

# Using Digital Technology to Create Employment Opportunities for Vulnerable Youth



# WORLD DEVELOPMENT REPORT 2019

## *THE CHANGING NATURE OF WORK*

Presented by: Federica Saliola

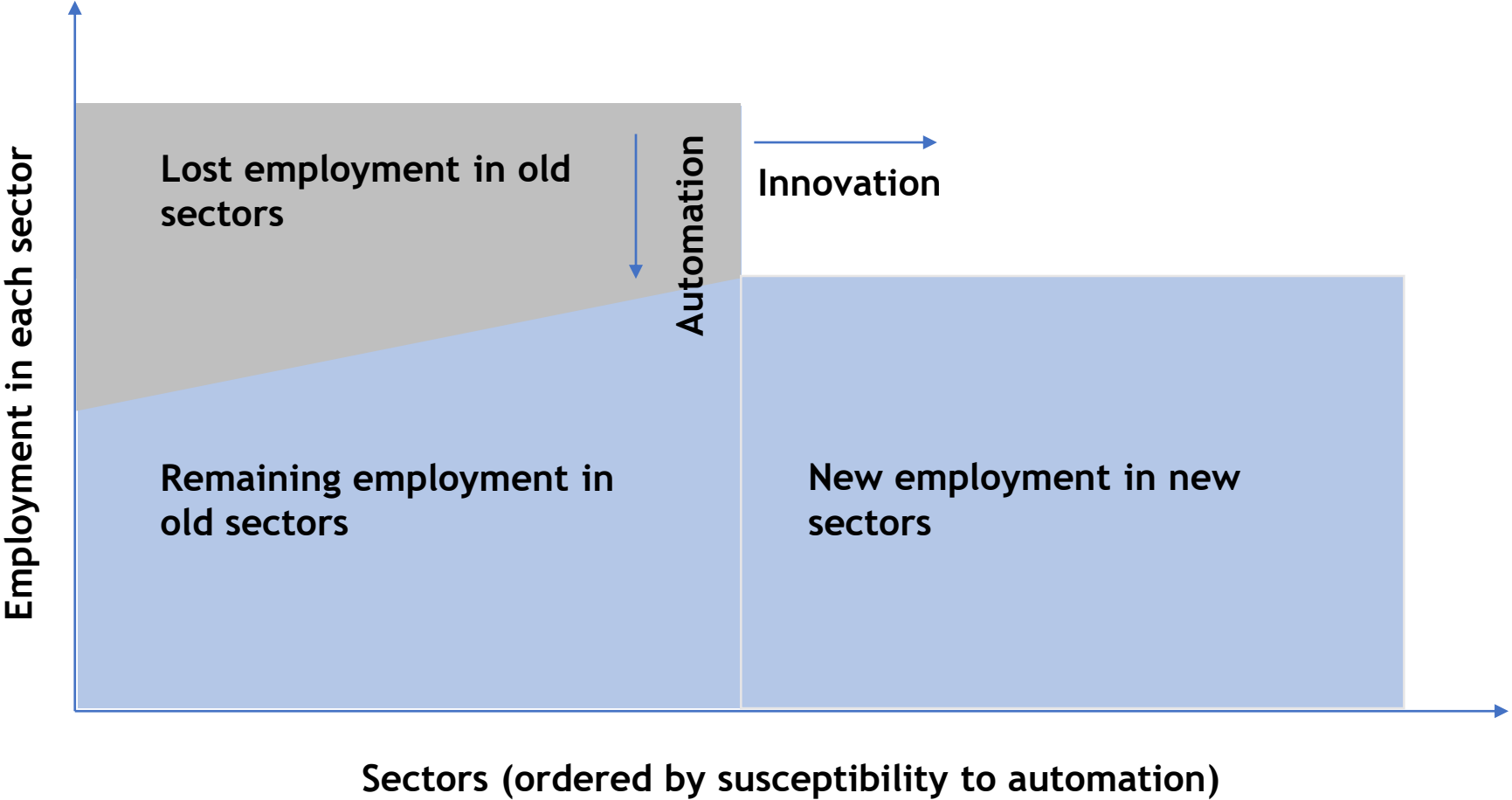


**WORLD BANK GROUP**

April 10, 2019

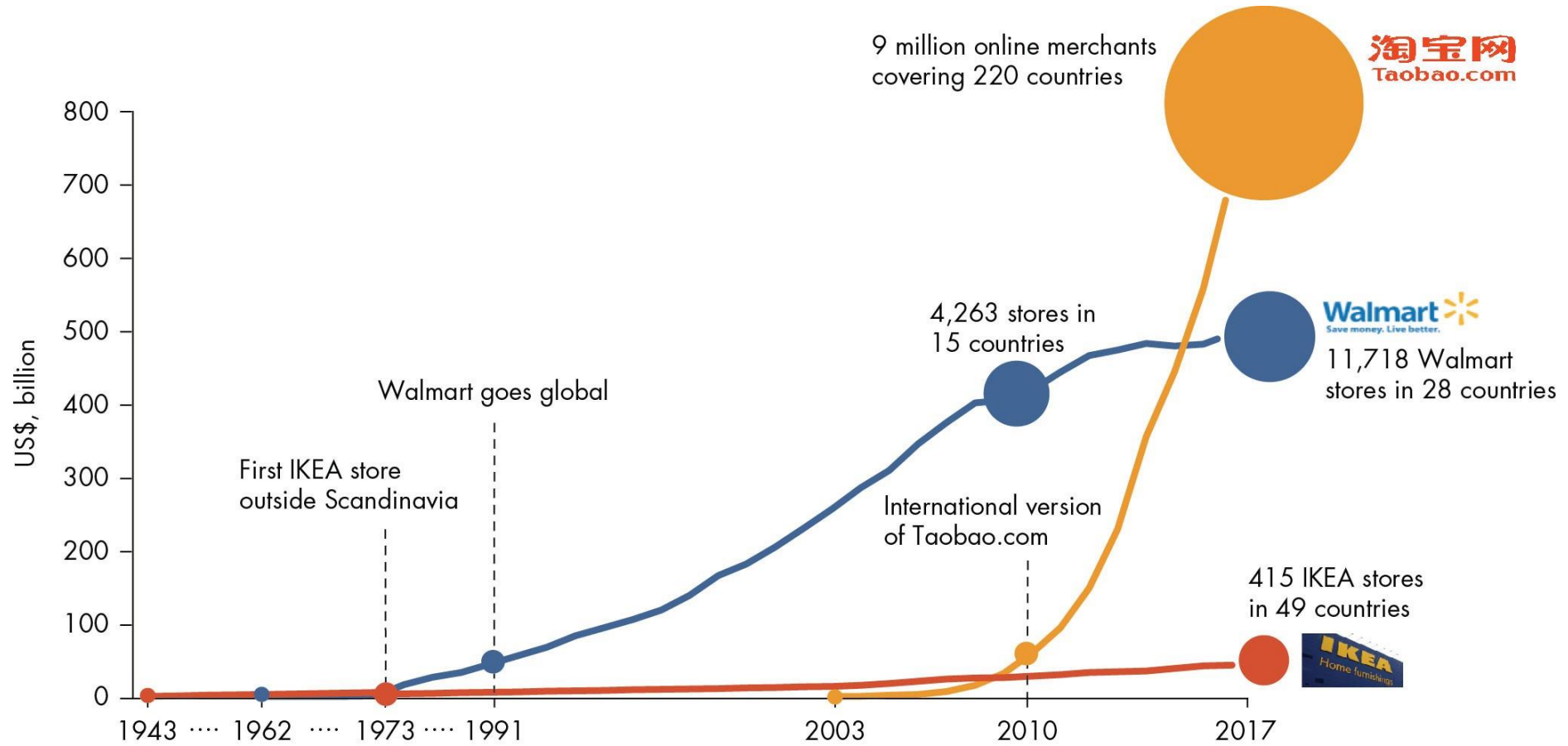
S4YE Partner Summit 2019

# Technological Progress Can Expand Job Opportunities



Source: Authors' analyses.

# The world of work is evolving at an unprecedented pace today



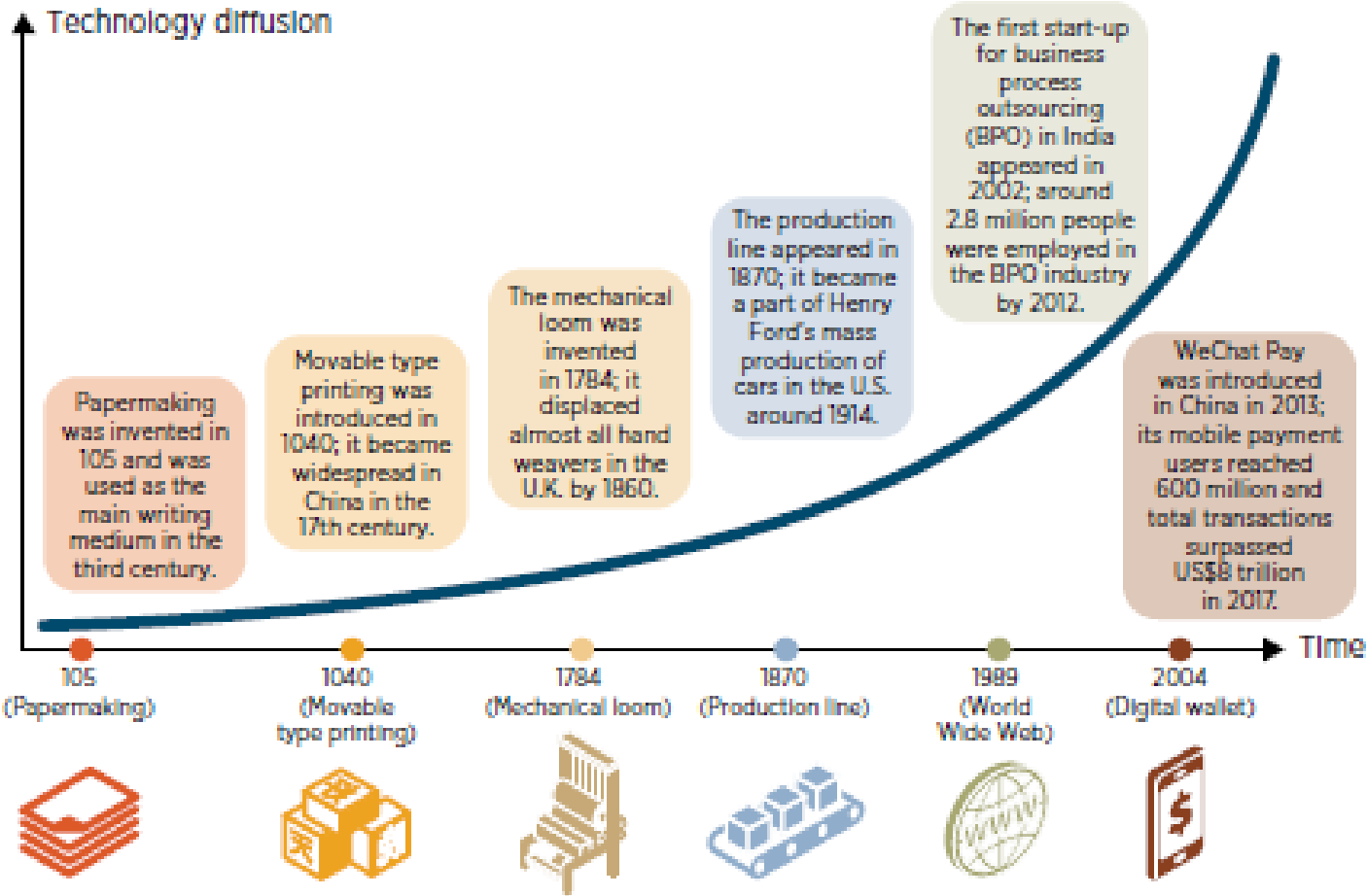
Source: Authors' analyses based on Walmart Annual Reports, Statista.com, NetEase.com

A woman with long brown hair, wearing a black and white striped long-sleeved shirt, is sitting at a desk in a cluttered office. She is looking down at a laptop. The desk is covered with papers, a pink mug, and other office supplies. The background shows a wall with various papers and a framed picture.

# Technology Is Changing How People Work And The Terms On Which They Work

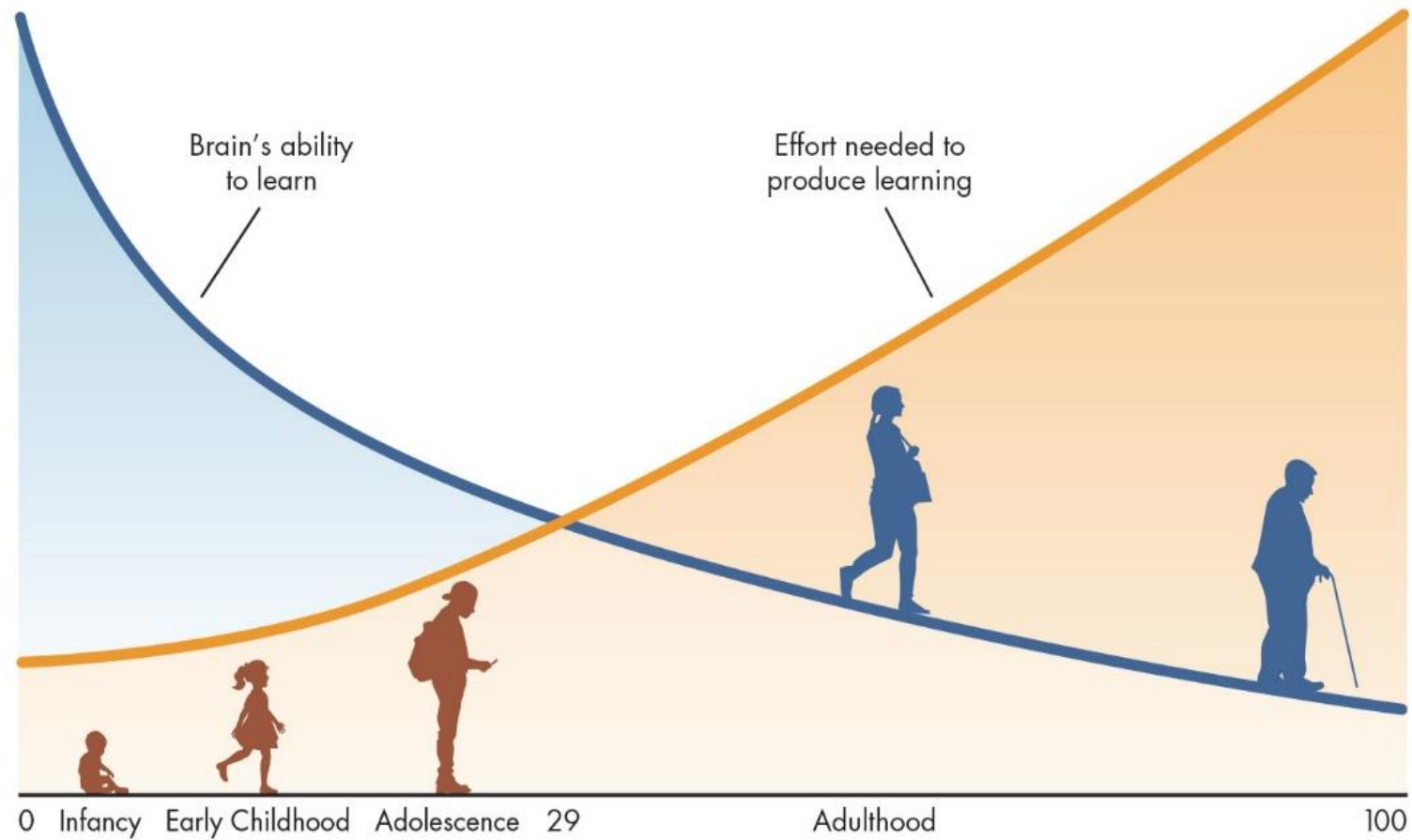
- **LESS** standard long-term contract
- **MORE** short-term work often via online work platforms
- **BUT** the numbers are still small: total freelancer population is 84 million, or less than 3 percent of the global labor force

# Advances in Technology Call for New Skills seemingly overnight: “Adaptability” is Increasingly in Demand



Source: Authors' analyses.

# Re-adjustment is a Matter of Lifelong Learning



# 2019 World Development Report



<http://www.worldbank.org/en/publication/wdr2019>



# Designing an E-Work Pilot in West Bank & Gaza



**Presented by:**  
**Cristobal Ridao-Cano**  
**Lead Economist, Social Protection & Jobs Global Practice, World Bank**

## Current Situation in Gaza

### GAZA STRIP KEY FACTS<sup>1</sup>

Total Area

365 km<sup>2</sup>

Total Population

1,912,267

Registered Refugees

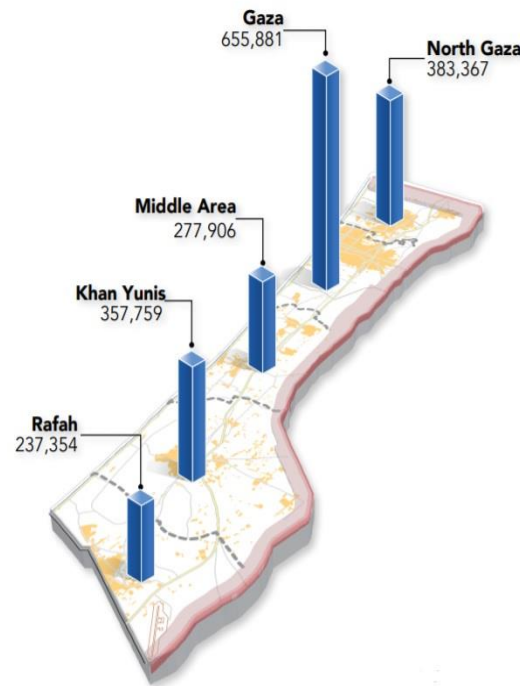
1,435,616

Source: UNRWA as of 31 December 2016

Unemployment Rate

41.7%  
34.4% Males  
65.2% Females

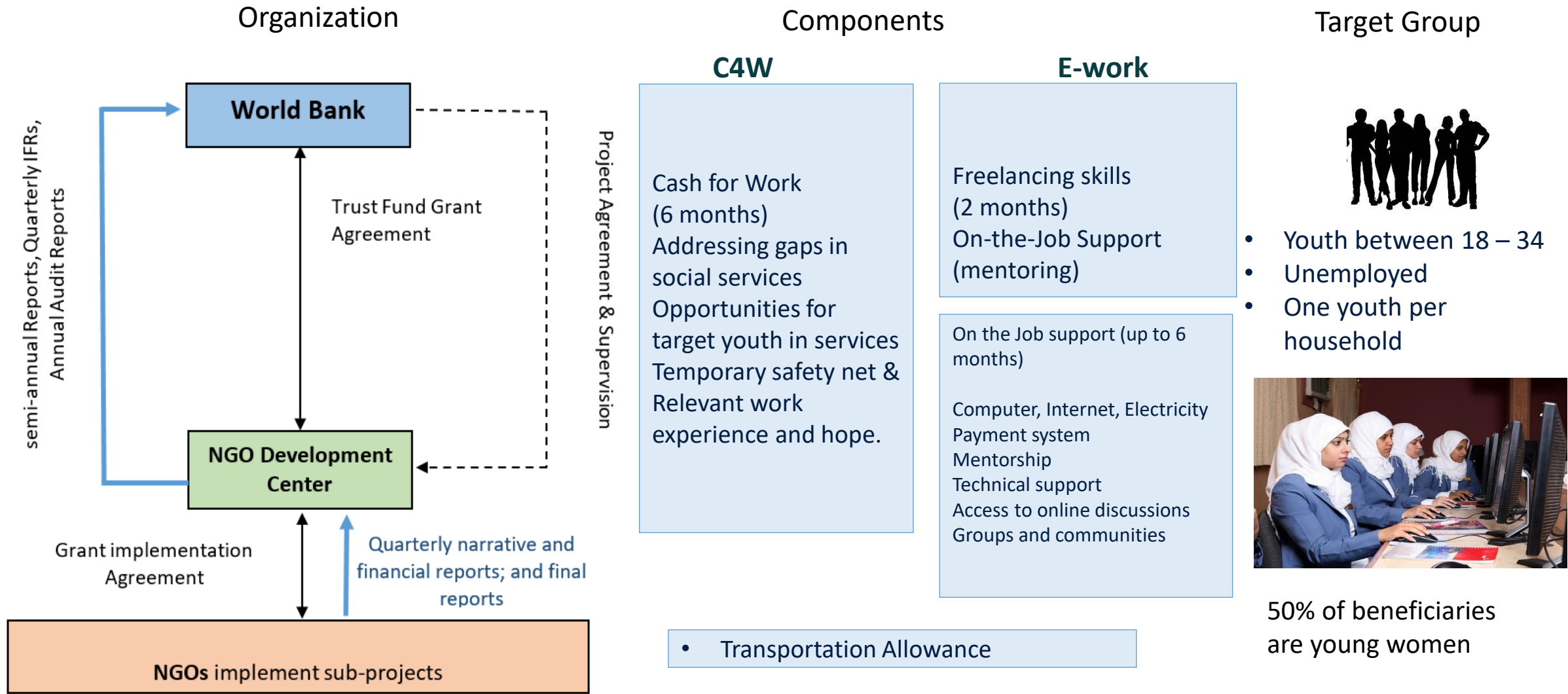
Source: PCBS 2017



1,2 Source: PCBS 2016 unless otherwise specified

- ❑ Economic Growth has come to a virtual halt
- ❑ Faced with long-lasting violence over the past two decades, macroeconomic imbalances, high economic volatility
- ❑ Dramatic decline in aid flows
- ❑ Deteriorating living standards
- ❑ Mobility restrictions for goods and people
  
- ❑ Unemployment and inactivity are at alarming levels
- ❑ Highest among youth and women (up to 88% for young women)
- ❑ One of the highest inactivity rates globally

# Gaza Emergency Cash for Work and Self-Employment Support



# BITMAL



## Using Blockchain for a Rapid Skills Development Pilot in Jordan

Presented by:

Souad Hayel Abdelhamid & Redha Alhaidar

With Support from:

Susan Carevic, Blockchain Lab

# Introductory Video | Ruwwad Pilot



Introducing Bitmal | Video: <https://youtu.be/i7BF-QgGkDQ>



Testimony from Bitmal's Ruwwad Pilot | Video:  
<https://youtu.be/lfbNL721tuo>



For more information, please visit our website:  
<http://3.82.119.153/>

# Context



Bitmal was selected as one of 8 out of 86 proposals submitted to the WB SME Launchpad competition



Beta Version of the Platform and Wallet were developed with close support, mentoring and funding from TS Technology and Innovation Team



Bitmal partnered with Ruwwad Al Tanmiya in Jordan, that has more than 1000 volunteers to deploy the beta version of the Wallet and the platform

# Concept



A Parallel reward system for social contribution:

- Collective Action
- Gamification of social work
- Intrinsic Motivation for doing good
- Outsourcing Decisions making to the public



A Regenerative Ecosystem to support formation and scaling of Social Enterprises

# Technology: Blockchain



## **Blockchain**

- Transparency
- Traceability
- Trackability



## **Social Tokenization**

- Capturing value of social work
- Virtual economies



## **Analytical and impact assessment**



# Target Groups



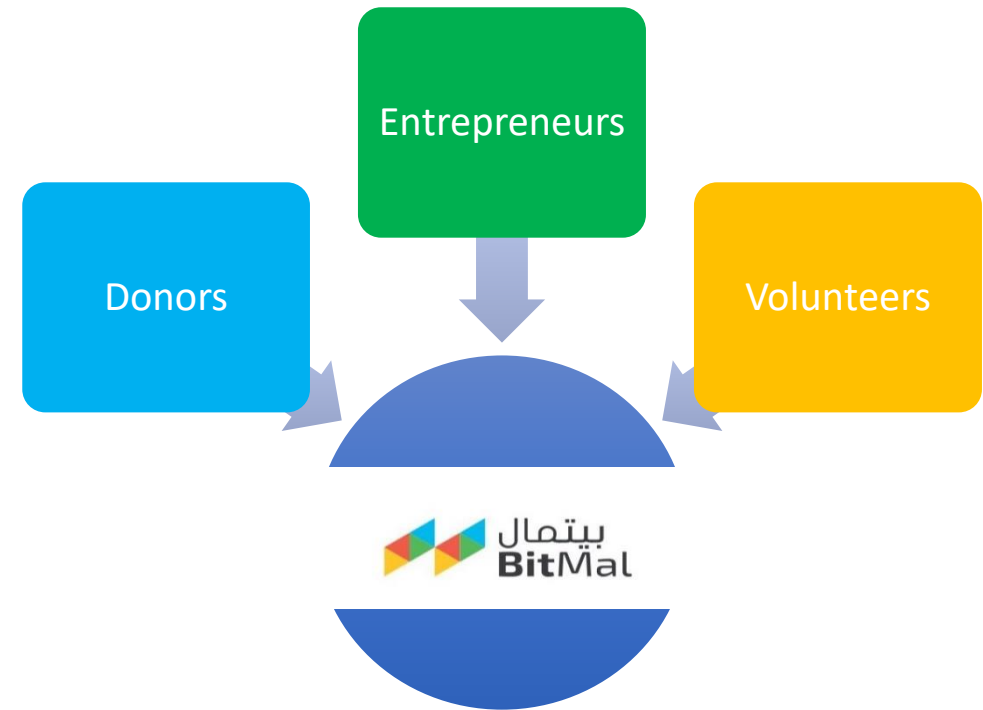
The platform is designed to allow each stakeholder to choose the desired group they want to support



Use Case: Ruwwad Pilot

Target audience: unprivileged communities

In Eastern Amman, youth, women





# DIGITAL JOBS IN NIGERIA

## KADUNA STATE

**Ida S. Mboob – ICT Policy Specialist**

April 10 2019 – Washington D.C.

SUPPORTED BY





## This is why Kaduna youth need support!

FEATURED

### 10 Killed in fresh attack on Southern Kaduna village

Published March 16, 2019

NEWS

### 16 people killed by gunmen in Kaduna, Police say

Published March 11, 2019

### 148 people killed, 545 houses destroyed in repeated attacks on Kaduna community – Official

March 31, 2019 Agency Report

### Another 10 Christians Killed in Kaduna State as Carnage Continues in Nigeria, Sources Say

Morning Star News Nigeria Correspondent | Morning Star News | Monday, March 18, 2019

### Gunmen attack travellers on Abuja-Kaduna Highway, abduct many

April 1, 2019 Samuel Ogundipe

## Programme Design

### Job Matching and Facilitation/ Elancing workshop

- 940 youth and 26 SMEs trained;
- 150 best profiles selected for Upwork pilot: 128 participants completed 411 jobs and earned \$4100;
- 17% secured jobs outside of the pilot earning \$7671, 71% of which have been generated by participants whose high-quality work has qualified them as Enterprise clients;
- 39 participants earned a Job Success Score.

### Digital Entrepreneurship

- Six months Incubation program (full time);
- Youth and startup teams;
- Male and Female Cohort;
- Additional training on Soft Skills.

### Digital Skills Programme

- Six months programme with two levels: basic and intermediary;
- Two streams: Programming & Tech and Digital Marketing, Graphics & Design;
- 180 youth (Male and Female Cohort);
- Online and formal job matching.

## Considerations

**50 % women participation is REQUIRED**

**Upskill Ecosystem - Train the trainers**

**Separate Male and Female tracks - Day care for women and men**

**Female trainers**

**Soft Skills (bootcamps, mentorship, comms skills, accounting...)**

**Collaboration is KEY!!!**

## Political Will – Highest Level of Government



# DIGITAL JOBS IN NIGERIA: KADUNA STATE



## Training, mentorship, awareness



April 10<sup>th</sup> 2019  
Washington D.C.

## Gender Balance





## Be Part of the Digital Revolution:

- Volunteer;
- Mentors;
- Partners;
- Business Advisors;
- Bootcamp Hosts;
- Lectures.

## Contact Information:



[www.clickonkaduna.ng](http://www.clickonkaduna.ng)



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@ClickOnKaduna



ClickOnkaduna



[imboob@worldbank.org](mailto:imboob@worldbank.org)

Thank You!!!



**Natalija Gelvanovska-Garcia**  
Senior Regulatory Specialist and Task Team Leader  
S4YE Partner Summit 2019  
April 10-11, 2019 | Washington, D.C.



# Creating Employment Opportunity for Vulnerable Youth in Kosovo

# W:W Project Design

## CONTEXT

Kosovo's female labor force participation at **21.4 %** and female unemployment at **36.3 %**, with income losses due to gender inequalities up to **28 %**. Global digital economy and domestic IT sector can absorb more qualified labor

## OBJECTIVE

To test out how global digital economy jobs could assist in creating inclusive and better employment opportunities for women

## COMPONENTS

1-year technical assistance component: training, outreach, and impact evaluation

## BENEFICIARIES

**150** un/underemployed 18-40 y.o. women from 5 municipalities

## KEY PERFORMANCE INDICATORS (KPIs)

- \*  $\geq$  **66 %** graduates earn  $\geq$  **€100** through online work in **3** months after pilot end
- \*Improved beneficiaries' IT and socio-emotional skills
- \*Increased level of networking and mentorship among beneficiaries
- \*Raised awareness among beneficiaries and nationally about online work



# Technology Integration

## TOP 10

Recommended Jobs  
Matching Skills with Demand

E lance

upwork

+25.000 Jobs  
posted weekly

fiverr

freelancer.com



PROJECT	NETWORK	BUDGET	BO	AVAILD	ACTION
Word Press	E lance	\$100		5/5	↕
css	E lance ODesk	\$100		5/5	↕
Excel Book	ODesk Freelancer	\$100		5/5	↕
PHP Form	Freelancer	\$100		5/5	↕
asp.net programmer	ODesk	\$100		5/5	↕
asp.net programmer	ODesk	\$100		5/5	↕
css	ODesk	\$100		5/5	↕
Excel Book	ODesk Freelancer	\$100		5/5	↕
PHP Form	Freelancer ODesk	\$100		5/5	↕
	ODesk	\$100		5/5	↕

Hourly wage

Experience

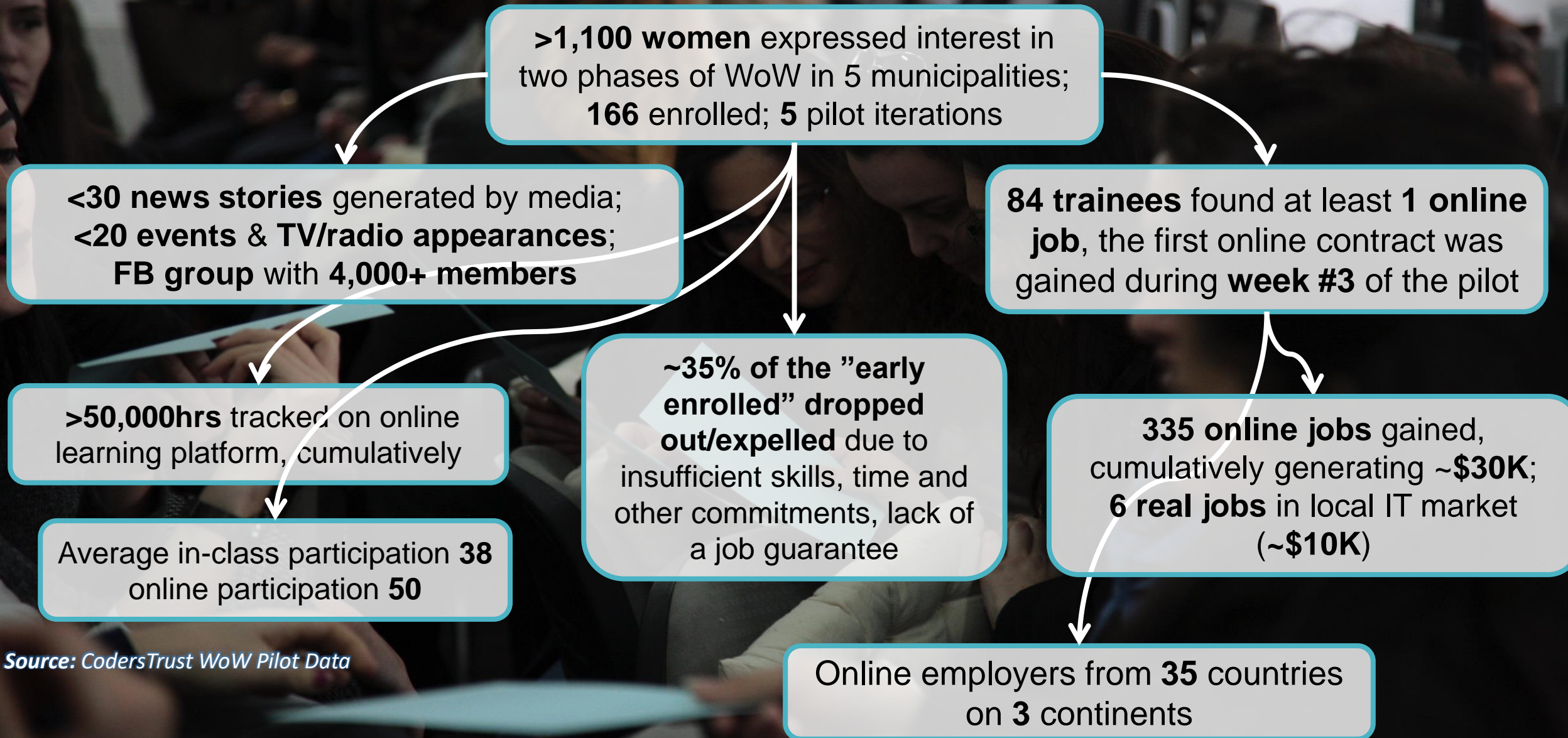
Skill Level

Rating

Learning Progress

CodersTrust

# WoW Results and Outcomes



Source: CodersTrust WoW Pilot Data

## Successful WoW beneficiaries



Liridonë Demaj

🏠 Prishtina

Age 24

Work area Content Writer

Hours worked 214

💰 Earned \$500+



Rezarta Aliraj

🏠 Gjakova

Age 36

Work area Admin Support

Hours worked 712

💰 Earned \$4K+



Qendresa Haraqia

🏠 Gjakova

Age 25

Work area IT

Hours worked 42

💰 Earned \$1K+



Emnolina Brahimi

🏠 Prishtina

Age 25

Work area Data Entry & IT

Hours worked 150

💰 Earned \$700+

# Thank You !



REPUBLIKA E KOSOVËS | QEVERIA E KOSOVËS  
MINISTRIA E ZHVILLIMIT  
EKONOMIK



Korea  
Green Growth  
Trust Fund

W  W  
WOMEN IN ONLINE WORK



HELVETAS  
Swiss Intercooperation



WORLD BANK GROUP  
Digital Development



# World Bank S4YE Partner Summit 2019



Changing How  
the World Works.

Presented By: Becky Santora



# Impact Sourcing Model

- In 2001, DDD pioneered the impact sourcing model of offering employment in BPO services to people from underserved communities thereby providing them a path to economic self-sufficiency.
- DDD's proven work-study model **recruits, trains, and employs** underserved youth in Cambodia, Laos, and Kenya and military veterans and spouses in the US in in-demand digital skills such as data analytics, machine learning, and cloud computing.
- Program participants graduate with relevant professional and soft skills, formal educational credentials, and work experience as a stepping stone to professional jobs—and out of poverty.

To date, DDD has empowered thousands of youth. Here are some of the results:



**3,000** youth provided with long-term work experience



**50%** of program participants are women and **10%** are persons with disabilities



**1,700** young employees graduated with college degrees



DDD graduates earn **6x** the average monthly salary of their peers, increasing their lifetime earnings by more than **USD \$175,000**

# DDD's Digital Solutions



## Content & Data Science

Content enrichment, content conversion, image enhancement, transcription



## AWS Cloud Computing

Cloud migration, hosting, managed services



## Social Research & Data Analytics

Field research, web scraping, data collection & analysis, monitoring & evaluation



## Machine Learning

Image annotation, OCR, facial recognition, natural language processing, chat bot training



- Revenue: \$15 mill+
- 1,800+ Associates worldwide.
- Serve over 75 clients annually.
- Industry Recognition - Google Innovation Award, Global Outsourcing 100 (IAOP), Top 100 Best NGOs (The Global Journal), 3S Award (The Global Sourcing Council).

# Workforce Development: AWS Cloud Computing

Established in 2016, DDD's Cloud Academy aims to create the next generation of sustainable technology jobs in the cloud computing space by training underserved communities in cloud competencies and skills that are globally credentialed and certified.

## Cloud Academy Results:

50

AWS Certified Engineers in Kenya

1:1

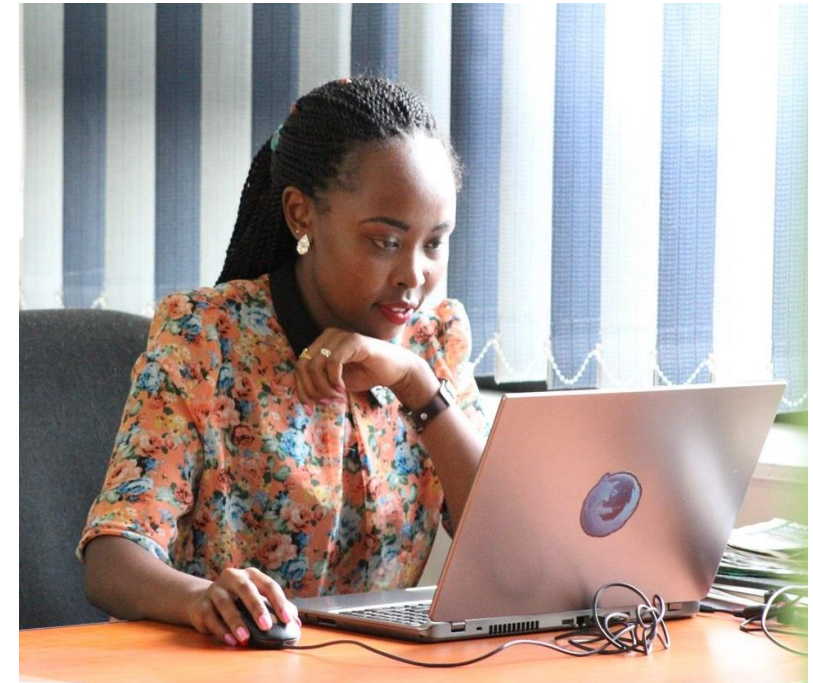
Gender Ratio

8x

Cloud Academy graduates earn **8x** the average monthly salary of their peers

40x

Estimated Increase in Lifetime Earnings



*Maureen Chebet, 24 year-old Cloud Computing Engineer in DDD's Nairobi office*

# Keeping up with Technology: Machine Learning



*DDD Associates working on annotating sports videos for analysis, Laos*

With the rise of AI and Machine Learning, we see this as an opportunity to train youth in these next generation digital skills to compete in their increasingly competitive economies and to continue to provide support to clients in these areas, such as data annotation, facial recognition, tagging, and content moderation.

# Using Digital Technology to Create Employment Opportunities for Vulnerable Youth

## Q&A Discussion