

> Can Jobtech create sustainable decent work for millions of unemployed youth?

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Session Agenda



1. What is Jobtech and why is it important?

2. The Jobtech & market systems nexus

3. The Jobtech Alliance: A Pan-African approach

4. Lessons from LIWAY Ethiopia

Introduction to Jobtech

DEFINITION OF JOBTech

Jobtech is the future of work....

“Jobtech involves the innovative use of technology to facilitate access to quality work opportunities, enable delivery of work, and improvement of the workers’ productivity.”

Jobtech consists of five distinct sub-sectors:

PLATFORMS FOR OFFLINE WORK

Platforms that enable intermediation of work online, but the work happens offline e.g.

- **Gig matching platforms**
- **Job matching platforms**
- **Distributed manufacturing**

PLATFORMS (DIGITALLY DELIVERED WORK)

Platforms that facilitate the fulfilment of work that is connected and delivered through online channels

- **Online freelancing**
- **Micro-work**
- **Play-to-earn (X-to-earn)**

MICRO ENTREPRISE DIGITIZATION

Platforms providing digital services and tools that enhance the performance of micro enterprises

- **Business management & growth tools**
- **E-commerce marketplaces**
- **Logistics & finance**

TECH-ENABLED SKILLING

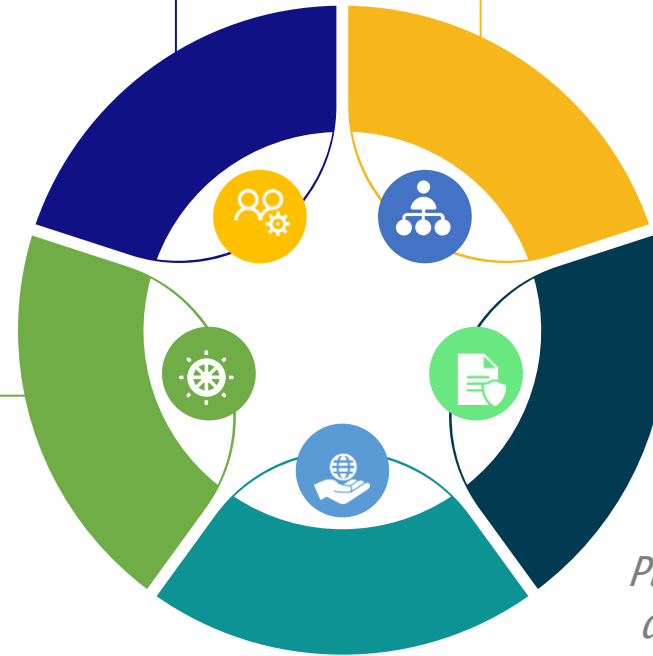
Platforms that enable existing and potential workers to develop requisite skills for the job via online channels

- **Testing and credentialing**
- **Technical and professional skill building**

DIGITAL TOOLS FOR WORKER ENABLEMENT

Tools that support worker participation in Jobtech including worker identity and welfare

Professional identity | Insurance & social benefits | Representation & collective action



* **Adjacent Sectors (Fintech, Agritech, E-logistics)** are critically important but not considered jobtech unless jobs outcomes are key business component

323+

**active Jobtech
platforms in Africa***

**What is driving
this rapid
growth?**



Mobile penetration

5.3 billion people subscribed to mobile services globally – **70% are in Africa/ Asia**



Smart phone ownership

64% of phone connections in Africa were **done through smartphones**



Mobile money

> 60% of the SSA have access to a mobile money – accounts for **~70% of global mobile money transactions**

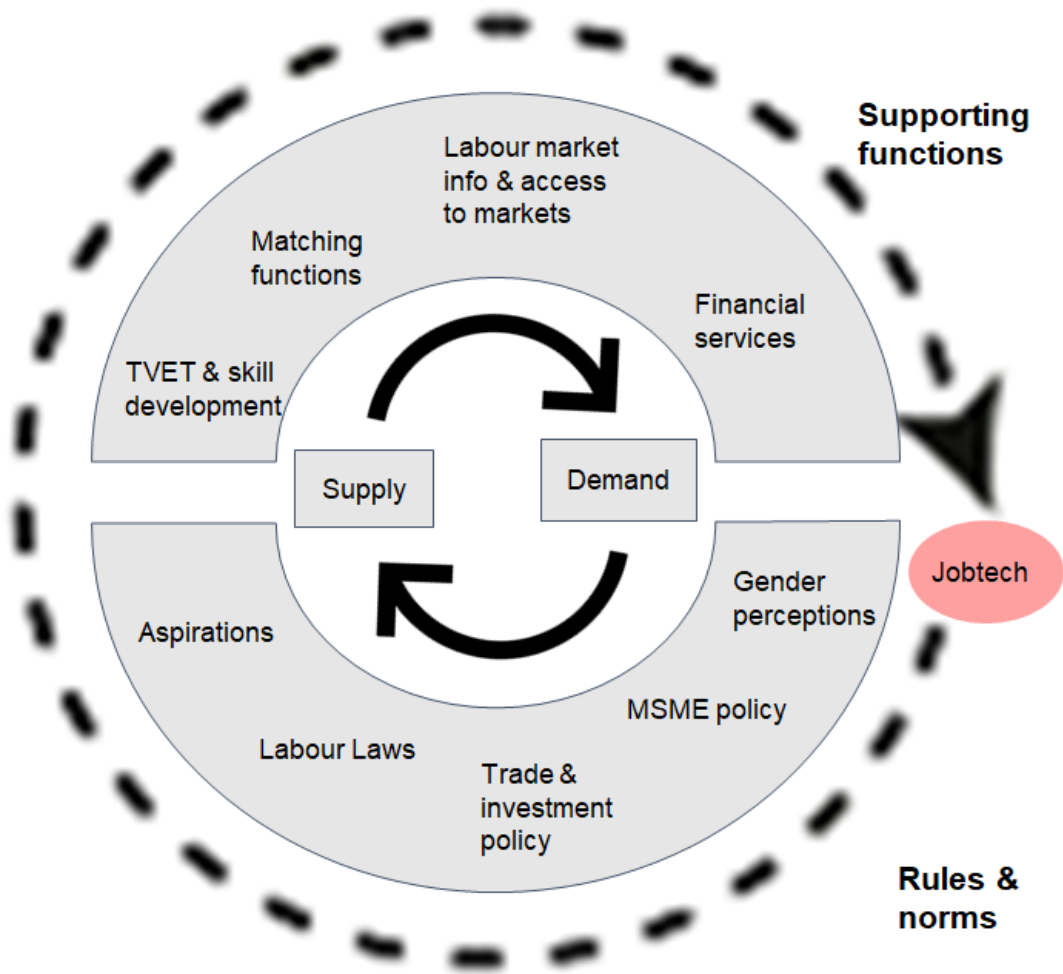


Internet penetration

40% of the African adult population have access to mobile internet

Sources: GSMA, Internet Society
* Recorded in 2021

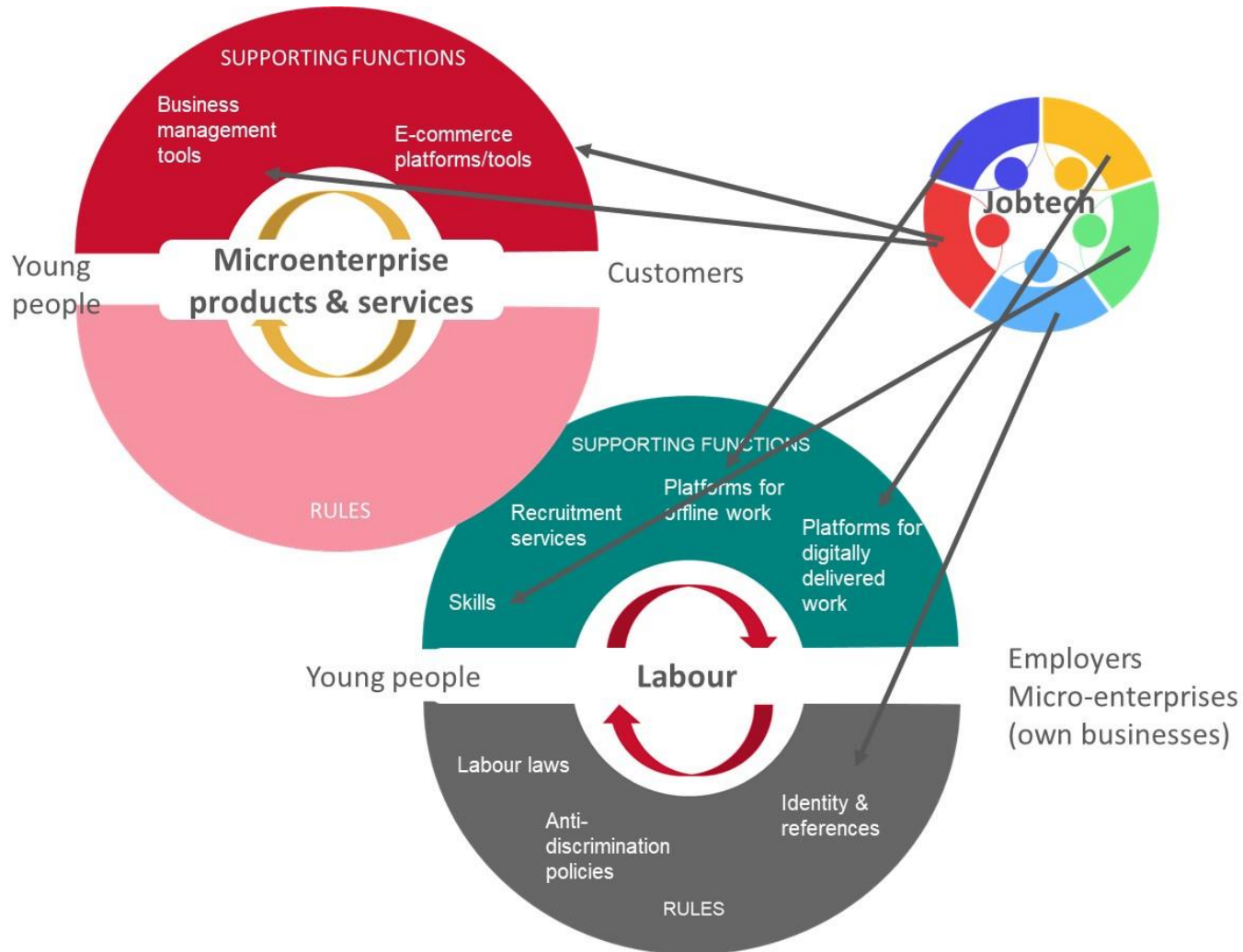
Jobtech is **disrupting multiple aspects** of the labour market system but remains fragmented...



- Tech has proven to be one of the biggest disruptors to employment in developed markets. Both positively and negatively.
- It is increasingly playing a major role in the labour market ecosystem within and across multiple functions and rules...
- However, it has yet to truly catalyze positive breakthrough solutions. Few start-ups have succeeded...
- Compared to fintech, edtech, cleantech, the ecosystem is fragmented with no synergies

The Jobtech and Market Systems Nexus

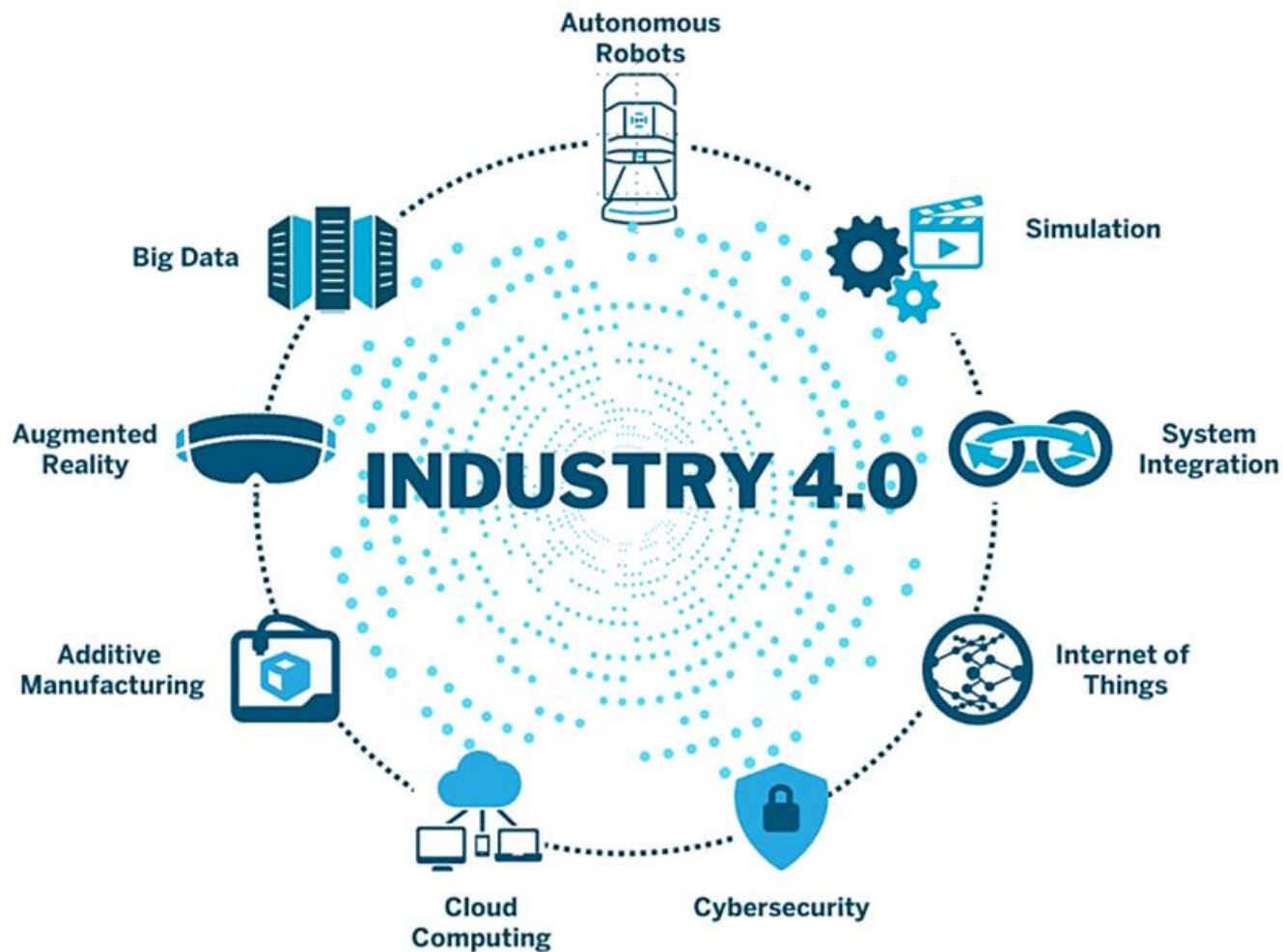
Jobtech can be used to address underperforming functions in the market systems



Jobtech has the potential to:

- **Complement or replace** traditional approaches e.g., e-learning in the TVET sector
- **Build linkages across multiple functions** within the system – e.g., job matching and skilling

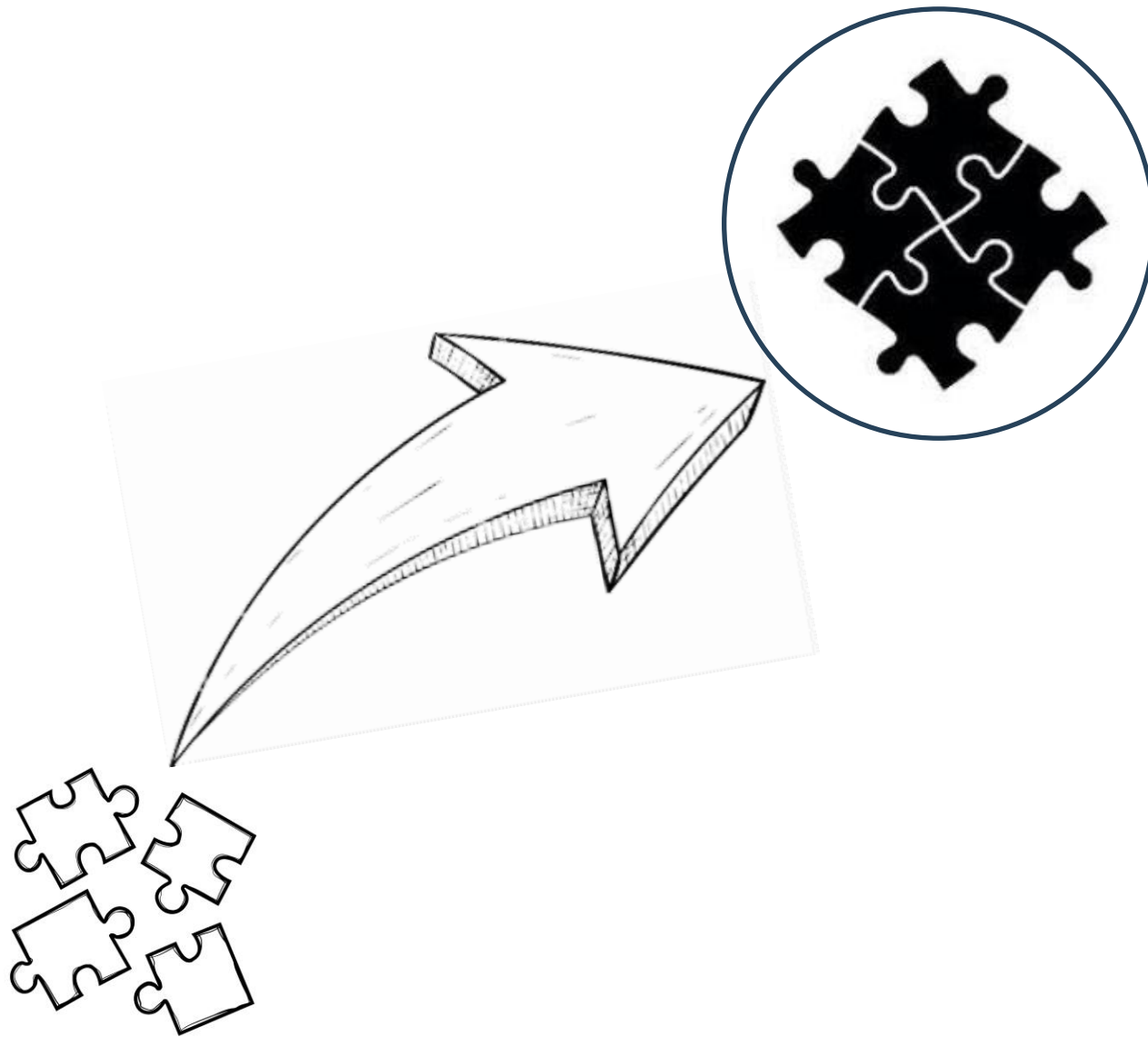
Jobtech serves as a pathway to sustainability and scale



Programmes can leverage Jobtech to...

- Serve as a **segue into the future of work**, allow teams to tap new tech-driven jobs
- **Drive inclusion and accelerate reach** especially to vulnerable groups e.g., women, refugees.

Applying MSD principles to transform the Jobtech ecosystem



Market systems can be applied to grow Jobtech:

- Jobtech as a sector is still **fragmented and underperforming**
- Most solutions are at pilot stage, and are **yet to witness 'crowding in'**
- Market systems principles can **cement the ecosystem, unlock growth and catalyze scale**



THE JOBTECH ALLIANCE

Powered by



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The Jobtech Alliance...

The Jobtech Alliance is an ecosystem building initiative around inclusive jobtech in Africa. We support digital platforms that connect people to work opportunities that build livelihoods

Jobtech Alliance

Catalysing inclusive business growth & innovation

Catalyst Jobtech
Accelerator

Jobtech Innovation Lab

Enabling Environment

Research & Insights

Community

Funding

Standards &
Tools

Policy

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Policy

Catalyzing Inclusive Business Growth & Innovation

Paul Breloff, Steering Group Member



We are not going to solve the problem with any one company. We are investing at the tip of the spear in those who can teach us about this sector



We are looking to support platforms to achieve greater...



Scale

Creating more jobs for more young people



Inclusivity

Reaching more vulnerable and traditionally excluded groups



Impact

Enhancing incomes, quality of work, learning, and meaningfulness

We do so through the catalyst Jobtech Accelerator & the innovation lab by providing:

- Bespoke Venture building support
- Grant capital
- Access to networks

Illustration



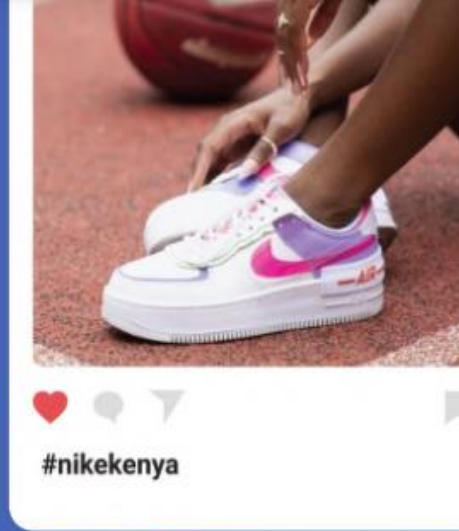
Business overview: Digital advertising marketplace that enables nano & micro influencers, get access to jobs.

Type of work: Part-time work for nano and micro influencers

Jobtech subsector: Platforms for Digitally delivered work

Anticipated reach: 1,300+ jobs created in Uganda by June 2025

Ecosystem Learning: How do passive income streams contribute to livelihoods? Does the work feel meaningful?

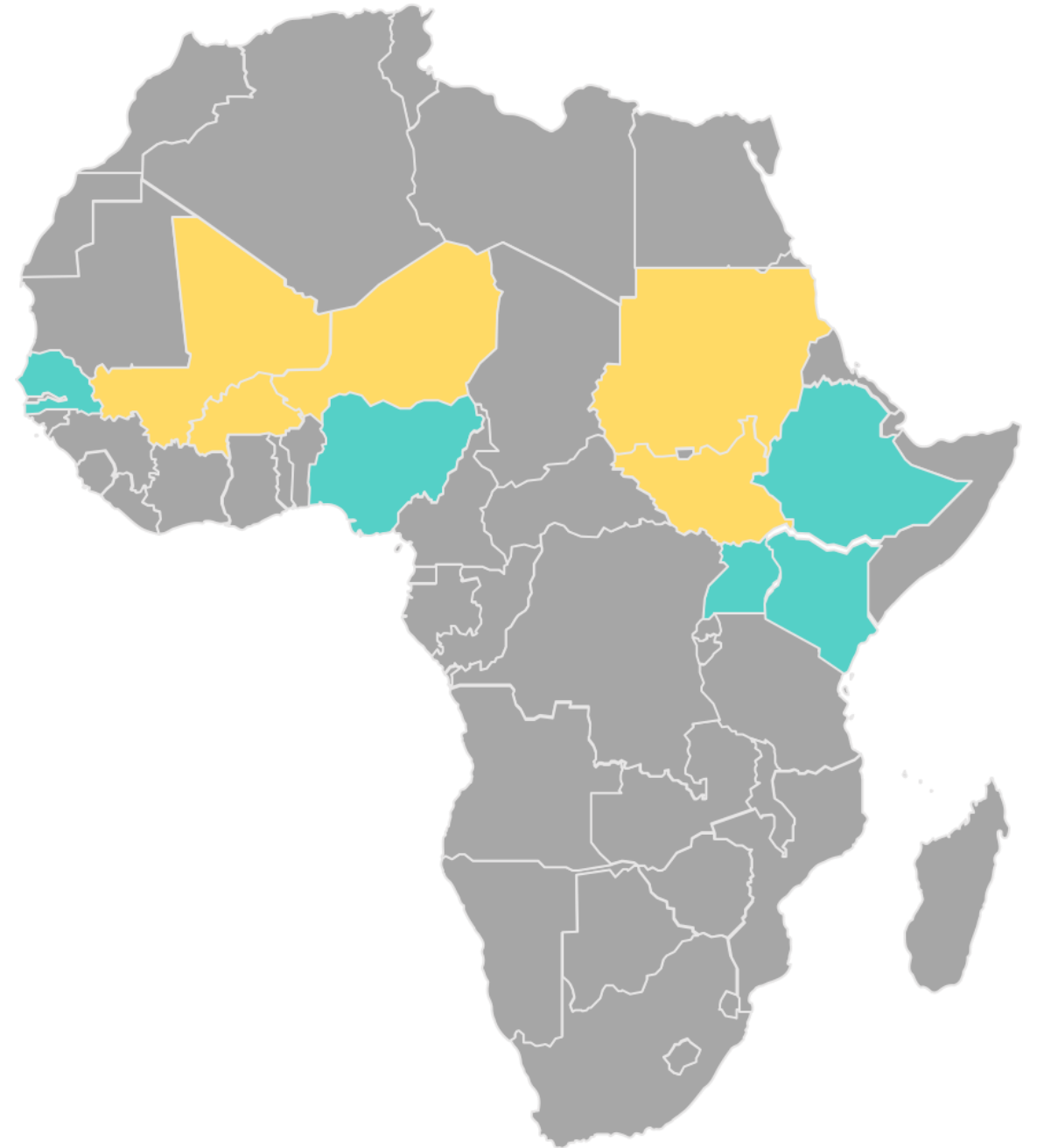


Influence
with
Wowzi



Countries of Focus (for acceleration activities)

Companies that operate in, or are looking to scale into: Kenya, Uganda, Nigeria, Senegal, Ethiopia, Mali, Burkina Faso, Niger, Sudan and South Sudan



Jobtech Alliance

Catalysing inclusive business growth & innovation

Catalyst Jobtech
Accelerator

Jobtech Innovation Lab

2

Enabling Environment

Research & Insights

Community

Funding

Standards &
Tools

Policy



Community Building: Platform Members: 78 members; Ecosystem Members: 819+ members

We seek to create “connective tissues” within the ecosystem. We do this through....



Research & Insight

We have both long form and Short form research. They include;

- Jobtech Landscape scans
- Flip/VC4A e- learning Course
- Sprint research pieces
- Women in Digitally Intermediated Work
- Flip Podcast Episode



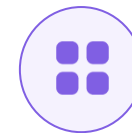
Funding: Jobtech Investment Network

- Rolled out Jobtech Investment network
- Target: Investors/ philanthropists interested in the Jobtech sector



Standards & Tools

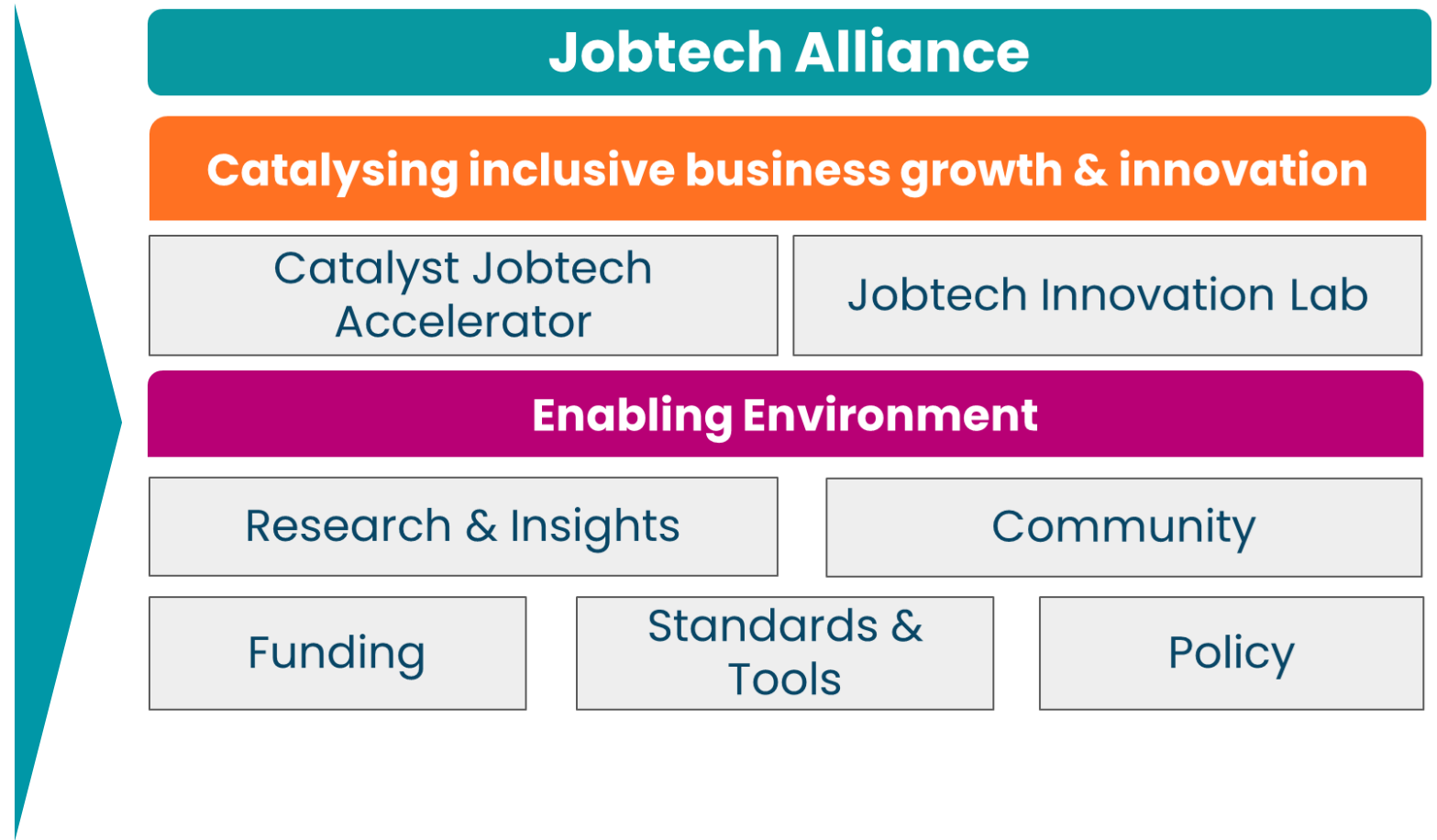
- Quality of Work Tool: Launched the draft tool on measuring quality of work
- Fairwork T&Cs: Open source T&Cs for Jobtech platforms



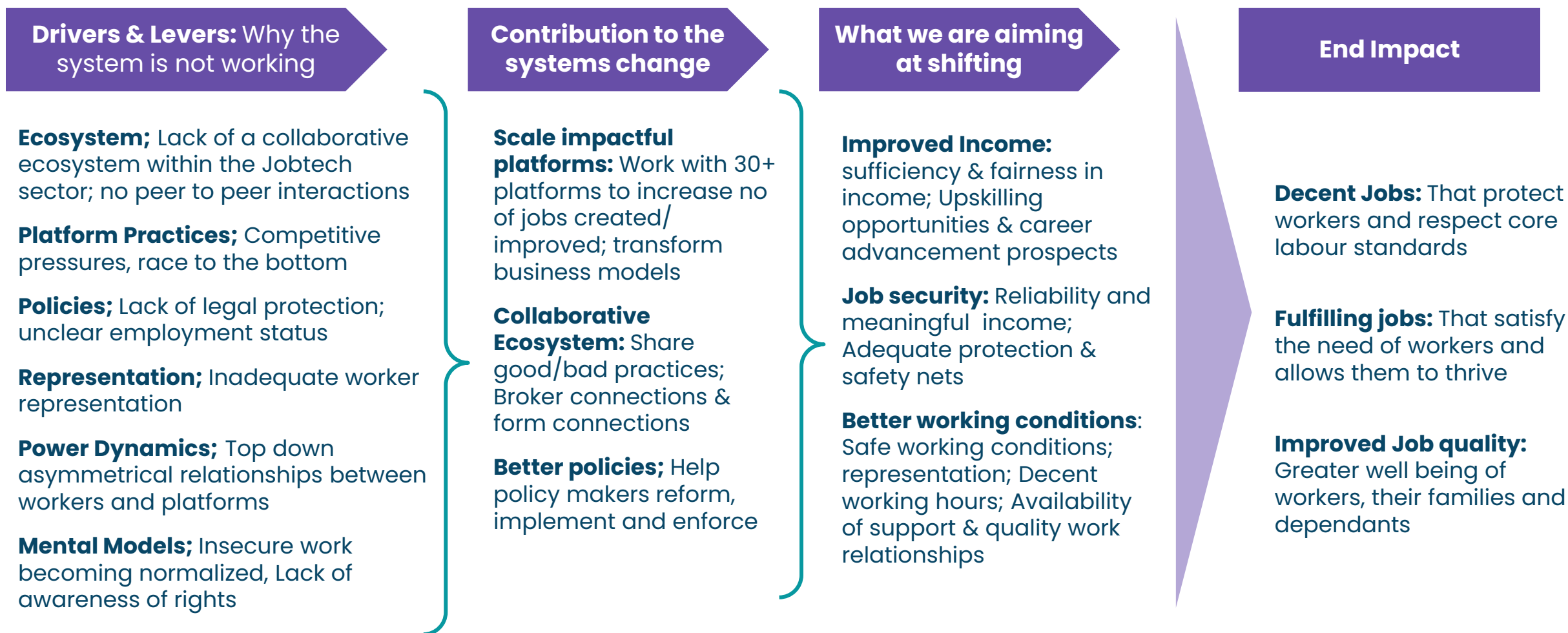
Policy

- Community tagging to identify stakeholders interested in policy & form a COP

Jobtech Alliance as a Systems Change Programme



TOC- MSD programme improving the quality of platform work



Note: Strategies will vary to a degree depending on which Jobtech 'solution' is the focus, as well as the country and target group context.



1. Timeframe:

This is a 3-year program;

However, we envision that it's going to be a 10-year initiative; Reason:

- Systems change takes time
- The Jobtech Alliance will only really 'have worked' if it exists for a decade

2. Target:

10,000 jobs created and improved in the next 3 years

In the next Decade...

Millions of jobs created and improved over next decade. The exact figure was left out deliberately as;

- We want to nudge the sector to *meaningfully define the outcomes* rather than vanity metrics
- We want that target to be informed. I.e the number will be informed by the Jobtech Alliance stakeholders in the AGM



LIWAY

PROGRAMME OVERVIEW



Increasing incomes of poor women & youth in Addis Ababa

through improved wage and self-employment opportunities



LABOUR SYSTEM

Reduced transaction, opportunity & compliance costs for job seekers



MICRO & SMALL ENTERPRISE (MSE) SYSTEM

Reduced constraints of starting & growing MSEs for target groups



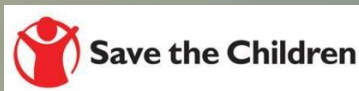
MEDIUM & LARGE ENTERPRISE (MLE) SYSTEM

Reduced constraints in input supply & labour productivity



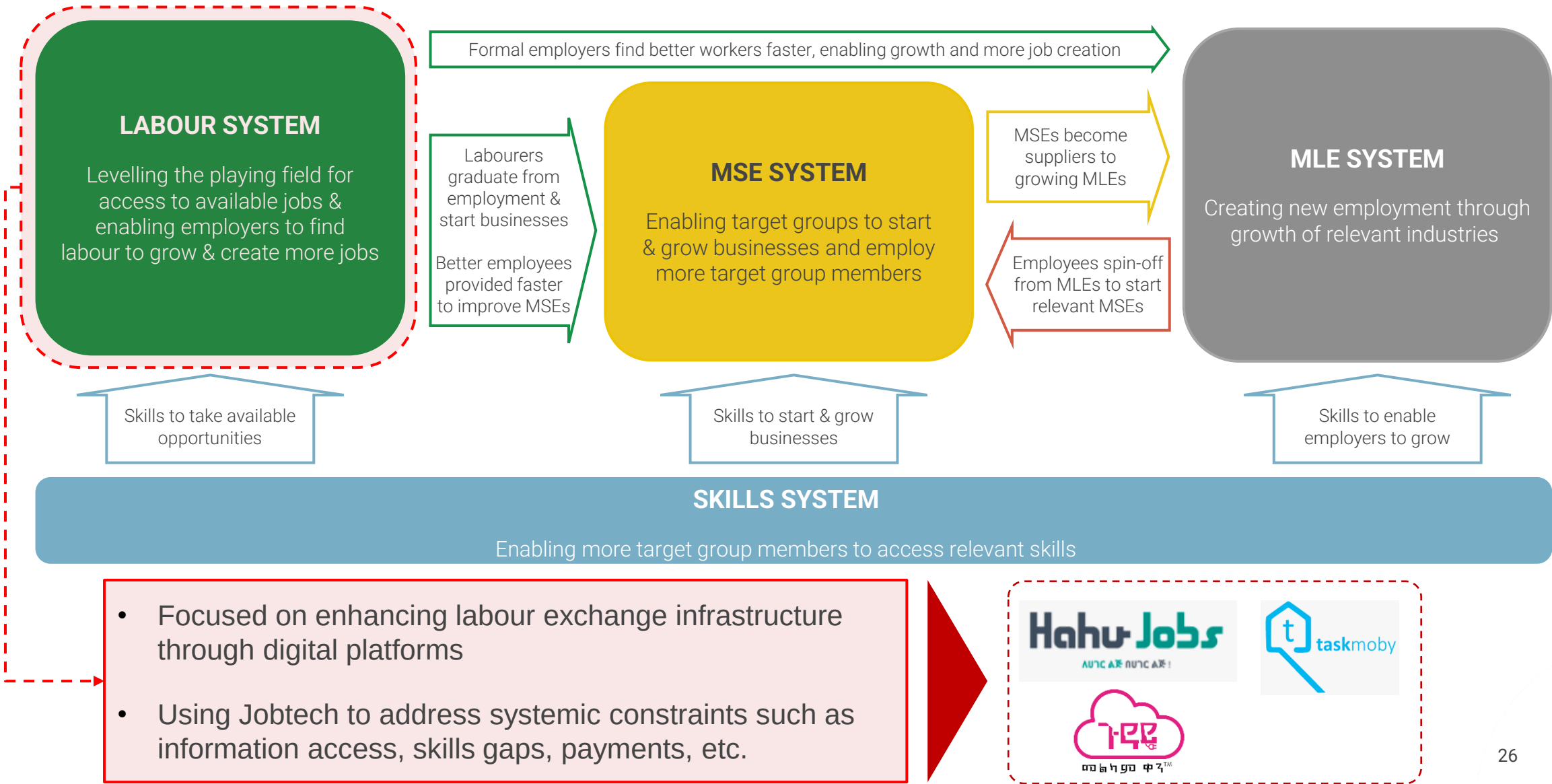
SKILLS SYSTEM

Improved standards & quality of skills delivery, and aligned curricula to meet the skills demanded by employers



(Consortium Lead)

OUR JOBTech INTERVENTIONS HAVE MOSTLY FOCUSED ON THE LABOUR SYSTEM



PARTNERING WITH GOODAY-ON, A JOB MATCHING PLATFORM, TO ENHANCE ACCESS TO JOBS

CRITICAL CONSTRAINT



Lack of appropriate & effective labour exchange infrastructure

SOLUTION



Digital gig work connection platform

- Platform that connects gig workers with job opportunities
- Accessible through smartphones, SMS & USSD, and a call centre

INNOVATION PARTNER ROLES & BENEFITS



- Develop and run the Gooday On gig works work connection platform and service
- Benefit = Increased revenue



- LIWAY bought down the risk of investing in technology i.e., cost-shared platform and service enhancements (e.g., development of call center and SMS service)
- Supported the partner in strengthening the business case and building a strong scalable business model
- Supported marketing & promotion and introduction of CRM system

AS A RESULT, WE ARE SEEING RESULTS:



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9675

JOB OPPORTUNITIES CREATED

6,044

NUMBER REGISTERED

35,000 GIG WORKERS

5,500 EMPLOYERS

- The company is investment-ready and is now attracting venture capital funding
- We have seen crowding in, with other players in the ecosystem adopting call center models and new players entering the space

KEY LESSONS

Openness to working with non-traditional businesses

- Start-ups have unproven business models that constantly change
- Jobtech is a very thin sector with very few successful companies

Adaptability to external (business environment) factors

- A wider understanding of the enabling environment in Job Tech and adapt to the changes. E.g., Telecommunication and connectivity, digital literacy, national ID or unique identification

Cultural considerations

- Building the Jobtech sector involves significant behavioral change i.e., building trust as people shift to digital marketplaces

Demand for unique skill sets within team

- Given the complex technology ecosystem, team had to draw in technology expertise within the team, and leverage external resources to plug gaps – technical support, Jobtech Alliance

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