# MAKING REMOTE WORK ACCESSIBLE FOR UKRAINE'S VULNERABLE YOUTH IN THE COVID-19 ERA VIA ONLINE TRAINING

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October 2019

# HOW IT ALL STARTED

# KEY FACTS ABOUT LOCAL YOUTH EMPLOYABILITY

- Vinnytsia youth comprise *30.8%* of all officially unemployed (national average *~19%*, ILO estimates)
- *~2,500* internally displaced persons (IDPs), of them *188* officially registered as unemployed (*40%* youth)
- No official data on orphans' employment, but several hundred children age out of Vinnytsia orphanages yearly
- Main employment barriers:
  - Difficulties in finding a job acc. to one's professional experience and degree
  - Lack of knowledge on how to undertake a successful job search
  - Employer bias against orphans and IDPs
  - Gaps in legislation protecting the rights of IDPs and orphans (lack of special provisions, lack of enforcement mechanisms)
  - IDPs come from industrial regions, but there are no opportunities for them to engage in similar manual jobs
  - Lack of opportunities for job re-training within a short period of time
  - Lack of soft skills and ability to speak foreign languages (English)

Source: https://www.pinterest.ca/pin/603552787535105108/?nic_v2=1a6a7ak7z

# INITIAL PILOT DESIGN

**Dec. 2019 – Jan. 2020** Hire a local project manager and a training provider

**Jan. - Feb. 2020** Outreach to identify ***45*** youth (with preference to ***IDPs*** and ***orphans***), of whom ***50%*** women

**Feb. 2020** Select through surveys, tests and interviews in English

**Mar. - May 2020** Train for 3 months in group in front-end web development, graphic design, and digital marketing

**May – Jun. 2020** Limited job placement support through Upwork and local IT cluster (~50 firms)

# FINAL PILOT DESIGN

**February - March 2020**

Hire of a local project manager and training provider, under a ***40%*** budget cut

**March 2020**

Selection of ***31*** youth, of whom ***70%*** women and ***40%*** IDPs and orphans

**March 2020 [Start of C-19]**

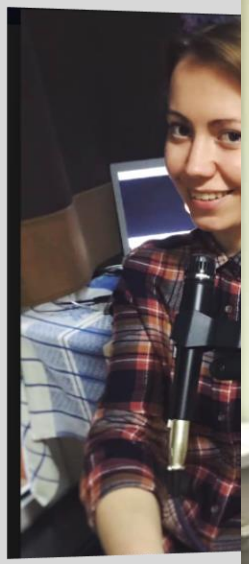
Selection through e-surveys and phone interviews in English

**Late March - May 2020 [Lockdown]**

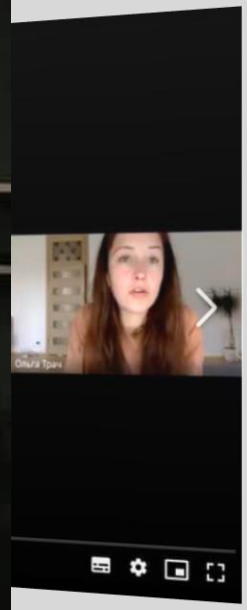
Train for 2.5 months **virtually** in front-end web development (14), graphic design (11), digital marketing (6)

**June 2020 - ongoing**

Job placement via trainers, additional support via Upwork Foundation



АРТИНОВ



# RESULTS AND OUTCOMES

**Application Submission and Vetting**

100+ applied for the project; 31 enrolled; 2 dropped out

**March 2020**

**March – June 2020**

**Virtual Training**

- 140 academic hours spent on training overall
- 30 hours spent on profile building and project bidding. Partnership with the Upwork Foundation, service is not over yet

Average Online Participation is **86%**

**Online Job Marketplace Presence**

- 90% of graduates signed up and set up Freelancer profiles
- 44% started submitting proposals for online jobs
- 15% received offers and/or started earning online

**June 2020**

**June 2020 – present**

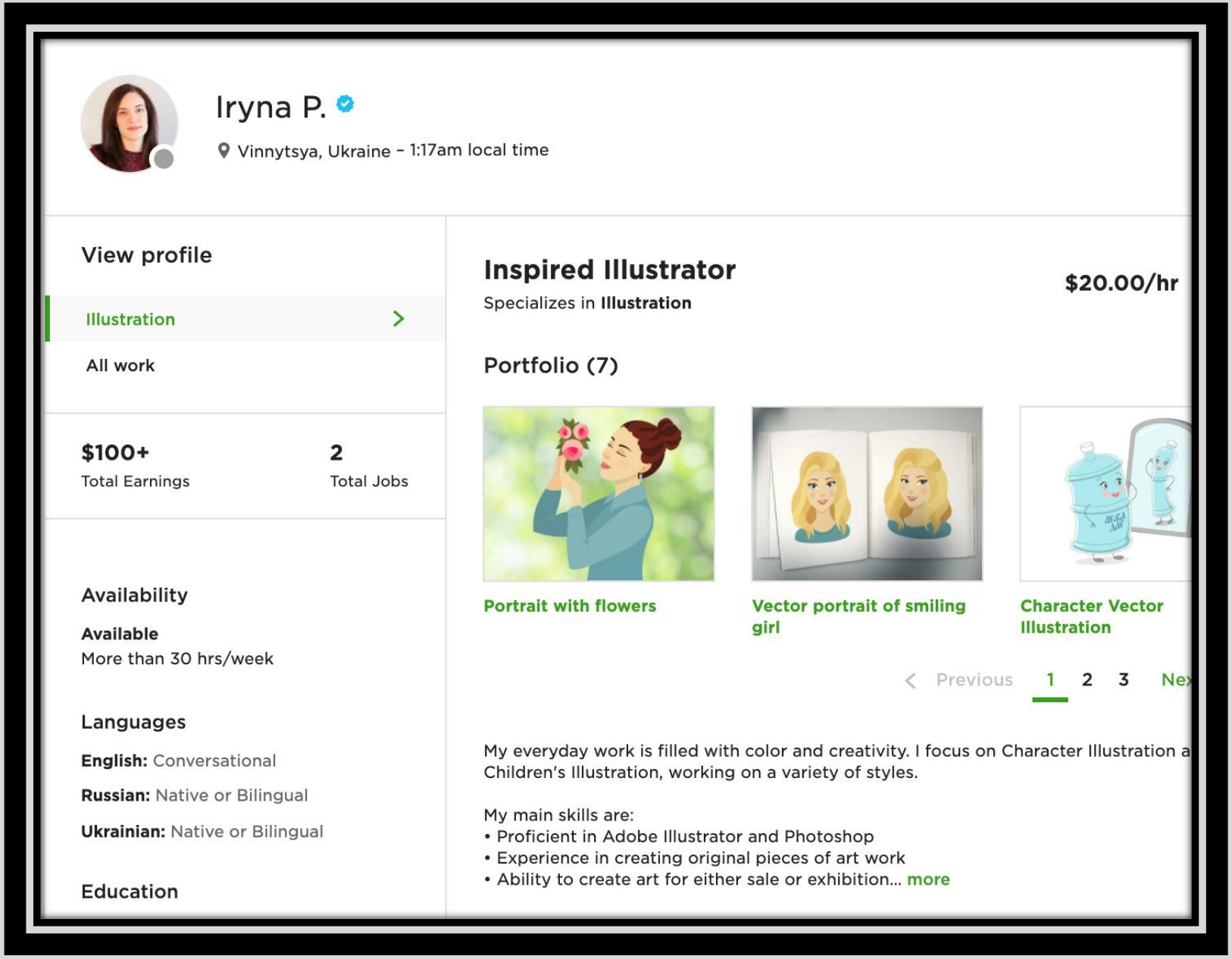
**Local & Online Job Wins**

9 graduates (31%) found an internship/job in the local market or online work marketplace

**July 2020 - ongoing**

**The Upwork Foundation Service**

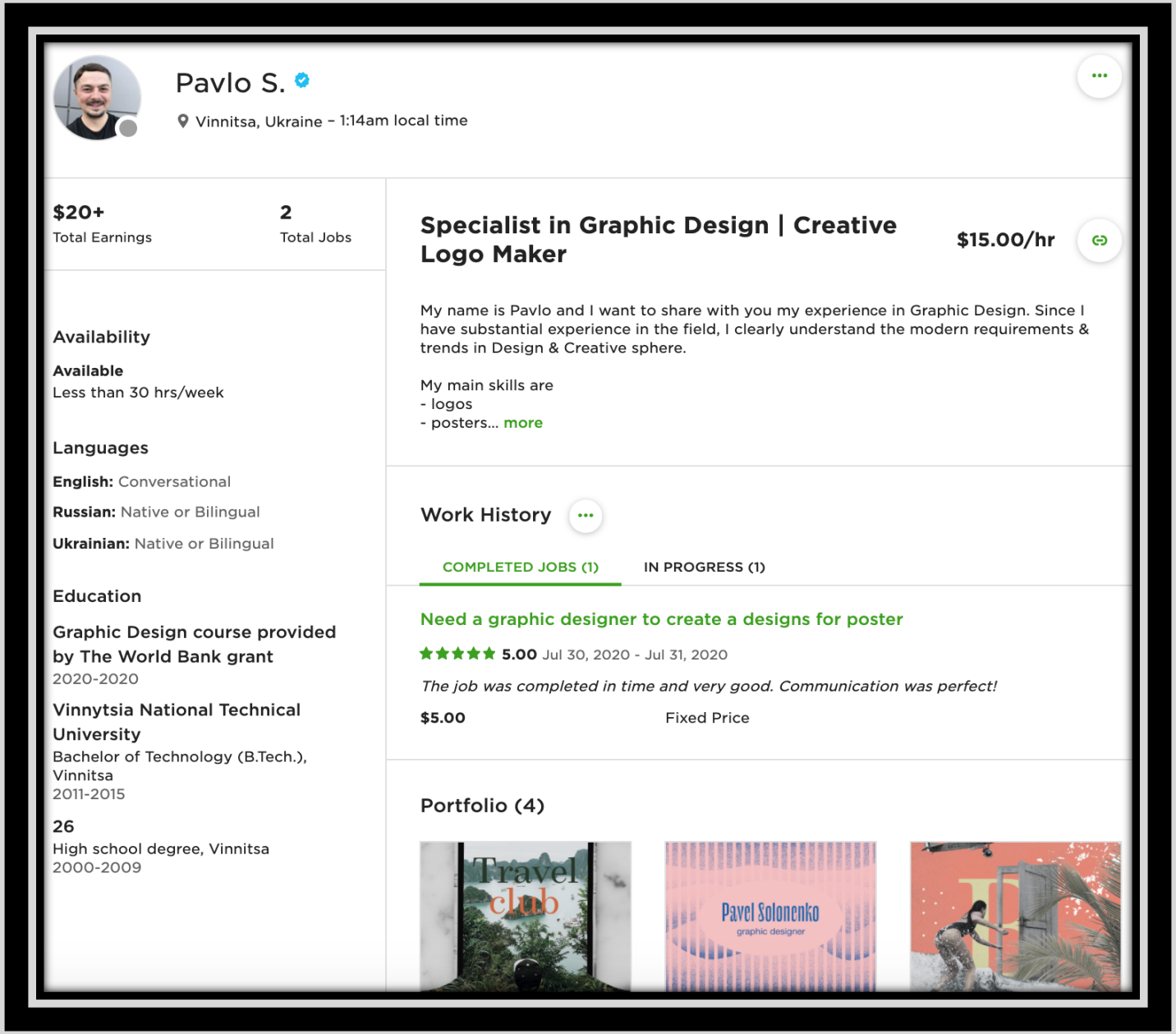
Freelancer outreach and profile/proposal review service delivery, with 2-4 weeks follow-ups




"This program helped me gain knowledge in graphic design. It was very important that we received help in the job search in this field. **I got a job very soon after graduation**.

**I also printed postcards and already agreed to sell them in the shop in the city center**."

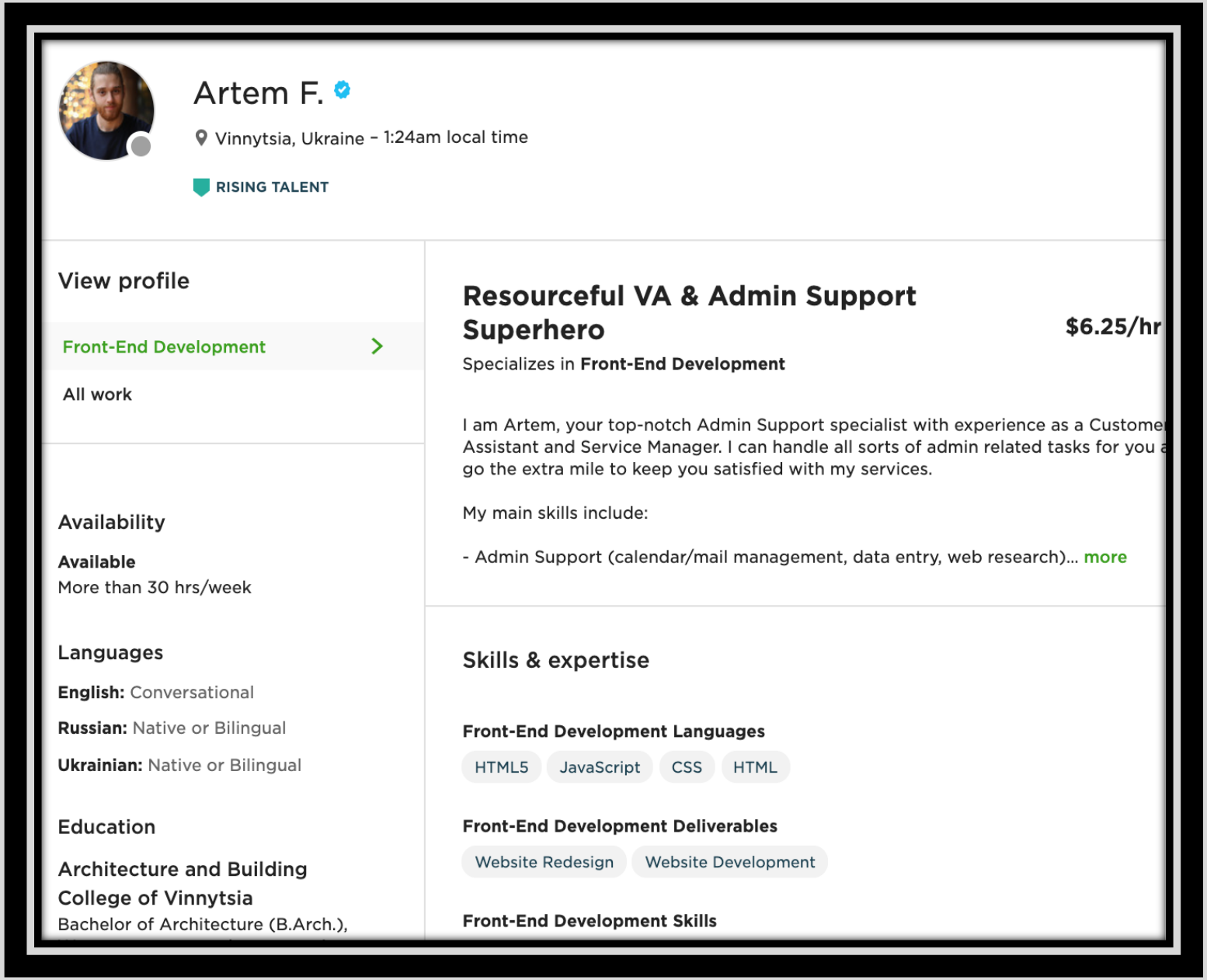
Upwork Foundation




"For me personally, the program was useful. I learned about graphic design and improved my drawing skills. **I also understood how to find a freelance job, but I'm struggling with winning more jobs now**.

I think that I have two reasons through which I cannot win projects on Upwork. **The first is lack of regular attention, since it takes a lot of time to monitor suitable applications**. And the second is the **quality of the cover letter writing**. I don't always manage to draft good cover letters. But I will work on improving my proposals [regardless]."

Upwork Foundation



Artem F.

Vinnytsia, Ukraine – 1:24am local time

RISING TALENT

View profile

Front-End Development

All work

Availability

**Available**
More than 30 hrs/week

Languages

**English:** Conversational

**Russian:** Native or Bilingual

**Ukrainian:** Native or Bilingual

Education

Architecture and Building College of Vinnytsia
Bachelor of Architecture (B.Arch.),

**Resourceful VA & Admin Support Superhero** **$6.25/hr**

Specializes in **Front-End Development**

I am Artem, your top-notch Admin Support specialist with experience as a Custome Assistant and Service Manager. I can handle all sorts of admin related tasks for you a go the extra mile to keep you satisfied with my services.

My main skills include:

- Admin Support (calendar/mail management, data entry, web research)... more

Skills & expertise

**Front-End Development Languages**

HTML5 JavaScript CSS HTML

**Front-End Development Deliverables**

Website Redesign Website Development

**Front-End Development Skills**

After the course, **I got the opportunity to try my hand in a small [IT] company and continue to work on mastering the profession**. This is a great chance for me to prove myself, improve my skills, and make new, useful connections.

However, **I am struggling with winning online work at this time, as I need to go over multiple jobs to find a project according to my junior level skills.**"

Upwork Foundation

# TRAINEES' GRAPHIC DESIGN PORTFOLIO

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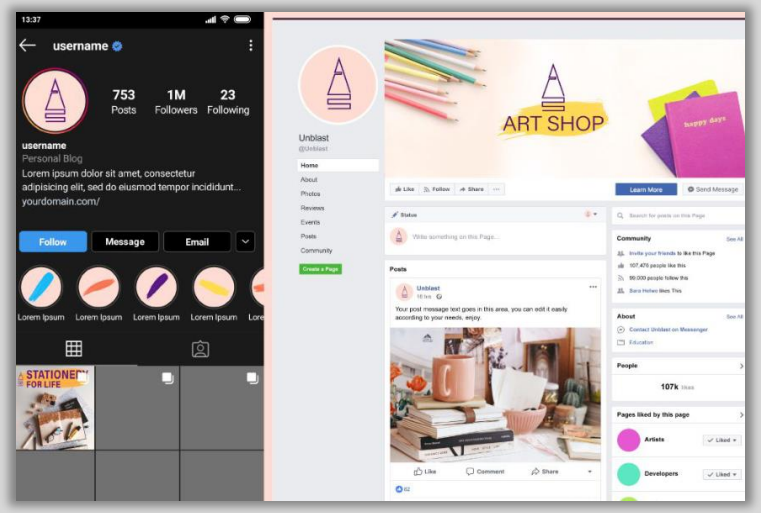

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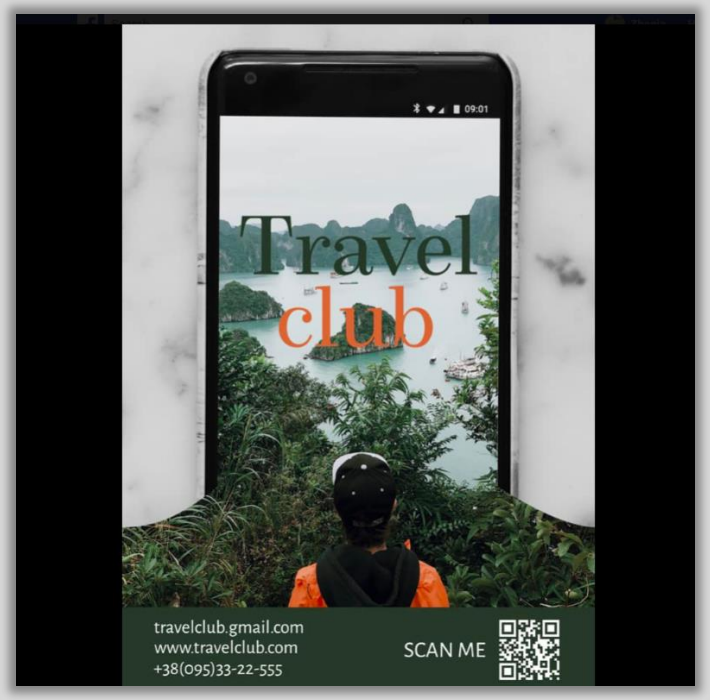
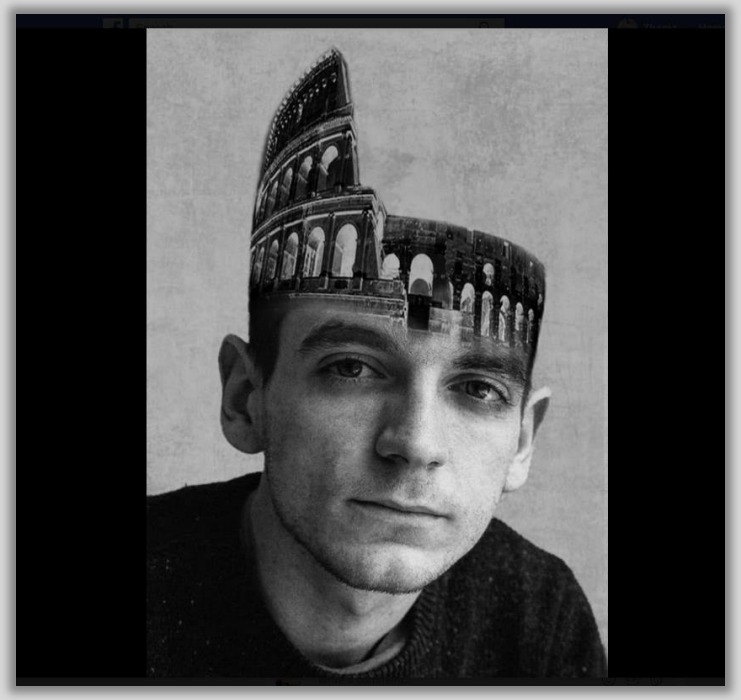
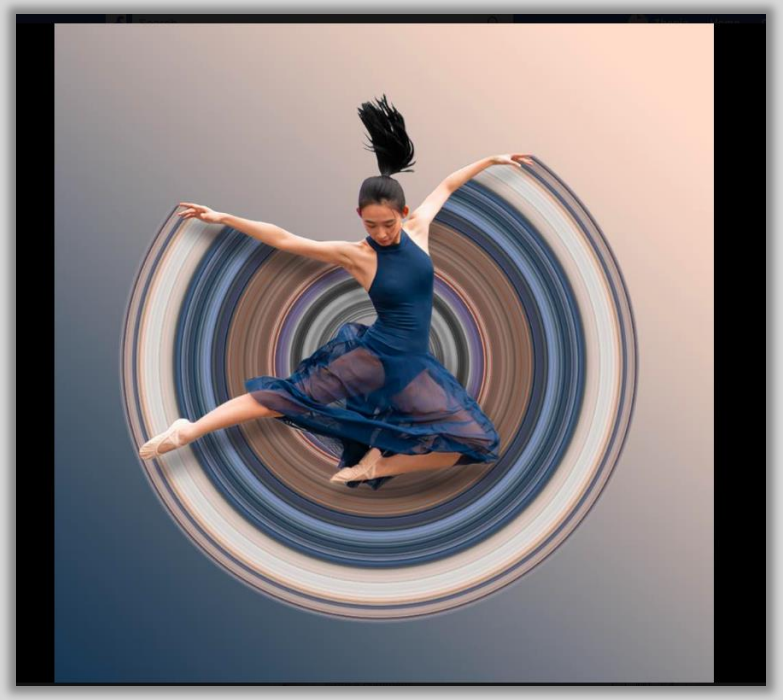
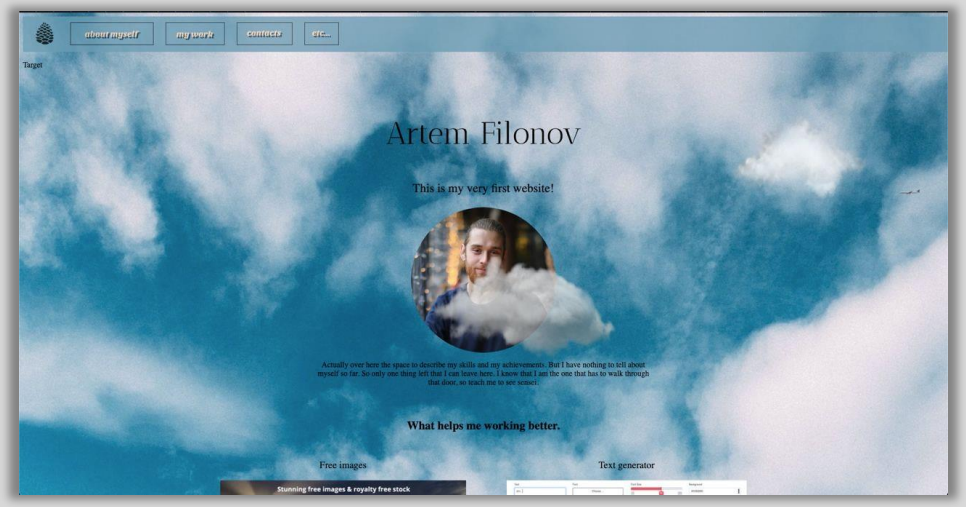
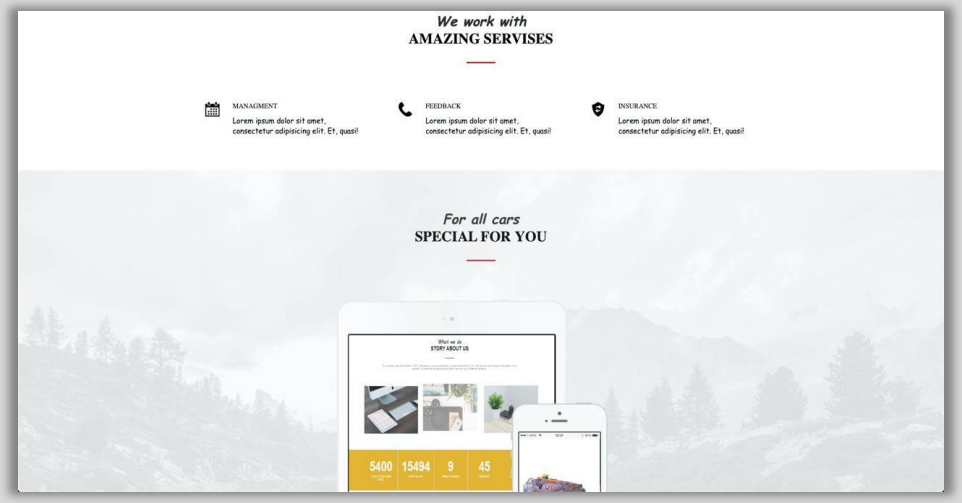


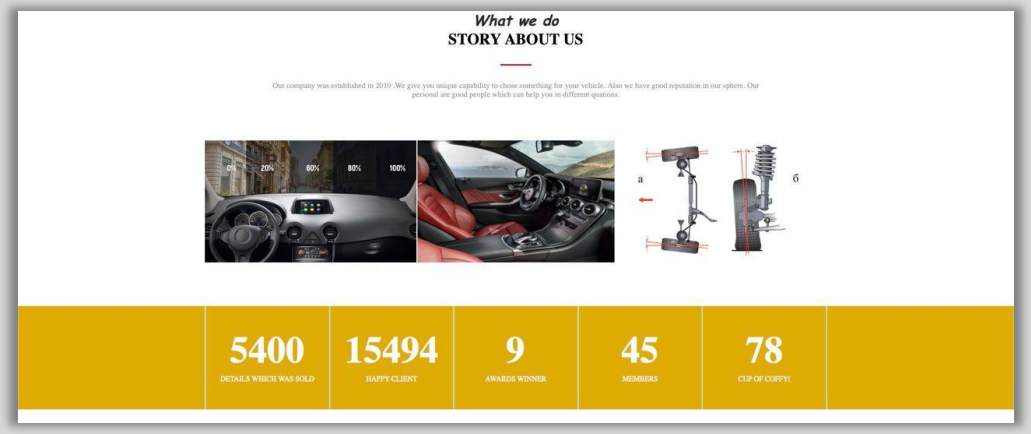





# TRAINEES' FRONT-END WEB DEVELOPMENT PORTFOLIO



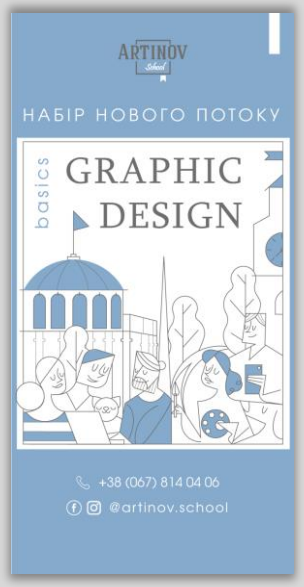



# BRIEF BACKGROUND OF DELFIN AND ARTINOV

- Vinnytsia private gymnasium Delfin **was founded in 1994.** In 2018 Andriy Pizhevskyi bought and **fully renovated** it
- Since 2018 Delfin has been working **in cooperation with Artinov** creative space on different educational projects and events benefiting hundreds of local youth daily
- Framework for cooperation: **Delfin, Artinov creative space, Artinov coworking, Artinov studio, Artinov travel club** and from this year **- Madagascar kindergarten**
- **List of major directions of Artinov's group projects:**

  - **foreign languages (both online and offline classes and speaking clubs)**
  - **IT courses, such as graphic design and 3-D modelling**
  - **psychological workshops on sensitive social issues**
  - **practical workshops on creative hand-made products**
  - **courses on sales marketing**
  - **trainings on self-development and self-awareness**
  - **musical classes**
  - **sport activities**
  - **general education for children**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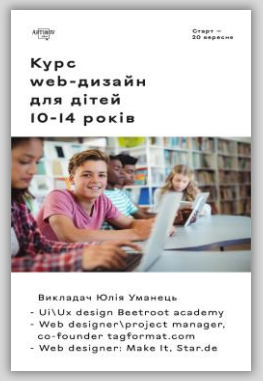
ВІЗУАЛЬНА
АЙДЕНТИКА БРЕНДУ 2.0
Група до 5 учнів. 5 тижнів навчання
і 3 гайдлайна у ваше портфоліо.
Старт 10.11.2020 Early birds — 5000грн, з 1.11 — 6000грн.
Реєстрація: +38 067 814 0406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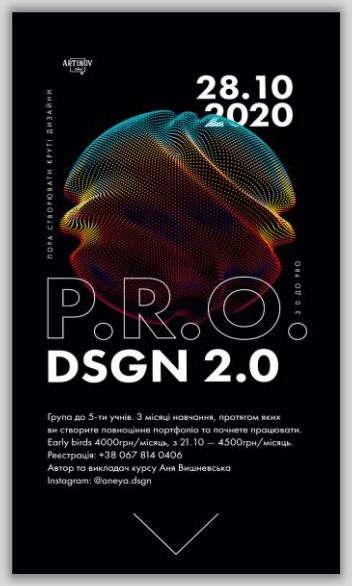
- Ui\Ux design Beetroot academy
- Web designer\project manager, co-founder tagformat.com
- Web designer: Make It, Star.de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Автор та викладач курсу Аня Вишневська
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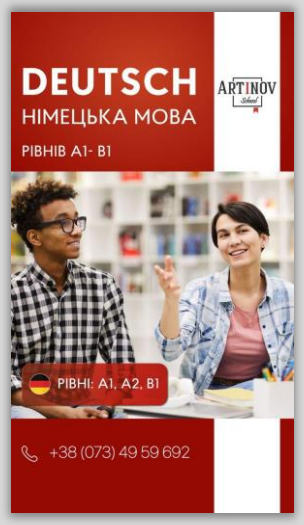
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# WHAT THIS PROJECT MEANT FOR LOCAL ECOSYSTEM

- Practically no **virtual** upskilling trainings delivered previously: neither by Delfin and Artynov Creative Space, nor by six other major players
- No trainings with linkages to **online job marketplaces**
- Very few trainings with focus on **IDPs or orphans**
- Learnings about **the difficulty to maintain a community spirit post-training** delivered virtually
- Learnings about being **a World Bank contractor**: what this practically requires
- The contract came at a time when negative effects of COVID-19 kicked in, supporting the training provider's **cashflow**
- Small contracts like this do incentivize local innovation ecosystem players, helping them develop their **training service offering, notoriety, and raise new similar contracts**. This project prompted applications to 2 more grants for much larger projects and generated new ideas for collaboration (e.g. Upwork Foundation)

# BROAD LESSONS LEARNT FOR DEVELOPMENT

- There is **demand from local youth and local innovation ecosystem for this type of projects**, esp. in view of limited capacity of local employment centers to support the under/unemployed
- **Virtual mode of training delivery worked surprisingly fine**, although this required adjustments in curricula and for trainers
- This type of projects is **easy to scale up in Ukrainian cities** (esp. with virtual mode of delivery)
- **Local training providers are capable to rapidly regroup during challenging circumstances**, even though they typically rely on individual self-entrepreneurs (not staff on payroll)
- However, **more careful vetting of trainees is needed** to make sure the most motivated get in
- More tailored trainings are needed to meet the needs and **specific educational gaps of orphans**
- **Screen fatigue** is an important factor to consider, nothing can replace F2F and group interactions
- Interest in online work may be stronger in those places where the labor market capacity to supply jobs is weaker and with a larger share of English-speaking youth

# Thank You / Дякуємо!

# Questions?

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