



**Digital Jobs for Youth:
Young Women in the Digital Economy**

Solutions for Youth Employment
Annual Report 2018

Digital Jobs for Youth Report

The [Digital Jobs for Youth: Focus on Young Women in the Digital Economy](#) report is intended to provide operational and policy recommendations for the design and implementation of integrated and gender-inclusive digital jobs interventions for youth.

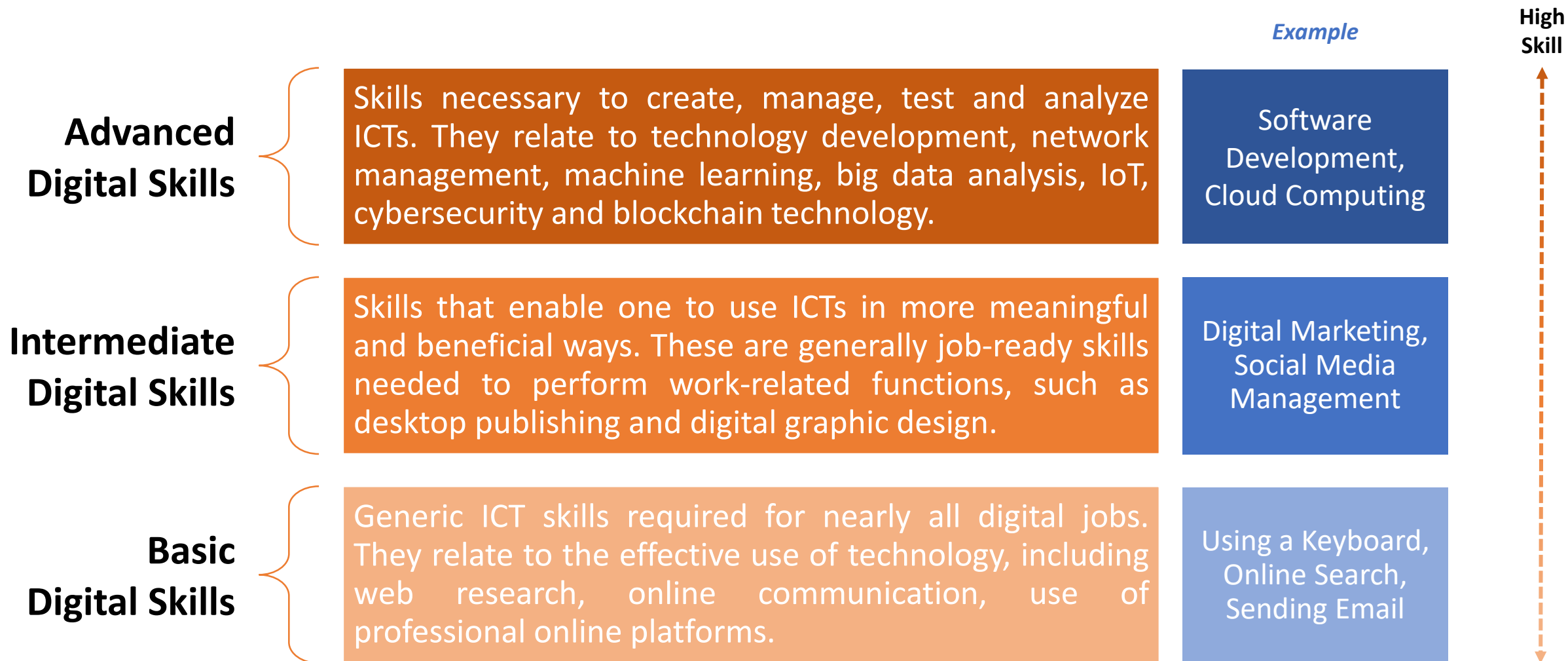
Why Digital Jobs?

- **Wider use of the Internet** cuts search costs and makes it easier for workers and employers to find each other, irrespective of their locations;
- **An increasing share of work is digitized**, and can thus be disaggregated and geographically distributed, changing the organization of work;
- **Digital work is often inclusive**; many activities do not require high-level skills, allowing people with even basic digital skills and literacy to complete simpler tasks.

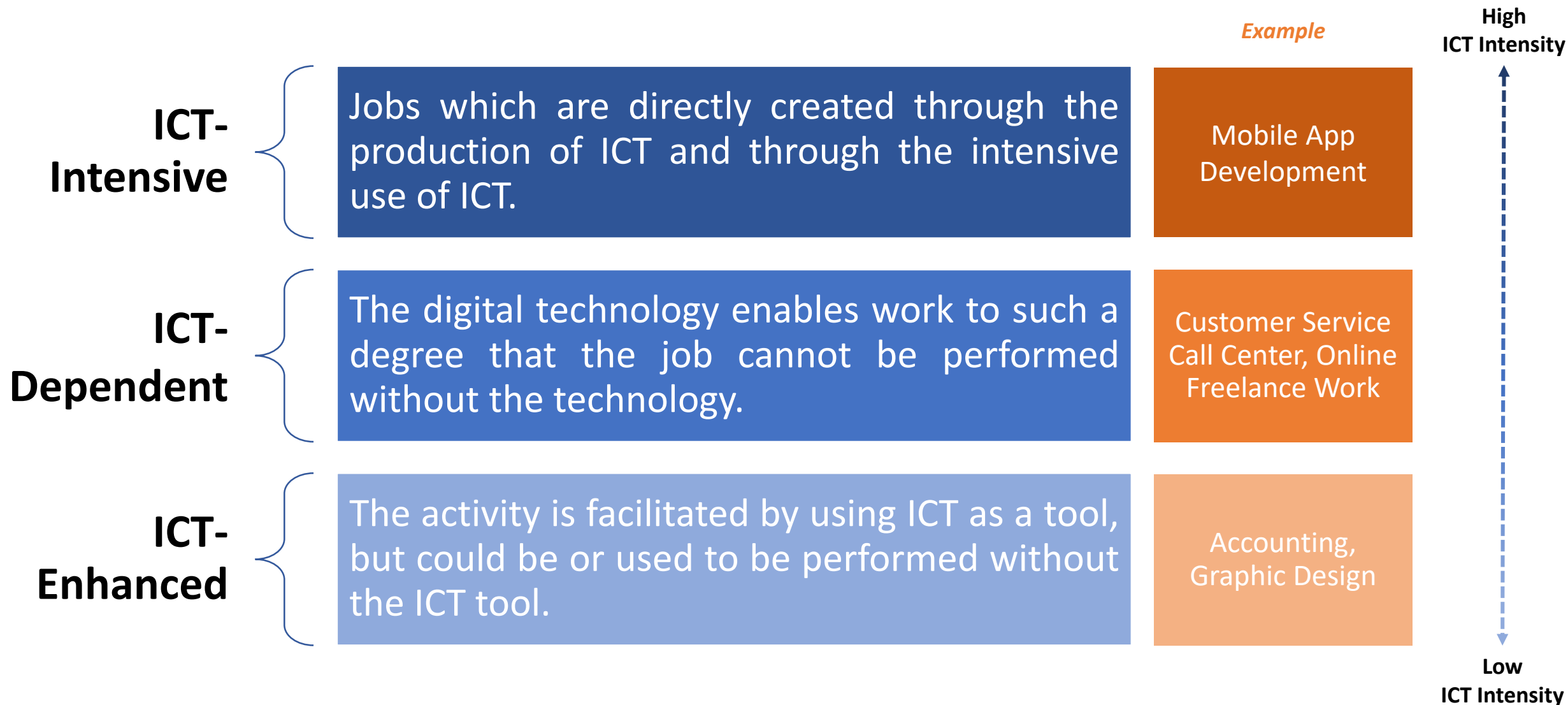
Why Young Women?

- **Disparities in labor force participation, economic opportunity, and ICT access and use**, disadvantage young women when compared to their male counterparts.
- The **potential gains go beyond inclusion** – digital work can be transformative for young women, helping to overcoming social, economic, political and physical constraints.

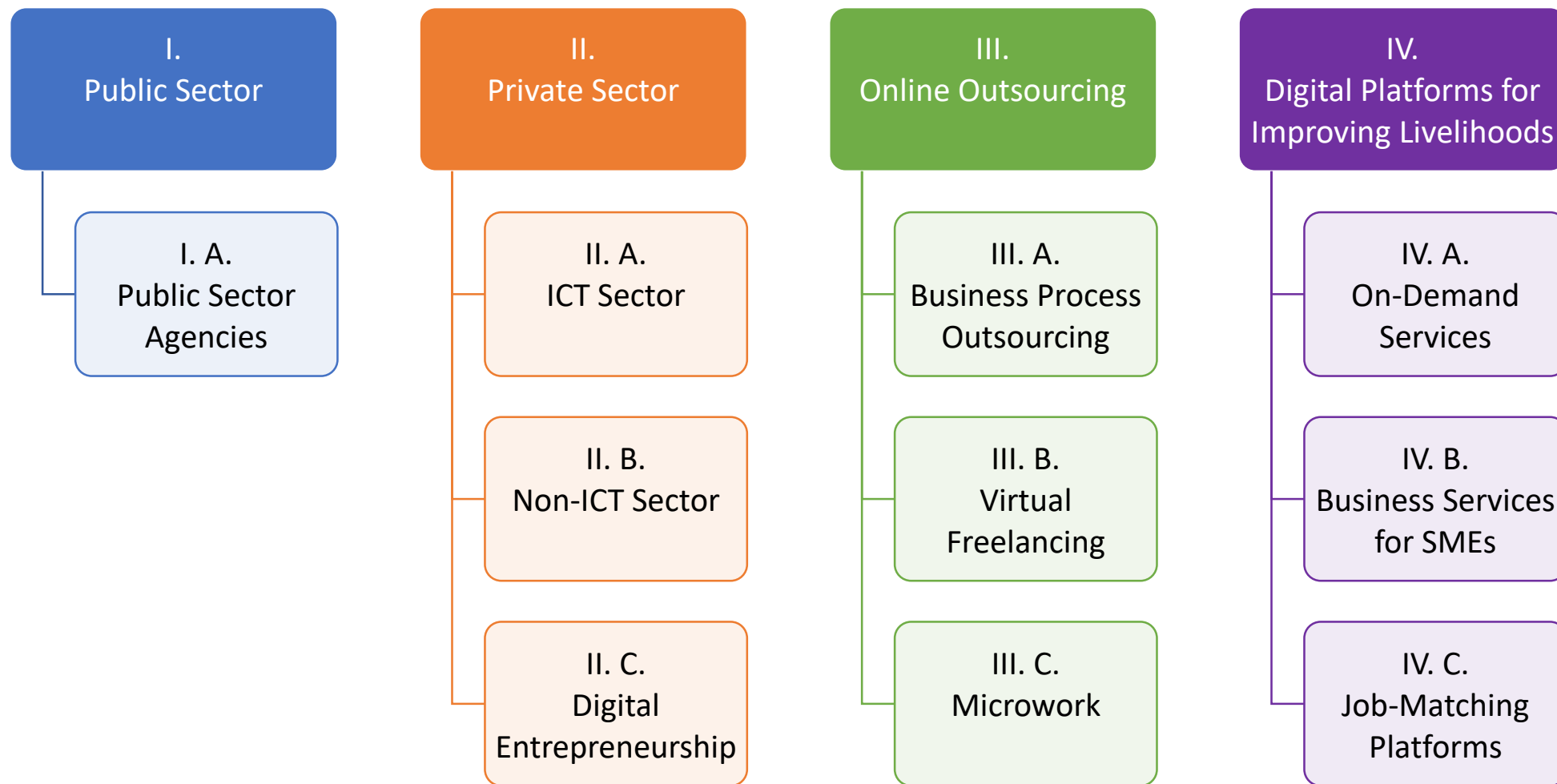
Types of Digital Skills



Types of Digital Work



Drivers of Demand for Digital Work



New Opportunities for Young Women

Across all sectors of work, ICTs have the potential to improve young women's labor participation and productivity. Technology can also help vulnerable women to claim their labor rights.

Cloud computing can help young, female digital entrepreneurs to grow their ideas at scale, with lower fixed costs.

Online freelancing can help young women to circumvent physical, social, and economic constraints to their mobility.


The BPO sector can connect women in rural areas with decent work opportunities which would otherwise be lacking.

Impact sourcing can connect young women with microwork and BPO opportunities, and provide on-the-job skills training.

The on-demand economy can connect young women in traditional and/or informal jobs with new clients and better pay.

Online job-matching platforms can help young women to develop professional networks and identify female mentors.

Programs & Initiatives

<p>Federal Ministry for Economic Cooperation and Development, Germany #eskills4girls Initiative Global</p>	<p>Rockefeller Foundation African Centre for Women in ICT Kenya</p>	<p>World Bank Caribbean Mobile Innovation Project Barbados; Dominica; Jamaica; St. Kitts & Nevis; Trinidad & Tobago</p>	<p>Rockefeller Foundation CloudFactory Kenya</p>	<p>USAID COMPETE Project West Bank & Gaza</p>
<p>Rockefeller Foundation Digital Divide Data Kenya</p>	<p>World Bank Digital Jobs for KP Pakistan</p>	<p>Accenture Training for the Future Argentina, Morocco, Tunisia</p>	<p>Plan International Empowering Women through E-Governance Sri Lanka</p>	<p>Rockefeller Foundation EOH South Africa</p>
<p>Rockefeller Foundation Friends of the British Council Ghana</p>	<p>Accenture Girls Who Code USA</p>	<p>Rockefeller Foundation Harambee South Africa</p>	<p>Microsoft Laboratoria Chile, Mexico, Peru</p>	<p>Rockefeller Foundation Maharishi Institute South Africa</p>
<p>Plan International Saksham India</p>	<p>Rockefeller Foundation Samasource Kenya</p>	<p>World Bank Women in Online Work (WoW) Pilot Kosovo</p>	<p>Rockefeller Foundation The Youth Banner Kenya</p>	

Common Challenges

Program implementers identified 8 major challenges in designing and implementing gender-inclusive digital jobs programs. While these barriers were commonly experiences, strategies to overcome them were varied.

Navigating Shifts in
Demand for Digital Skills

Understanding Gendered
Differences in Roles,
Needs, Opportunities and
Limitations

Recruiting Young Women
to Digital Jobs Programs

Retaining Young Women
in Digital Jobs Programs

Building Self-Confidence

Combating
Misperceptions,
Stereotypes and Other
Biases

Increasing Access to &
Control of Financial
Resources

Providing Business Skills
Development &
Additional Support

Promising Practices

PHASE	CHALLENGES	APPROACHES
Context & Constraints	1 Navigating Shifts in Demand for Digital Skills	<ul style="list-style-type: none"> Assess Market Demand for Digital Skills
	2 Understanding Gendered Differences in Roles, Needs, Opportunities and Limitations	<ul style="list-style-type: none"> Conduct Context-Specific Gender Analysis
Supply-Side Interventions	3 Recruiting Young Women to Digital Jobs Programs	<ul style="list-style-type: none"> Utilize Mixed Recruitment Techniques Establish Program Centers in Safe and Accessible Locations Promote Early-Age Exposure to ICTs Provide Stipends, Accommodations & Other Incentives
	4 Retaining Young Women in Digital Jobs Programs	<ul style="list-style-type: none"> Design a Rigorous Screening Process Incorporate a Blended Approach to Training Delivery Implement On-the-Job Learning Work Schemes Provide Access to ICT Infrastructure and Devices
	5 Building Self-Confidence of Young Women	<ul style="list-style-type: none"> Support and Engage Women in Interactive Learning Experiences Improve Women’s Self-Confidence Provide Female Role Models
	6 Combating Misperceptions, Stereotypes and Other Biases against Young Women	<ul style="list-style-type: none"> Influence Parents, Spouses, and others to Support Women’s Career Choices Connect Employers Directly with Young Women Provide Inclusivity Training to Employers
Demand-Side Interventions	7 Increasing Young, Female Entrepreneurs’ to Access & Control Financial Resources	<ul style="list-style-type: none"> Leverage Digital Financial Services to Support Women’s Financial Inclusion Connect Entrepreneurs with Traditional and Alternative Funding Sources
	8 Providing Young, Female Entrepreneurs with Business Skills & Additional Support	<ul style="list-style-type: none"> Train, Mentor and Support Women Digital Entrepreneurs to Succeed Shift National Mindsets on Women’s Roles and Capabilities

Example | Digital Jobs for KP

Digital Jobs for Khyber Pakhtunkhwa (KP) presents a comprehensive example of how governments can integrate supply-side, demand-side and policy-level approaches.

PROGRAM DESIGN	SUPPLY-SIDE COMPONENTS		DEMAND-SIDE COMPONENTS	
	Training & Skills Development	✓	Improving Access to Finance for SMEs	✓
	Employment & Intermediation Services	✓	Capacity Building & Information Provision	✓
	Subsidized Employment	✗	Targeted Sector-Specific Approaches	✓
	POLICY & SYSTEM-LEVEL CONSIDERATIONS			
	ICT Infrastructure	✓	Labor Market Regulations	✓

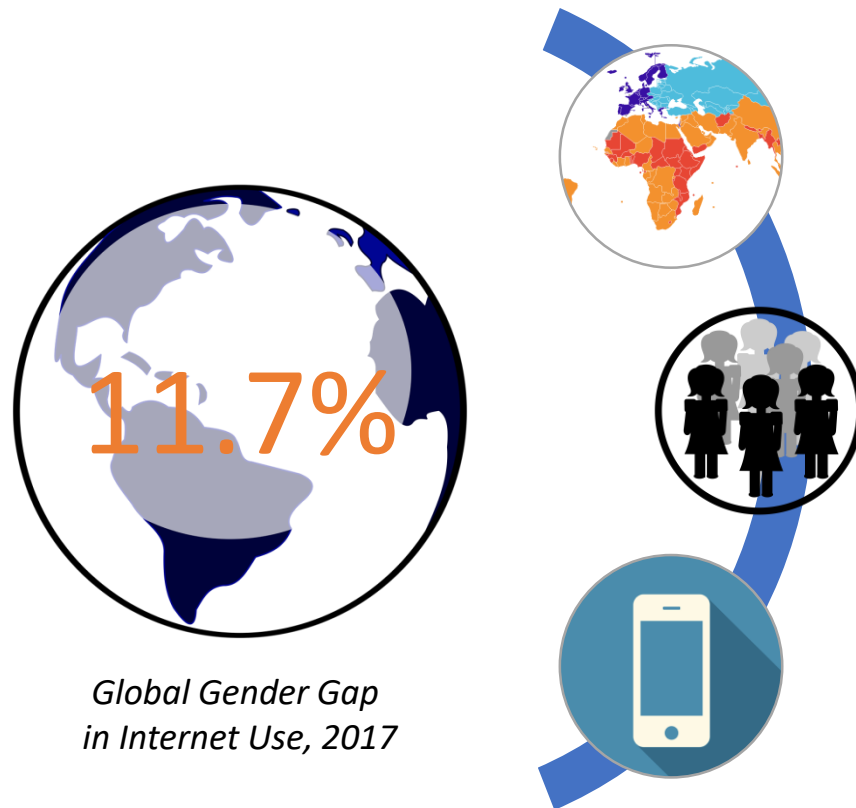
Thank You!

For more information, please contact **Namita Datta** at ndatta@worldbank.org.

The report is available online at <https://www.s4ye.org/sites/default/files/2018-11/S4YE%20Digital%20Jobs%20Report%20-%20FINAL%20%28For%20Printing%29.pdf>.

Gender Digital Divide

The gender digital divide refers to the measurable gap between women and men in their access to, use of and ability to influence, contribute to, create and benefit from ICTs.



The **Gender Gap in Internet Use in LDCs** was **32.9%** in 2017 (growing from 29.9% in 2013).

Women are, on average **10% less likely** than men to own a mobile phone worldwide.

Women and girls who own mobile phone are **less likely to use mobile data, social media apps or SMS services** compared to men.