S4YE Spark Session # 7: Finding the right match: Using technology to link youth with jobs

2023 INNOVATION EXCHANGE & PARTNER SUMMIT

From Algorithms to Opportunities: Harnessing Innovation for Youth Employment

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AI-enabled job-matching for refugees

Azza ElHayek
Co-Founder & Partner, Skilllab
SkillLab
Connecting people with jobs and education
Exploring a Migrant's Journey in the Host Country's Labor Market

I am a Computer Engineer and Data Analyst at UNFAO.

I am now a Job Seeker.

A TON of new abilities I gotta pick up!

Hey, what can I say? I'm just too cool for this market!

What abilities do I need to learn that I can bring to the table?

I've got relevant job!! 🎉

Ohhh, I have a "great" position in the labor market!

I'm SO excited for my first experience of skill profiling!

"Career Guidance Service!" 😊
What's the PROBLEM here??
Analysis of the Situation:

Insufficient Labour Market Information
I lacked sufficient information about the labour market, including the in-demand skills and emerging job opportunities.

Limited Self-Awareness
I wasn’t aware of my full range of skills and competencies, which limited my options and prevented me from exploring new career paths.

Job Title Fixation
I was fixated on job titles and didn’t consider the full scope of jobs that aligned with my skills and interests.

Inadequate Counselor Knowledge
The career counselor lacked information about my work experience, skills and interests, which led to a mismatch between my capabilities and the job requirements.

Outdated Labour Market Info
The career counselor didn't have enough up-to-date information about the skills and competencies that are in high demand in the labour market.
Connected LABOR MARKETS

SkillLab

People
Education Providers
Labor Market Intermediaries
Employers
Connecting **PEOPLE** with **EDUCATION** and **JOBS** through a common language of **Skills**.
Determining the skills people have used in their experiences or the skills employers demand is difficult. Job vacancies and resumes are not detailed enough and may not be the most reliable source of skill data.

Relying on titles and free-text is inaccurate and incomplete.

Our farm has 480 cows with 7 milking robots, 200 hectares of forage production, a biogas plant and direct marketing. Your task will mainly be driving the tractor and repairing and maintaining the machines.
Gap Identification, Training .. to Employment
EMPOWER PEOPLE TO UNLOCK THEIR POTENTIAL

Using those reports that are generated (by the app), they (career counselors) were able to guide better and communicate better with the employers. It created a common language where job seeker-employer-recruiter can speak. Eliminated human judgment, cultural and language barriers

Ahmad Ibrahim- Egypt
Project Manager- ABA-VTEC

Nour - Egypt
“The application helped me to look into occupations that I hadn’t considered before.”

Danielis - Ecuador
“The application increased my confidence in my skills.”

Safaa - Syria / Finland
“This application gave me hope that it is possible to work in the job that I want.”

Bilal - Palestine
“I found it easier to express my skills using the app than a traditional interview.”
Connecting the Dots:
Using a Zero-Rated platform to connect Youth and Employers

Victoria Duncan
Head, Research & Evidence, Harambee
Harnessing AI to Pathway Youth to Jobs
The SA Youth Platform

SA Youth is the connective technology platform that allows young people to access learning and earning opportunities—for free—and assists employers to reach millions of young entry-level work-seekers nationally.

sayouth.mobi | partners.sayouth.org.za

3,706,131
Young work-seekers supported by SA Youth

66% female
34% male

1% youth with a disability

1,000,689
youth linked to opportunities

R22,3 bn+
in income earned by youth since inception

OUR IMPACT
The DBE School Assistant Programme

Geospatial matching at work

The map on the left illustrates the distribution of employment opportunities for youth before the programme; the map on the right shows the difference the DBE School Assistant Programme makes, and the geographical spread of opportunities.

Estimated saving of > ZAR 1 billion in transport costs across all 4 phases.
Example: Overcoming Gender Barriers

Women face higher systemic barriers to labour market entry, which is can be exacerbated through AI technology.

The SA Youth ranking algorithm seeks to address this by adjusting the weight distribution in the ranking.

In practice:

Weighting = 0.95  Weighting = 1
Reflections on our experience

Approach the outcomes of big data analyses with caution - well aware that the market biases we are aiming to counter, are also inherit in parts of our own data and we deliberately compensate for inclusivity, like in the gender example above.

Where we have found huge value is the utilization of technology and tools to translate dirty data into something that makes sense. Examples of this includes:
  - Using machine learning techniques to segment data for ring-fenced analyses and studies
  - Using smart technology to assess voice notes for communication and literacy
  - Leveraging AI to structure and understand free text inputs

All Emerging technologies are critical for supporting additional developments to the SA Youth platform and informing the recommendation engine algorithm, in addition to supporting our research and advocacy work.

We hire for data science skills internally, but have struggled to keep the right talent; hence we deliberately partner to get access to these technologies and experts.
Connecting to opportunities at a hyperlocal level in India

Nihal Rustgi
Director of Marketing, Apna.co
Apna is the fastest growing and largest jobs & professional social network for India

Digital Identity | Professional Networking | Community | Jobs
Access to quality education
Global network of peers & mentors
Switches jobs for career progressions
Dual income family, nuclear family
Economically disadvantaged family
Limited to friends, family & neighbors
Seeking jobs for basic survival
Family to feed
High school drop out

Ruksar, 25
Ghaziabad

Akshay, 26
New Delhi

Creating equal opportunities for all
We have built our product around 3 values that changed hiring meaningfully
Hyperlocal
Enabling pincode based hiring
Relevancy

AI-matching delivers highly relevant candidate
Speed & Volume

121 unique candidates connect with employers every minute
Apna is the largest and fastest growing professional opportunities platform in India

- ~51Mn+ registered job seekers with detailed profiles
- 545k+ registered recruiters on the platform
- ~5Mn candidates connected to recruiters every month
- ~100k jobs activated on the platform every month
- 70 industries & job categories
- 174 Metros & Tier-2/3 Cities