

EMPOWER WOMEN

in the Digital World



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RURAL WOMEN

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Roads of dust and nature alive surround rural women and their families. Living in simple houses without water, without energy, in isolation.

Women that seem invisible, all by themselves in rural areas around the world. But they are not alone - they count with each other, they live together and they become closer through their art and their culture. Day after day, they become stronger and they connect to the world. They start to understand how to gain power and welfare in the digital world.

Rural women work in their production whether artwork, tourism, cattle, agriculture or fruit collection – they are proud to share their legacy to the world, they are happy to provide for the well-being of their children, and they represent the voice of their communities in their needs and rights. Combining natural resources into native art, strengthening traditional activities with new innovative technologies, touching their life with education gift and entrepreneur spirit.

Women share the past and the future of their villages into the whole world.





















WHY NANUM?

Nanum is a word that means “sharing”.

In a joint effort for development, we created a model of digital inclusion for rural empowerment and we called it Nanum Village. The initiative is located in the geographical region of Gran Chaco, an area in South America where four million people live, 30% in rural communities.

The purpose of this initiative is to empower women and families through technologies and digital literacy, so that they share this new tool with the rural community, to enhance economic, social and environmental transformation.

We started to work hand in hand with many partners and allies so as to launch digital centers owned by civil associations that could strengthen production through digital, financial and labour inclusion. Nanum Village ensures connection to internet, digital learning and ICT use for cultural and economic activities. Digital inclusion is a door open to catalyze empowerment and entrepreneurship, while building new roads towards education, health, human rights and welfare.

It is our duty and passion to provide for the development of rural women in the digital world.

Samsung Nanum Village
October 2018





















THE VOICE OF RURAL WOMEN

A testimony of a rural woman leader

In the first place, here go our brotherly greetings and hugs, from the different women associations of diverse geographical areas. A great change took place with Nanum centers in native rural villages – we can save time and trips, we can carry out our work without leaving the village, we can carry out digital government tasks and other activities through the web, benefitting the communities. Women can sell their artwork through internet... Along the years, communications have improved with the entire society. In these centers, improvement happened because women own a space for ourselves.

On behalf of this community, we thank you – we have achieved a lot but there is still a lot to be done for the future of our young people because they are the future, and we need your continued support not only for women, but also for many people that you do not know. We also thank for the help of those social organizations¹ that as from the very first day came to our communities and who are always available to answer for the needs of many people who again do not know... here come our brotherly greetings and gratefulness from all these communities.

My name is (Olga) Francisca Ermelinda Aparicio, and I live in Vaca Perdida, Formosa, Argentina.

¹Olga thanks for the continuous presence and support of Fundación Gran Chaco, NGO in the north of Argentina.









THE FUTURE OF RURAL WOMEN

After Brisbane Summit in 2014, W20 was born and consolidated as an affinity group of the G20 Leader Summit to recommend public policies that can ensure the rural woman inclusion in the global economy, guaranteeing the full development of all women and the growth of global finance. As from that moment and until Argentina's presidency, the affinity group has centered their efforts in bringing documents and communications that enrich G20 working groups in gender issues.

In 2018, in the context of Argentina G20 presidency, we included a new topic in leaders' agenda that so far had been left aside of discussion groups – rural woman development. Rural women are the result of all exclusions when we understand that their possibilities, opportunities and prospects of development are not in focus during planning or execution of integrated policies. And the gap is not only limited to the comparison with women in urban areas – gender indicators reveal that, on a worldwide level, rural women are in a worse situation than men of rural areas.

Discussion on rural woman development achieved a leading role in 2018, becoming most relevant at the preparation of W20 final communication, together with three other

working pillars – Labour Inclusion, Finance Inclusion and Digital Inclusion.

Rural women are those who provide the world with almost half the amount of food produced in rural areas, they are a critical mass when we observe indicators of developing countries, so they must be considered a fundamental element in public policy planning and execution. Moreover, rural women play a key role in family sustainability and in society strengthening and they can greatly impact in poverty reduction.

The low level of attendance of rural women at top international forums is a concern of W20, this is why we decided to ensure their full participation in our dialogue process. Also, we advocate for leaders to pay attention to this reality, to act accordingly and to advance in practical actions that can enhance the full development of women in and from the rural context.

Susana Balbo
W20 Chair, Argentina
November 2018















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The purpose of this photo book is to share the current background and the future potential of rural woman development, based upon a real practice of Digital Inclusion, one key recommendation for women empowerment and sustainable development of communities.

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We thank for the national Ministry of Health and Social Development of Argentina who allowed us to offer this piece of communication as a bridge between rural women and G20 authorities.

We thank for the organizations that compose “El futuro está en el monte”, a strategy for economic development in a network of public, private and social field partners, who get together to share innovation and development tools, including Samsung Nanum Village as a practical case of digital inclusion.

We thank for the testimony of Olga Francisca Aparicio, representing the voice of rural women in the world.

We thank for all photographers that share their art on this book.





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