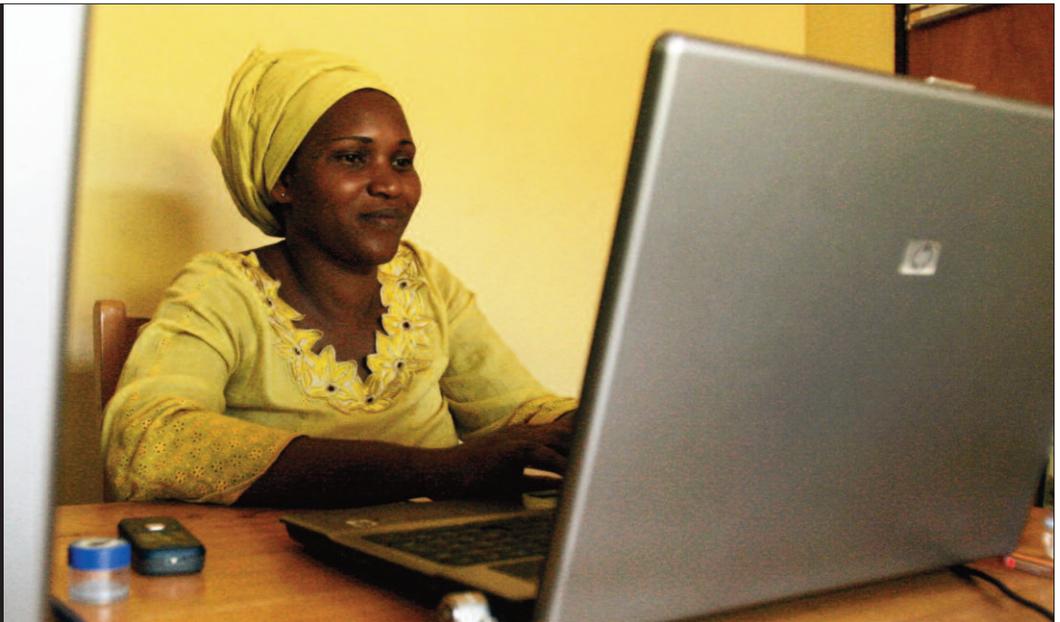


Digital Jobs Africa



Digital Jobs Africa is a Rockefeller Foundation initiative that seeks to impact the lives of 1 million people in six countries in Africa by catalyzing sustainable Information and Communications Technology-enabled employment opportunities for African youth who would not otherwise have an opportunity for sustainable employment. The Foundation's work will deliver impact at two levels—through improving the well-being of those employed, their families and communities as well as influencing broader adoption of inclusive business practices that lead to job creation for youth at scale in ICT-enabled sectors. The work will be led out of the Foundation's Africa Regional office in Kenya, and will focus on Egypt, Ghana, Kenya, Morocco, Nigeria, and South Africa. The initiative will span 7 years and leverage significant funds and support from other stakeholders with an \$83 million budget.

THE CHALLENGE

Africa has the youngest and fastest growing youth population in the world today.

- The number of people between age 15 and 24 is expected to double to 400 million by 2045.
- By 2050, the continent will have a larger working-age population than India or China.
- Youth under the age of 25 represent 62 percent of sub-Saharan Africa's unemployed population, and nearly three-fourths live on less than \$2 a day.

McKinsey's World and Work report says that there will be an estimated shortage of 45 million medium-skilled workers in developing countries to meet the demand of labor intensive industries—showing that job creation is not keeping pace with the demands of a growing youth population.

Simultaneously, there have been transformative developments in Africa's Information Communications Technology (ICT) sector in the last decade, which is expected to reach \$150 billion by 2016. New technologies are creating new types of work along with cost-effective ways to distribute work across the globe. For example, the global Business Processing Outsourcing and Information Technology Outsourcing sectors are expected to reach \$574 billion by 2015—representing one of many ways to create digital job opportunities that build skills for a young population and allows them to increase their income between 40 and 200 percent, all while giving businesses the potential to reduce their costs by up to 40 percent.



How Will Digital Jobs Africa Create New Jobs?

The Digital Jobs Africa initiative will create new jobs in three ways—by leveraging the rising demands from African-based companies, government and multi-nationals to create employment opportunities, by exploring new and innovative digital job opportunities, and by catalyzing the Impact Sourcing sector. Impact Sourcing is the socially responsible arm of the business process and information technology outsourcing industry that employs individuals, especially high potential but disadvantaged youth, women and marginalized people, who would otherwise not have an opportunity for sustainable employment.

WHAT THE ROCKEFELLER FOUNDATION IS DOING: OUR STRATEGY

Digital skills are fast becoming a requirement for gaining well paid employment, and ICT-powered jobs are critical in helping young people develop the required skills for the jobs of the future. Digital Jobs Africa will seize upon the tremendous opportunity presented by the youth bulge in Africa and the phenomenal rise of the ICT sector to bring about sustainable impact, through job creation, consequently improving the well-being of those employed, their families, and communities. To achieve its goal of impacting one million lives, Digital Jobs Africa will focus on three specific interventions:

- **Creating digital jobs** by catalyzing the Impact Sourcing sector, leveraging the rising demands from African-based companies, government and multinationals to create employment opportunities, and exploring new and innovative digital job opportunities.
- **Working with local organizations to provide skills training** that prepare youth for digital jobs. Skills include data entry, transcribing and digitizing information, tagging audio and video files, problem-solving and communications, and learning Android and iOS platforms, among many others.
- **Coordinating an enabling environment** for digital jobs by coordinating government and businesses without the continued involvement of philanthropy—leading to broad global adoption of inclusive business practices.

EXPECTED OUTCOMES



Digital Jobs Africa will improve the lives of one million people in six countries in Africa through jobs and skills training for high potential youth. Employment of African youth will generate greater social and economic benefits and have a powerful multiplier effect by helping improve the welfare of households and catalyzing indirect job creation for their communities.

Digital Jobs Africa will increase the demand for African youth in the workforce by engaging directly with the private sector to identify and prioritize job opportunities that can employ youth at scale, while the employment opportunities created will develop the skills and digital literacy that is critical to accessing future jobs. Ultimately, Digital Jobs Africa will create an enabling environment by coordinating government and businesses leading to broad global adoption of inclusive business practices.

Photos by Antony Njuguna.

What Success Looks Like

- One million lives impacted through jobs and skills for high potential African youth by catalyzing sustainable employment opportunities.
- Youth employment will have a powerful multiplier effect. Family members of the youth employed in digital jobs will gain economic and social benefits through better health outcomes and improved access to education; digital jobs created will catalyze the creation of indirect job opportunities for communities such as small scale food vendors, housekeeping, construction, and transportation.
- Youth develop technical and empowerment skills that help them to identify and create sustainable income generating opportunities well into the future, making them more resilient to the dynamic labor markets.
- Creation of an enabling environment for digital jobs by coordinating government and businesses without the continued involvement of philanthropy—leading to broad global adoption of inclusive business practices.

IMPACT SOURCING IN ACTION

Diana Muthee is the CEO of a business center in Kenya, an enterprise she began in 2007 to create jobs for Kenyan youth. Despite the demand for this work, Diana did not initially have the connections to win contracts from large clients. Samasource, a Rockefeller Foundation grantee, secures contracts from Fortune 1000 companies, local governments and multinationals with a local presence in Africa, and assigns individual projects to centers, like Diana's, in developing countries. Through a web-based interface, Diana's enterprise assigns portions of a project to young workers who have been ICT-trained via virtual platforms. Assignments range from updating business databases to transcribing and digitizing receipts and business cards to tagging audio and video files.

Today, Diana's enterprise employs 70 full-time workers, many of whom now make up to three times the average living wage in Kenya. Stephen, one of Diana's employees, was having difficulty finding work in Kenya's job market—even though he was enrolled in an engineering program. Stephen was hired by Diana's company, where he now puts his education and skills to work—giving him financial freedom and increasing his prospects for future employment.