

**EU-AFRICAN R&D PROPOSAL IDEA****Personal Details**

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**Proposal****Title**

**Gender and the Cellular Paradox: Innovation and Transforming Societies in Rural Africa**

*The title of your Proposal: please provide a maximum of 15 words that accurately reflect what your proposal is about.*

**Proposal idea (max 500 words):****Objective of project**

1. Assess the situation at a local level through the complete analyses of a small town in the South West Province of Cameroon where 30 per cent of the head of the families are women. A survey conducted in 2004, provided information about the total population of the town, and detailed information about household and individual characteristics (demography, housing, farm activities, off-farm activities, expenditures, and savings). A series of questions about cellulators (how many owned, corresponding expenditures, reasons of using one, etc.) can help provide detailed information about eventual gender differences which will be compared to other studies;

2. Put the cellular industry in perspective for the future and benefit from a better understanding of its impact (particularly from a gender perspective) in order to better understand the innovation process in the ACP countries.

**Who will benefit as a result of this project?**

The project will benefit to:

1. Women, through a better comprehension of their behavior in a context of an innovation;
2. Students in gender issues, who will benefit from a connection to a network of researchers from different universities or institutions in Cameroon and abroad. They will also benefit from a robust academic framework. The entire project, including results would enhance the Course (WSP 406) on Women and Mass Media.
3. Resultant publications would contribute in changing academic grades for collaborating researchers and teachers, particularly at the university level.
4. The academic and private sector in ICTs who will benefit from a detailed comprehension of the ICTs impact on women through a detailed local analysis of a survey in a small town in South West Province. The project will also benefit from cross-cutting analyses of the ICT impact (economic, anthropology, innovation concept, etc.).
5. All institutions involved in development issues. The ICTs prove to be a good opportunity to understand the causes of success of a particular innovation. This can be helpful for implementing new innovation in other fields (agriculture for instance).
6. The project will promote cross-cutting analyses and therefore improve the comprehension of the ITCs impact on gender issues,
7. The project will help understand gender attitudes to new technologies, by opposing successful innovations to failures. In this way, it will help to better understand access of innovation to women, and why certain innovations are able to stimulate women's interest over others.
8. The project will contribute to a network of researchers and practionners involved in the study of ITCs. The private sector and the research institutions will find mutual interest in collaborating together.
9. The project will constitute a methodology for multidisciplinary and cross-institutional partnership in conducting research;

**Short Description of Institution**

*A short description of the institution (between 200 and 300 words) to include the most recent relevant experience related to the proposal idea.*

We are Prof Joyce B. Endeley, Vice Dean, Faculty of Social and Management Sciences and Head of Department of Women and Gender Studies and Victoire Ngounoue, PGDE and Bsc in Women and Gender Studies all from the University of Buea, Cameroon.

The Department of Women and Gender Studies at the University of Buea is the only such department in Cameroon. It was created along with other departments in 1993 when the University Centre Buea, initially concentrated on language, translation and interpretation, was transformed into a fully-fledged English-speaking university.

This department educate, train and produces gender sensitive graduates in cross-cutting fields (social sciences, economic development, land, informal finance).

Research by staff and students focuses on women and gender aspects in various domains, such as agriculture, development, health, law, literature and Mass Media. The Department has organised a number of national and international workshops and conferences. It has carried out various types of outreach activities and has collaborated with governmental and non-governmental organisations, such as the Ministries of Higher Education and the Ministry of Women's Empowerment and the Family, Plan International, WWF, Association pour la Lutte contre les Violences faites aux Femmes (ALVF), INSER or Gatsby etc.