unite efforts in creating, applying and promoting safe online spaces for women and collectively advocate on ending online gender-based violence and harassment in the region. The Women at Web Project was launched as a pilot study in 2017 and implemented each year since then. However, 2020, was the first time the project held a regional advocacy campaign conjoining the four countries of Tanzania, Uganda, Kenya and Rwanda.

The quest of the campaign was,

"How will the online world be better through a Women at Web regional advocacy campaign?"

CONSOLIDATED REACTIONS TO THE QUEST

1. Have more Women knowing what rights they have online and how they can defend themselves.
2. Have a gender sensitive internet.
3. Be each other's best keeper online
4. Unified and consolidated efforts in creating a safe space for women online and advocate in against online harassment.

THE THEORY OF CHANGE

WOMENT AT WEB REGIONAL ONLINE ADVOCACY CAMPAIGN

Women compared to men face digital challenges and obstacles that in turn work as a stumbling block in enhancing digital participation for women and girls online due to many of them shy away from participating in controversial online discussions and end up practicing self-censorship and isolation.

The Regional Online Advocacy Campaign (ROAC) was determined to call on all on stakeholders and the ecosystem to unite efforts in creating, applying and promoting safe online spaces for women and collectively advocate on ending online gender-based violence and harassment in the region.

The success of the campaign depended on a synchronized cross regional and internal player collaboration on having one voice, message, goal and execution plan towards spreading the theme of "Say NO to Online Gender-Based Violence".

APPROACH APPLIED TOWARDS THE ADVOCACY CAMPAIGN ~ 1/2

Methodology

Planning and coordination at a regional level involving all the four countries that implement the Women at Web project so as to unanimously identify the key message. The coordination at regional level was done by DW Akademie whereas at national level it was done by respective partners as well as Women at Web Tanzania. There was a total of fourteen regional and sub regional meetings that were held toward achieving the bigger goal. The for key aspects considered were the Goal, Message, Tactics and Audience. These aspects were all closely considered in the approach towards the success of the online advocacy campaign. The campaign had four elements; (a) Goal, (b) Audience, (c) Message and (d) Tactics

Timing & Duration

The Advocacy campaign was strategically allocated a week (16th – 22nd of November) before the International "16 Days of Activism against Gender-Based Violence" which takes place globally from the 25th of November to 10th of December every year. It was important for the campaign to run for seven days with target to reach a huge audience, influence impact and strive a conversation among important key stakeholders (private as well as government).

Content & Shared Messages

The conversation towards building a unanimous agreed message across the region was spearheaded by DW Akademie. The regional consolidated message was developed by all partners across regions with the end result of an overarching theme on Digital rights, online safe spaces for women and protection of online spaces for all. Through a devised guide and content tool, Tanzania as well as other partners participated in crafting messages and content that would run for seven days nonstop and agreed hashtags of #SafeSpacesEA to which the Tanzanian team we also added #MitandaoSalama The content was in the form of text, short video explainers, a dedicated documentary in English as well as Swahili for Tanzania. All content applied the same agreed online branding, materials and design across the region.

Stakeholders & Partners

Women at Web approach from the get go since its initiation was a multi-stakeholder approach. With the advocacy campaign emphasis was stressed in involving partners outside the already existing network. The determination of involving as many partners as possible was fueled by the acknowledgement that the Women At Web overarching theme of addressing online gender-based violence was a calling for a good number of partners and players in the region. Each region worked at partnering with other entities as well as segmenting the already existing regional network with effective participation and joint implementation. Digital and Mainstream Media. Women at Web Tanzania was able to partner with 10 partners who supported the course and with UN Women Tanzania at activity implementation level.

APPROACH APPLIED TOWARDS THE ADVOCACY CAMPAIGN ~2/2

Ringing the Bell

The regional advocacy campaign was mainly done online, however Women at Web Tanzania kicked-off the series of the event at Four Points by Sheraton Hotel, November 16th, 2020. The guest of honor was Ms Lucy Tesha, a UN Women Tanzania Programme Analyst on Ending Violence against Women and Girls. The event convened stakeholders in the ecosystem including the targeted groups (Young female students, Women politicians, Women journalists, Women who have just entered the labour market). Ringing the bell was a deliberate significant sign for the official launch of the regional seven days campaign.

Content Channels

Digital Media, the agreed channels for content reach was the use of Social Media Platforms of Twitter, Facebook, Instagram, LinkedIn and YouTube with recognition that the main channels would be Twitter, Instagram and YouTube. Effort was put on use of Social Media Influencers and organizational accounts. We also reached out to the Mainstream Media with the use of Radio programs, Newspapers and Television News spots. We were able to share the message across the board through Clouds Radio, Uhuru Radio and EFM Radio Tanzania.

'Participating Audience' at the ROAC Launch

The launch had over 120 participants all together. The Advocacy campaign participation prioritized on promoting Women Politicians, Women journalists, Women Professionals, Female Students and Women who have just entered the labor market. The groups were a deliberate strategy to integrate different levels of knowledge, experience and outcomes. The most interesting outcome was a good number of male representatives as well especially from the University who had applied online to confirm participation. While we are focusing on the Women on the web, going forward we intend to put more effort on deliberate measures that will involve men as active participants.

Covid19 Concern

While at the time the Tanzanian government deemed that the pandemic was not a threat, it was still very crucial to identify the best approach towards the implementation of the regional advocacy campaign. Covid19 preventive measures were dually observed; looking into the inquiries "What is the biggest risk posed by COVID-19 for realising the Women at Web objectives?" and "What is the biggest opportunity of COVID-19 for realising the objectives?". The risks revealed for the former where; the continuing gaps caused by COVID 19 especially for women in rural and informal settlements in accessing digital tools and protecting the digital rights of women because of a lack of internet accessibility, financial constraints, over assumptions, online violence, digital insecurity thus pushing towards accelerated gender digital divide. The later inquiry in collaborative efforts, to understand the constraints of digital accessibility and advocate for and to raise the capacity of women to interact on the web safely, freely and further build women's digital skills and digital resilience so as to promote digital inclusion for all.

REPORT METHODOLOGY

The report gives context to the Women at Web Tanzania Project, its background, existence and its implementation in Tanzania then and now. The report' hinges particularly on the Women At Web Tanzania and Women At Web in general implemented in the East African Region in countries of Tanzania, Uganda, Kenya and Rwanda while focusing and further sharing insights of the seven-day Regional Online Advocacy campaign executed by the implementing partners from the 16th to the 22nd of November 2020.

Information gathering automatically started during DW Akademie initiated regional advocacy campaign conversations between the four participating countries of the Women at Web Project to the ultimate half day event that was done on Four Points by Sheraton. Information collection and analysis has been gathered from extracts from prior introductory Women at Web reports, meeting summaries toward coordination of the campaign, video recordings, the aggressive online campaign (especially on Twitter), conducted surveys and social media data metrics on reach and impact. The intent of all collected information was a step by step tactic from formulation to fully realising the overall goal of creating a better online world for women.

THE PURPOSE OF THE REPORT

1. To provide to interested partners and stakeholders with information and results of what had been and what could be in promoting safe spaces online.
2. To share collected findings and a call to action at individual, organisational and national level.
3. The report to act as a baseline reference for the upcoming regional advocacy campaign for 2021.
4. Introducing Media Convergency and The Launchpad as a co-implementing partners for the Women at Web project in Tanzania.

Regional Online Advocacy Campaign

SPECIAL HIGHLIGHTS

NOV, 2020

NOTE FROM UN WOMEN

Ms Lucy Tesha, | UN Women Tanzania
Programme Specialist - End Violence Against Women and Girls (EVAWG)s
Guest of Honor

Ms. Lucy Tesha shared the four key components that shapes UN Women's development intervention strategy in Tanzania; to mention them are; a) Women participation in decision making; b) access to justice; c) women peace and security and d) women economic empowerment.

UN Women Tanzania spokesperson shared four recommendations of what should be done to create a safe online spaces for women and young girls as shown below:-

1. · We need to have a data to track our progress from capacity development to responses and measuring the impact of our work. In Canada among five women, one has already made a report on online harassment.
2. · It is our responsibility to have constructive conversations and discussions for the purpose of educating women and young girls on safe usage of their social platforms.
3. It should not only be for women and young girls but also include young boys and men in this.
4. We should corporate with different stakeholders such as actors, civil society organisations and Tanzania communications and regulatory authority (TCRA) in educating and preventing online gender-based violence to women and young girls.

"Our vision of Safe Spaces online is when all users are good digital citizens using the online space in a manner which effectively benefits them from its use while also engaging in a way that enhances digital inclusion for all"

ASHA D. ABINALLAH

FOUNDER - MEDIA CONVERGENCY

"We can bridge the digital gender divide by encouraging and supporting more women to get online through building on their ability and appetite through digital literacy skills and digital story telling but most importantly creating and sustaining safe online spaces for them to thrive."

CAROL NDOSI

CO-FOUNDER
THE LAUNCHPAD TANZANIA
E: ndosicarol@gmail.com

FROM PARTNERS

DIANA NSIIMA
DOT TANZANIA

"If its anything or any message that I am taking today, is how do I continue to proactively be my sister's keeper online."

REBECCA GYUMI
MSICHANA INITIATIVE

"We are not only advocating for Women who are online to have safe spaces, but also for women who are not yet connected to join the online world and know how to use, their rights and knowlege of personal obligations while using the internet space"

FARAJA NYARANDU
NDOTO HUB TANZANIA

In collaboration with Women at Web we continue to advocate for online safe spaces, be a strong united voice, to be part of Women lives so as to better themselves and get to learn on how to access opportunities online while developing themselves as well as their surrounding communities.

PLAN INTERNATIONAL TANZANIA

There are no effective mechanisms for fighting Gender Based Violence. The attacks may not be physical but they are equally painful. We take this opportunity to raise their voices and call upon the Government, relevant authorities and societies in general to jointly make effort to report and end online abuse.

"Promoting Safe Online Spaces is a big investment towards ensuring that more women and men benefit from the opportunities that online space provides"

Marceline Nyambala, AMWIK – Kenya

"Unsafety means women not existing in their full dimension, not being able to fully express themselves; being attacked for not fitting into a particular image society wants them to.

Natacha Umutoni, Women @ Web – Rwanda

"For the true potential of the internet to be reached, there is a need for even the most marginalized to have access, safety and a welcoming environment online. This means that the drive for safe online spaces is fundamental now more than ever."

Julieth Nanfuka, CIPESA – Uganda

"Safe online spaces means inclusion for women and marginalized groups to meaningfully participate and contribute to the growth of the internet ecosystem."

Mwara Gichanga, Women @ Web - Kenya

"There should be a partnership between the state and civil society to create awareness about online gender-based violence and mechanisms that can curb it"

Doorthy Mukasa, Unwanted Witness - Uganda

JESHI LA DADA MOVEMENT

Jeshi la Dada Lead coordinator, Viola Julius introducing the group members to the audience and calling upon joined forces to the youth

The group was a bigger part of the event in coordination as well as implementation of the regional online advocacy campaign. Jeshi la dada is an online support group inspired by the dire need of addressing online gender-based abuse, harassment and violence. It is a group of thirteen participants with intent to increase the number, formally establish as an independent entity and to drive the agenda of promoting safe spaces for all online users.

The group has been an integral part of Women at Web Tanzania and has played a significant role in delivering the message as well as appearing positively to the age group mostly affected by online gender-based violence through direct support online as well as support through peer group sessions addressing victims affected by mental health as result of the online abuse.

The group consists of 13 participants as mentioned, **Asma Iddi Mkwata, Yvonne kigano Mussa, Nyangubu Yessy Nyamsogoro, Martha Chimilila, Salha Aziz Ng'amilo, Vivian J Joseph, Doreen P Mbalazi, Angella Richard Karashani, Jennifer Equcho Kayombo, Tatu Ahmed, Shamira Mshangama, Lydia Charles coordinated by their interim lead Viola Julius Massawe**

REACH & IMPACT

23 DAYS

HASHTAGS

#SafeSpacesTZ
#SafeSpacesEA
#MitandaoSalama
#SafeOnlineSpaces

Reach and Impressions across the region
97 million

Mentions across the region
2.4 million

Reach for #MitandaoSalama
8.4 million

Mentions across for #MitandaoSalama
563 mentions

TOP 5 KEY WORDS

Women

Campaign

Violence

Internet

Online Gender

It should be noted that while there was use of hashtags to make easier to trace and find content for all following the conversation, this metrics do not take into account all important engaged content from the online community who had voiced opinions, questions or sharing their experiences without the monitored hashtags

This campaign is one of the most effective online campaign done online delivered on advocating against Online Gender Based Violence done in the region. DW Akademie monitored the overall Social Media metrics giving insight as Twitter and Facebook taking lead and then Instagram giving insights and overview on Twitter alone. In a span of 23 days since the launch of the online campaign.

The top five posters in order on Twitter where Women At Web Tanzania, Association of Media Women in Kenya (AMWIK), Unwanted Witness in Uganda, CIPESA (Uganda) and Siasa Place (Kenya) whereas on FaceBook the top five in order where Women At Web Rwanda, Women at Web Tanzania, Siasa Place, CIPESA and Unwanted Witness. Top language was English followed by Swahili. The top key words of mentions were #MitandaoSalama, SafeSpacesEA, SafeSpaceEA, UkatikliWaKijinsia followed by WomenAtWeb

Tanzania had added onto the hashtag #MitandaoSalama with intent to also engage the Swahili speakers to the Swahili content. The hashtag had a reach of over 93.7 million in a span of 14 days with over close to 600 thousand mentions.

Moments in Pictures

Regional Online Advocacy Campaign

# FINDINGS & A CALL TO ACTION

NOV, 2020

On the question directed to the Twitter online female community,

"Have you ever reported to the Police Authority after being harassed online or seen someone close to them having been harassed".

The results gives an insight of behavioral attributes of the active and inactive internet users and their approach towards their online presence. Among the 222 respondents a total of 29.7% combining the 'Yes' and 'No' options represents active users on the internet who engage and participant in one way or another while the rest 70.3% of respondents represents mostly users who are active lurkers, but do not engage§ for several personal reasons which all play part to the Gender Digital Divide.

7.2% — Yes
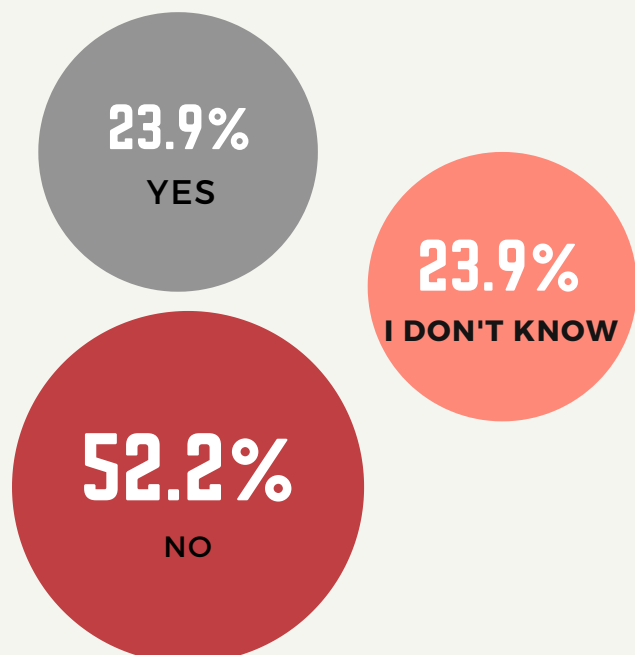
22.5% — No

70.3% — Interested to know
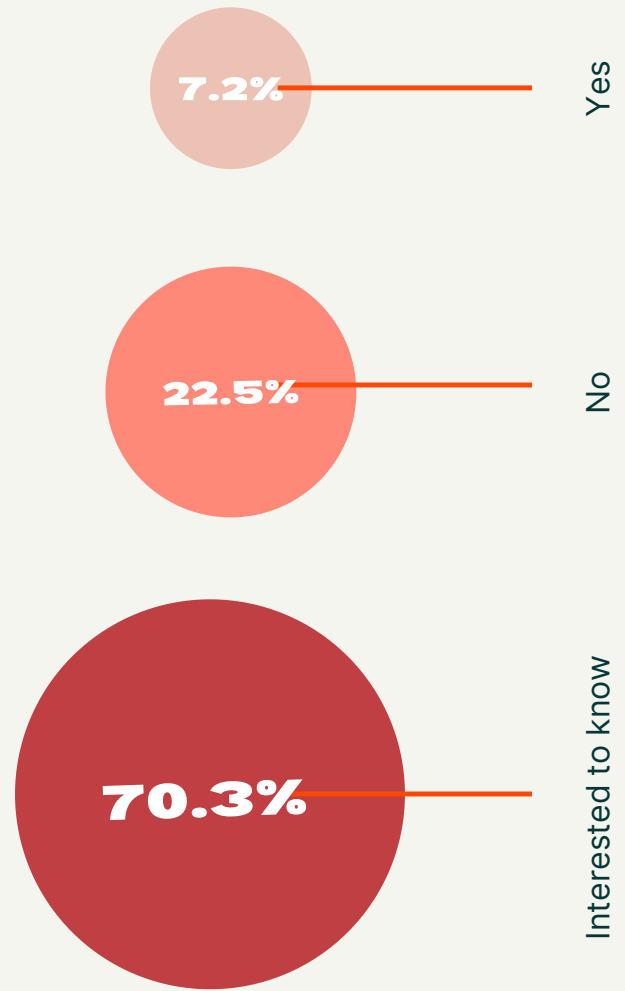
On the question directed to the Twitter online female community,

"Have you ever been harassed or abused online?"

Out of the 92 votes, 23.9% admitted to have been abused, 52.2% said no and the rest 23.9% admitted to not knowing if they have been abused or not. It should be noted while it might be not clear to some online users of what is and is not abuse and violence especially the recurring negative attributes driven by norms, culture and traditions of the community. The 52.2% cluster, some of respondents might be among those who do not fully understand the concept of online harassment and abuse.

ONLINE ABUSE

23.9%
YES

23.9%
I DON'T KNOW

52.2%
NO

FINDINGS DURING THE CAMPAIGN

"When you defend yourself online as a woman, people judge you for how you speak because apparently women have to behave in a certain way. They should not curse or yell, otherwise they will be seen as having no class"

~Nerima Wako-Ojiwa - Siasa Place, Kenya

- Women celebrities, public figures and those in leadership or aspiring for leadership are more prone to abuse and cyber bullying with discouraging comments and resurfaced images.
- There has been a number of complaints online in regards to the authorities being soft on public figures when they conduct are the ones that have conducted an online based offence compared to those who are not public.
- When an influential person or a person with a great following conducts offences and abuse online to other user, they have more influence to the majority follow suite.
- Most online users do not know that when they share offensive images or content to rebuke on it, they are also playing part in abusing the victim in question. There is a huge knowledge gap.
- The patriarchy has been mentioned over and over as one of the key problems and an overlying traditional cultural driver for the gender-based violence both online and offline.

- Violence and Harassment against Women in the world of Work can has been one of the devastating effects of Women's Safety, health, well-being and their participation in work online and offline.
- ·There is a knowledge gap to some online users on what it means being online. There is a strong need in advocating on the knowledge of how they could better position themselves as good digital citizens.
- ·Anonymous online user accounts are a huge driver for the dominant online gender-based violence.
- ·Image based violence is one of the rampant abuses that most women get, most are blackmailed, become emotionally and psychologically affected and some lose their lives.
- ·There is not segregated data when it comes to online gender-based violence for Tanzania in Tanzania.

CALL
TO ACTION

1. To advocate for a new GBV law apart from the existing Cyber Crime Law and Online Content Guidelines that have not effectively considered on OGBV

2. Explore and give emphasis on the Mental Health and Online Etiquettes.

3. Call for sisterhood against bullies, abusers and even filing cases against such.

4. More capacity building to the youth on digital Citizen Literacy and Good digital Citizenship.

5. Create deliberate measures that stimulate both women and men to have unconditional, open and meaningful access to the Internet and that cannot happen without advocating for safe online spaces.

6. To advocate for against gender-based violence with sole message on "Say NO to Online Gender Based Violence".

7. Awareness on women online to protect themselves from those they engage with online.

8. Should learn to create credible accounts, be a good digital citizen, don't entertain toxic abusive accounts and protect those around you.

9. . Initiatives to conduct a research to have segregated data in regards to online gender based violence.

You want to know if it is #GBV? Ask yourself if what you want to do u could do to your Mother, Sister or Daughter. The simplest way of stopping abuse and harassment to other Women whether intended or not - Women At Web Tanzania, Nov 2020

SAY NO TO OGBV

The act of accessing, using, manipulating and/or disseminating private data without consent just because she is a woman for whatever intentions is a violent act

SAY NO TO OGBV

The act of creating and sharing false personal data (like online accounts, advertisements, or social media accounts) with the intention of damaging a user's reputation just because she is a woman

SAY NO TO OGBV

The act of "Cyber bullying" and/or repeated harassment through unwanted messages, attention and/or contact just because she is a Woman

SAY NO TO OGBV

The act of Hate speech, social media posts and/or mail; often targeted at gender and/or sexuality just because she is a Woman

SAY NO TO OGBV

The act of sharing and/or disseminating private information and/or content, including (sexualised) images, audio clips and/or video clips, without knowledge or consent just because she is a Woman

SAY NO TO OGBV

The act of trafficking of women through the use of technology, including use of technology for victim selection and preparation (planned sexual assault and/or femicide)

SAY NO TO OGBV

The act of trafficking of women through the use of technology, including use of technology for victim selection and preparation (planned sexual assault and/or femicide)

SAY NO TO OGBV

The act of Abusing and/or shaming a woman for expressing views that are not normative, or for disagreeing with people (often men) as well as also for refusing sexual advances

Women At Web Project Leads & the Jeshi la Dada Team

Showing solidarity in the course of advocating against Online Gender Based Violence

CONCLUSION

While the regional online advocacy campaign has been able to rekindle an important discussion in regards to the welfare of women on the online space, it is still crystal clear that we have a long way to go. The report has given an insight to the Women at Web Categories of the Woman we target, that in itself is a reflector of the clusters in terms of access, use, digital skills and gap. Looking at the welfare of all women in general, having equal opportunities, access and presence to the online world, there is still a lot more to be addressed; and it is only possible if all key players at individual, institutional, national level and most significantly the society are on the same page of fighting against all attributes that foster violence and abuse against women, whether online or offline. But of course, not all would want a better and fair playing ground, thus, when willing players take the initiative, we are all required to do it in a way that creates impact not only to the victim but to the perpetrator as well. We need not only advocate and create awareness; the Mindset mechanism is as significant to reach the bigger goal. This all seems not to be easy and that's why Women at Web's approach is addressing Women already on the space or have basic needs for them to be on the space to make sure they remain there and motivate others to join the space.

CONTACT INFORMATION

Women at Web Tanzania

Powered by Media Convergency

6th Floor – Al-dua Tower, Morocco Square,

Opposite Vodacom H/Q - Bagamoyo Rd

P.O. Box 33598 - Dar es Salaam Tanzania

E: womenatwebtz@mediaconvergency.co.tz

M: +255 764 477 927

Social Media: **https://linktr.ee/WomenAtWebTZ**