

S4YE Spark Session # 1: Digital Jobs for Disadvantaged Youth: How to Unlock these Opportunities

2023 INNOVATION EXCHANGE & PARTNER SUMMIT

*From Algorithms to Opportunities:
Harnessing Innovation for Youth Employment*

November 7-8, 2023

JOBS



WORLD BANK GROUP
Social Protection & Jobs

S4YE SOLUTIONS
FOR YOUTH
EMPLOYMENT



S4YE Spark Session # 1: Digital Jobs for Disadvantaged Youth: How to Unlock these Opportunities

Empowering refugees with online jobs

Hester Gartrell

Chief Impact Officer, Humans in the Loop
Bulgaria



**Humans
in the Loop**



**Humans
in the Loop
Foundation**

108.4 million

people worldwide are forcibly displaced



The World Bank estimates that around

- **1.8 billion people** live in fragile/conflict affected environments.
- By 2030, it is estimated that **2/3 of the world's extreme poor will live in fragile environments.**

In these circumstances, **many are forced to take jobs that are unsafe, unstable or do not meet a living wage.**

Our **impact sourcing** model

We work with a **network of NGOs** around the world who help us **recruit, train, and manage our beneficiaries** and ensure that we are able to transfer their earnings

6

Number of partner countries

NGO network

- Turkey
- Syria
- Iraq
- Afghanistan
- Lebanon
- Bulgaria



7

Number of pilots countries

Pilots

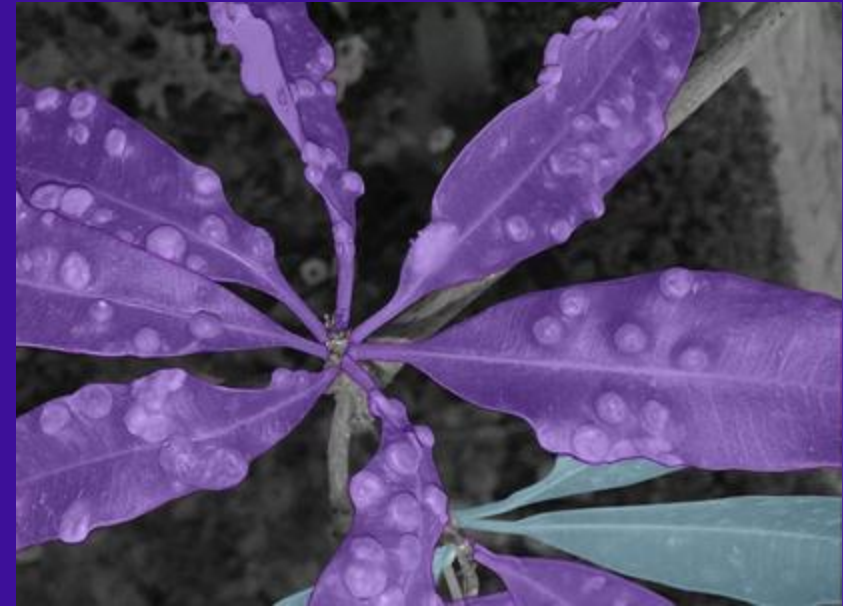
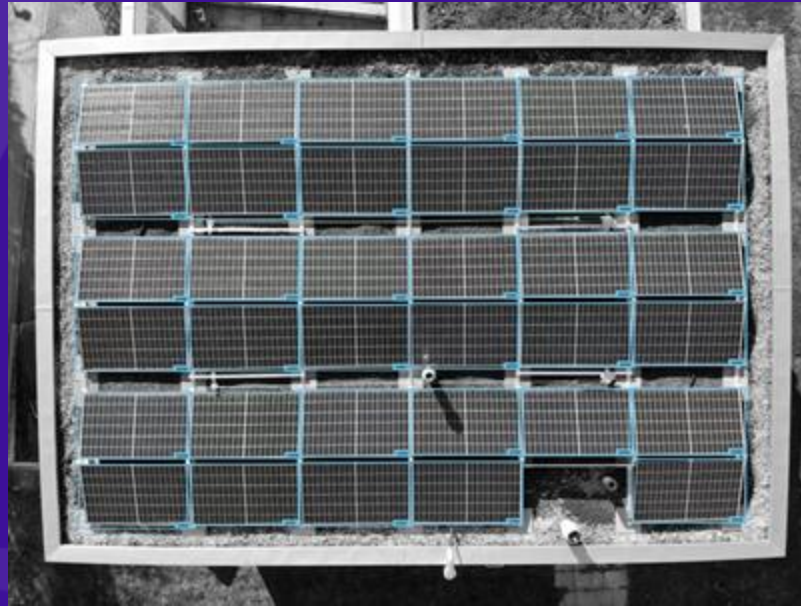
- Ukraine
- Portugal
- DRC
- Jordan
- Colombia
- Moldova
- Yemen

Annotation as an opportunity



Annotation provides an opportunity for **entry level access to the global digital economy**. However, it should not only be considered a low level skill role with **opportunities for high level experts displaced by conflict such as doctors or engineers**.

Working with **AI for Good**



Using data annotation to support projects which make a broad social impact. Data for good annotation projects may be linked to sectors such as; **medical, agricultural or climate technology.**

B-Corp Certified Organization

Certified



Corporation

Overall B Impact Score

Based on the B Impact assessment, Humans in the Loop earned an overall score of 114.0. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 114 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

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Bringing digital jobs to rural youth in India

Safiya Husain

Co-Founder, Chief Impact Officer, Karya
India



AI & Skilling: a new frontier?

Safiya Husain

Co-Founder & Chief Impact Officer

Karya

as little as

30¢

per hour



An unjust labour market

\$\$\$\$



DATA INDUSTRY



\$\$\$ /hr



DATASETS



30¢ /hr



DATA WORKERS

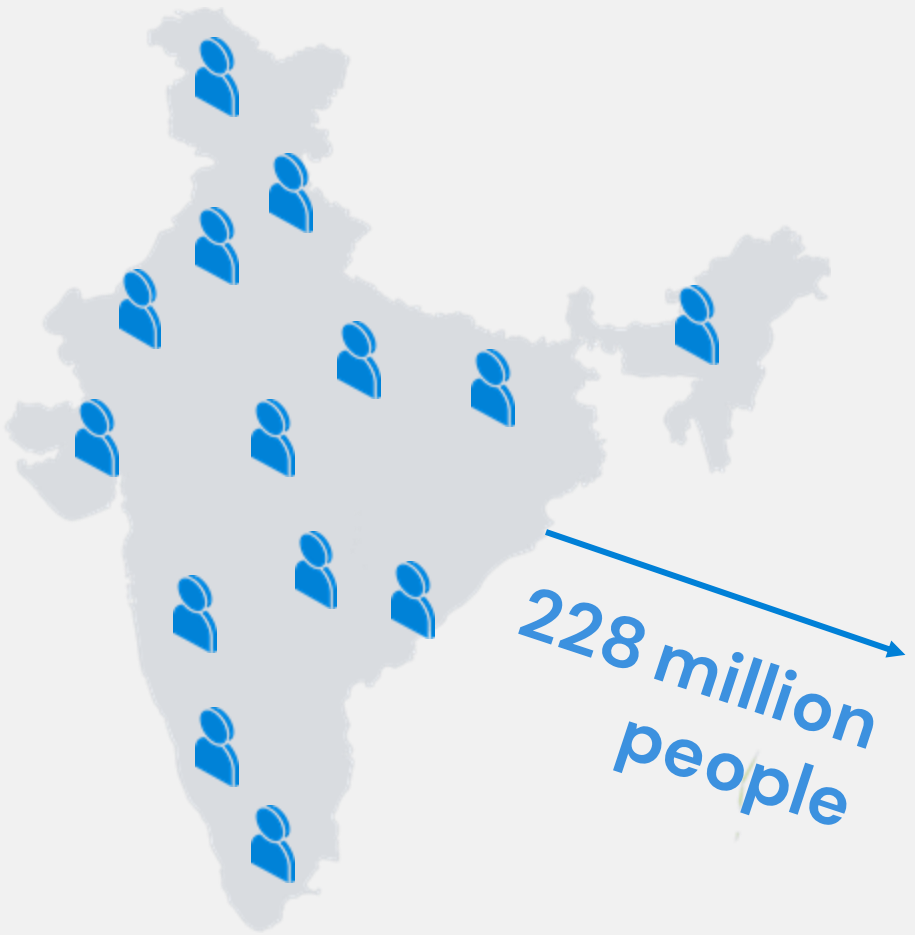
Opportunity for a

win-win

Data workers

Tech companies





228 million people



Global AI Training Data Industry



\$\$\$ BILLIONS

Low-income individuals in need of flexible, remote work.

Our Offer



>20x Minimum wage



**100% smartphone-
based work**



**No training or internet
required**



Our Impact

Since July 2021



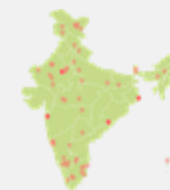
40 million

digital tasks



32,000

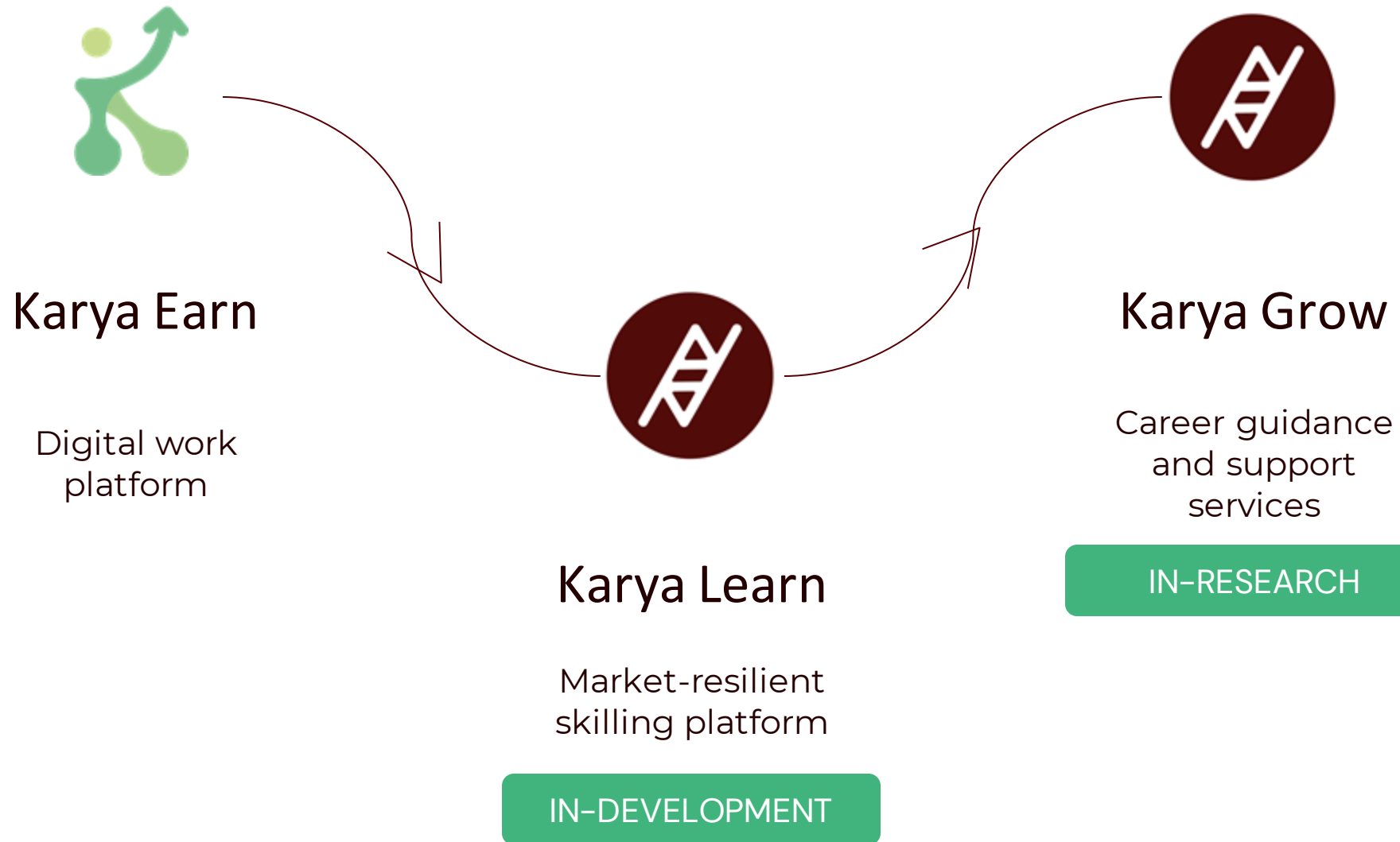
low-income individuals



22

states across India

The **Karya** Ecosystem



Learn-to-Earn

KARYA LEARN

If low-income people are given financial incentives to learn new skills/content, their willingness to engage and learn is stronger.

Can digital work be an effective way to learn skills/information?

STUDY OVERVIEW

- Financial literacy curriculum in Marathi - 9 modules
- 50 low-income participants with no bank accounts; 37 finally included
- INR 2000 in earnings, approx 90 minutes of work over 15 days.
- Wagholi, Maharashtra (semi-urban)
- **Topics:** financial planning, savings, UPI, FD/RD, opening a bank account, ATM services and loans.



Early Insights



Immediate Knowledge Gain

41.6% mean increase in post-test scores



Effectiveness of Story Format

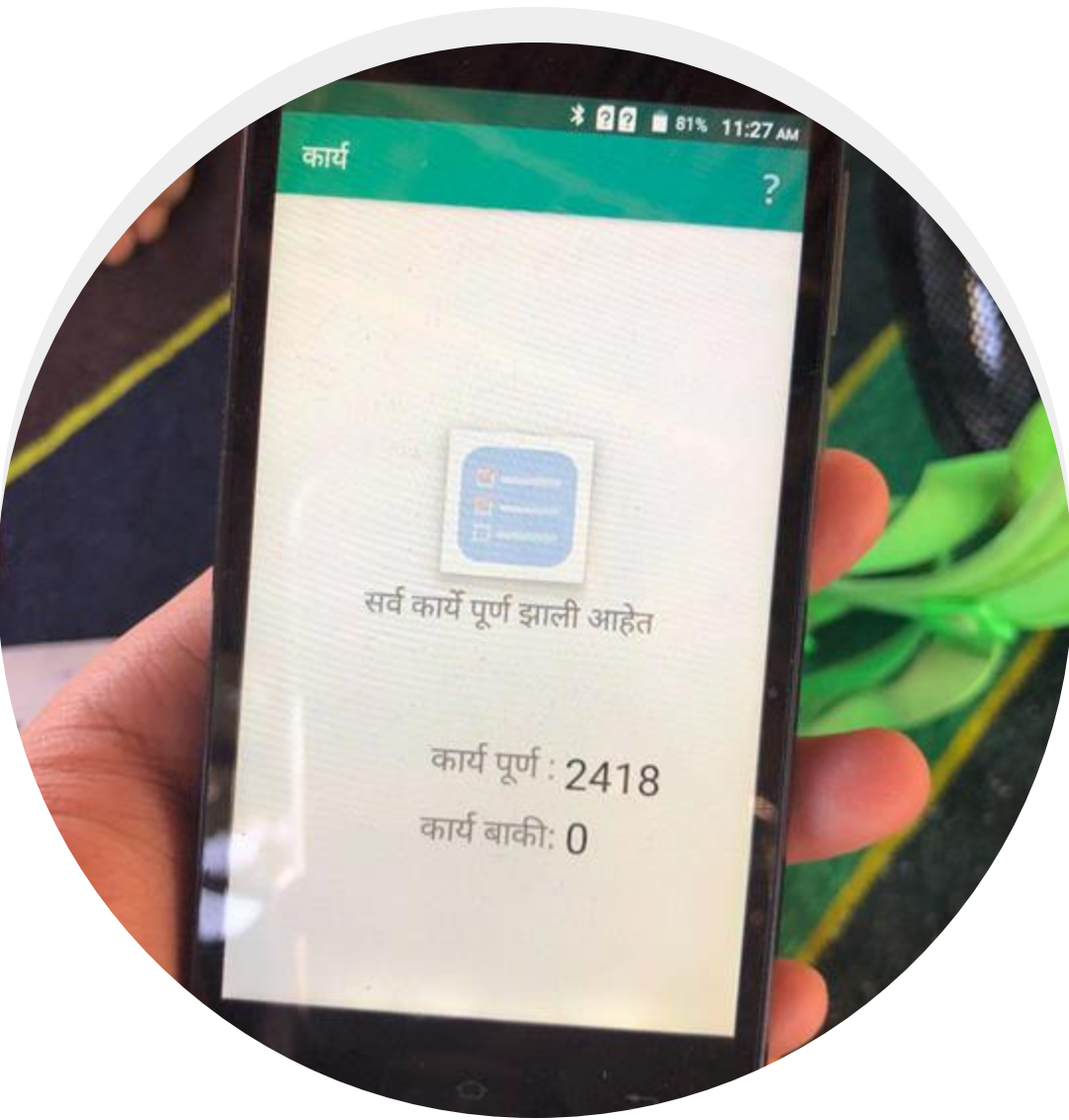
Connection and engagement with the characters



Domain-specific data & value

50 hours of high-quality finance-specific speech data!





NEXT STEPS

- Ex-post data-collection to track:
 - Financial behaviour change
 - Knowledge retention
- Large-scale experimental study (n=2000+ participants)
- Extension of model to include curriculums in:
 - Digital Literacy
 - Data Literacy
 - Digital Skills for the 21st Century

Opportunity: using this methodology and UI to teach low-income people how to gain critical market-relevant digital skills.



Do you know
where your data
comes from?



ethical data...

together!

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Mentoring youth for opportunities in online gig work in Africa

Alvin Mukabwa

COO, Generation Kenya
Kenya

DIGITAL FREELANCING ADMIN SUPPORT PROGRAM

About Us

Generation Kenya is a non-profit organization solving unemployment through training and mentorship.

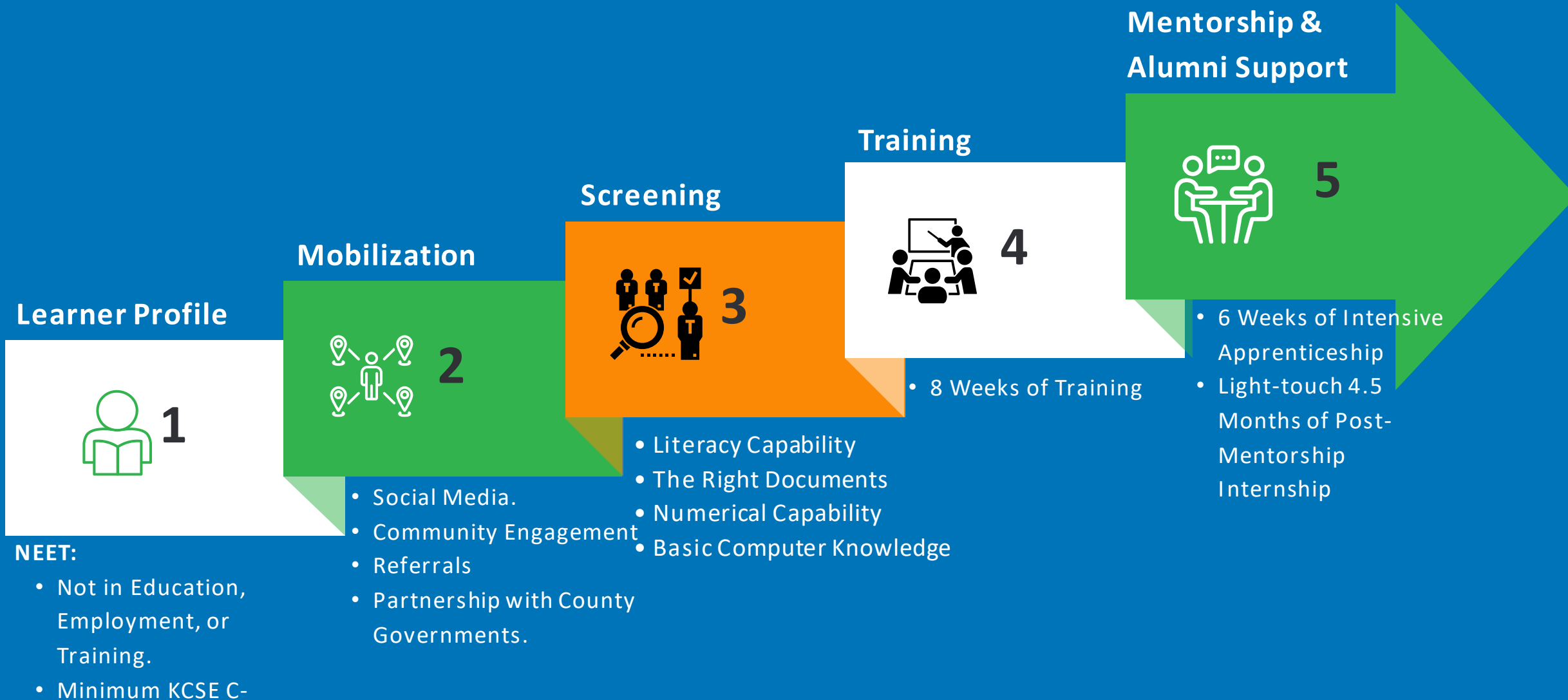
Our Digital Freelancing Program

The program trains on **Virtual Assistance, Transcription, Data Analysis and Digital Marketing**. Our goal is to train and equip learners with digital skills and help them to earn.

Our Goal

Transition to meaningful employment.
As a result, freelancing program graduates are able to earn and meet their daily financial needs.

LEARNER JOURNEY



MENTORSHIP MODEL AND DURATION

Problem

Freelancing is a vast, open market with only a handful of direct employers

Solution

Mentorship through established freelancers – Super Agents

Why super-agents?

Allow easy hand-held mentorship and manage other agents and mentors

Phase 1

Why Experienced Freelancers?

- Long period of expertise and experience
- Knowledge of various freelancing platforms
- Understand bidding, winning and task execution
- Freelance market secrets

Mentorship

6 Weeks of Apprenticeship

- Face-to-face intensive in-person coaching
- A blend of 3-day onsite and 2-day virtual coaching
- Major focus areas: Tech platforms e.g. Upwork and Fiverr. Bid Platforms e.g. Clickworker and Remotask
- Fare reimbursement to support vulnerable learners
- Earning target of above \$ 50

MENTORSHIP MODEL AND DURATION

Phase 2

4.5 Months of Light Touch Mentorship

- 3-2-hour virtual sessions per week
- Mentees have the option to choose their area of specialization
- A themed week for skills specialization
- Monthly earning target of \$100

Phase 3

6 Months of On-Demand Mentorship

- Monthly Virtual meet-ups
- Upskilling
- Super agents provide job linkages and tips to ensure graduates remain competitive in the job market
- Earning targets: \$150 per month, which is the estimated living wage in Kenya

IMPACT AND ACHIEVEMENTS

Data from our most recent cohorts (Q3 2023 graduates) shows significant success across our key indicators, with **89% of graduates** earning the first earnings target of **\$50 during the 6-week apprenticeship (from 13% in initial cohorts)**. This trend has continued post-program, with alumni reporting a **median monthly income of \$109 (KES 14,000) three months after graduation and \$140 (KES 17,500) after 6 months versus targets of \$100 and \$150, respectively**. Between 23-37% of alumni report achieving the **earning target of \$100 at 3 months post apprenticeship with 23-32% hitting the target of \$150 at 6 months**.

