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
Empowering refugees with online jobs

Hester Gartrell
Chief Impact Officer, Humans in the Loop
Bulgaria
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 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

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.
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
Opportunity for a win-win

Data workers  Tech companies
Low-income individuals in need of flexible, remote work.

228 million people

$\text{Global AI Training Data Industry}$

$\text{$$$ BILLIONS}$
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

Karya Earn
- Digital work platform

Karya Learn
- Market-resilient skilling platform

Karya Grow
- Career guidance and support services
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!
- 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!
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

Mobilization

1. Learner Profile
   - NEET:
     - Not in Education, Employment, or Training.
     - Minimum KCSE C-
   - Social Media.
   - Community Engagement
   - Referrals
   - Partnership with County Governments.

2. Literacy Capability
   - The Right Documents
   - Numerical Capability
   - Basic Computer Knowledge

Screening

3. Training
   - 8 Weeks of Training

4. 6 Weeks of Intensive Apprenticeship
   - Light-touch 4.5 Months of Post-Mentorship Internship

Mentorship & Alumni Support

5. 8 Weeks of Training

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

**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
Monthly Virtual meet-ups

Upskilling

Supper agents provide job linkages and tips to ensure graduates remain competitive in the job market

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

6 Months of On-Demand Mentorship

- Monthly Virtual meet-ups
- Upskilling
- Supper 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

Phase 2

Phase 3
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.