

# **WOMEN AND GIRLS TECH FUND**

Collaborative approaches to support women in Kenya and India access meaningful work

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April 2018

We want to understand and realise person-centered initiatives that support young women into sustainable, meaningful employment.

# GRACE, A YOUNG WOMAN IN KENYA



- Grace is 18 and lives with her family in Kibera, Kenya
- Grace stayed in school until 15, and left when she became pregnant
- She is supported by friends and family and has informal work - packing boxes for a local business
- She is passionate about dancing, singing, arts and crafts
- She has a feature phone
- Grace wants more sustainable employment

# CHALLENGES WITH EXISTING APPROACHES TO DEVELOPMENT

**Few charities embrace the potential of technology for social good**

Funding is driven by donors and therefore usually comes with restrictions

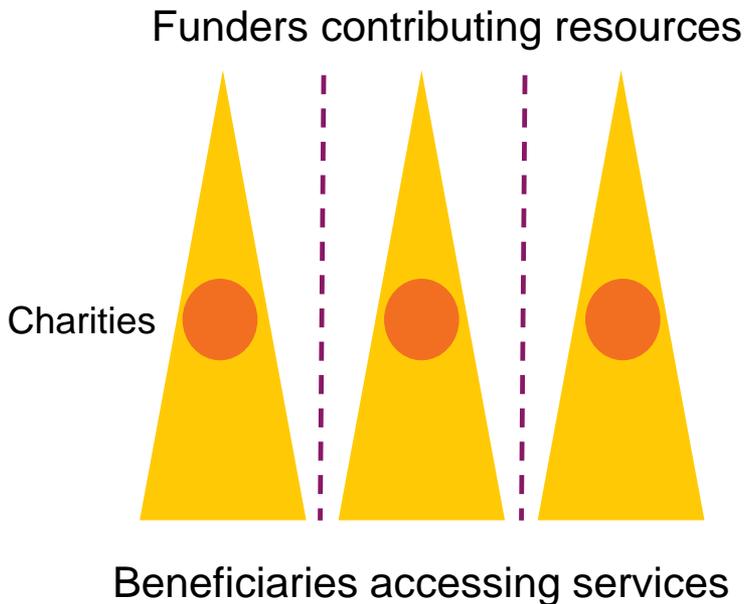
**Innovation is often stifled by a lack of funding for trials and pilots**

Projects are often deficit based, and not focused assets of communities

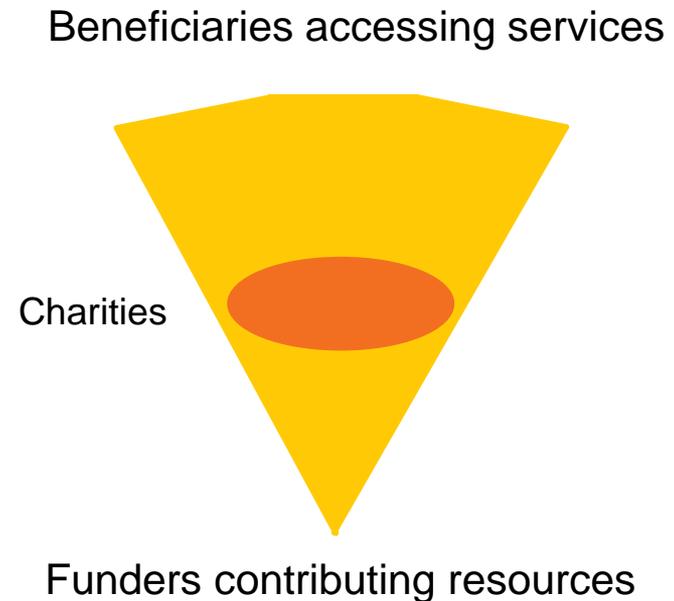
Current models are usually focused on programme delivery, and not on research and innovation

# FLIPPING THE STANDARD APPROACH

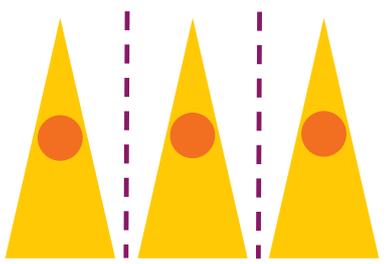
**From multiple, isolated interventions in the same area...**



**...to service-user driven collaboration and co-creation**



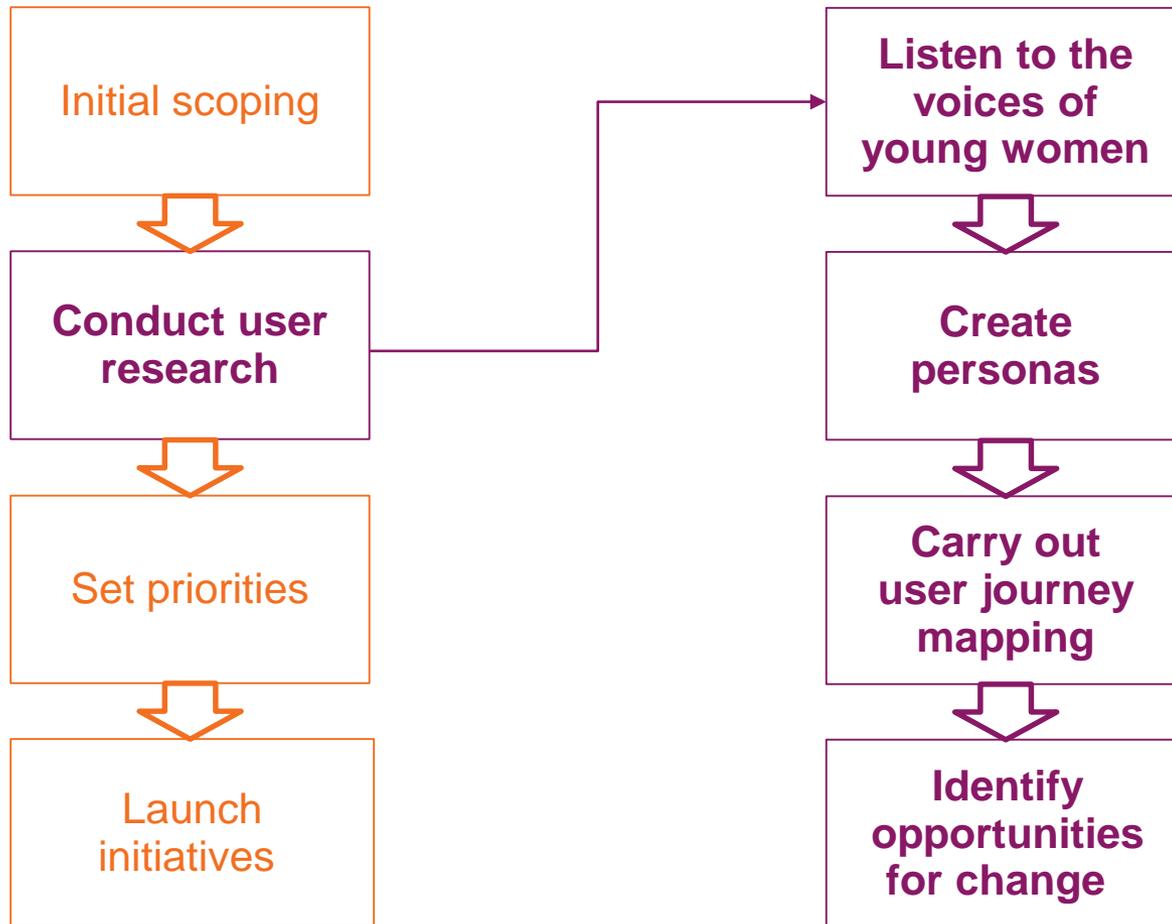
# EXAMPLE APPROACH OF CHARITIES TOWARDS WOMEN LIKE GRACE



Charities often provide individual services which could be more effective when connected

# OUR METHOD

# CURRENT FOCUS



# EXAMPLE INSIGHTS GAINED FROM USER RESEARCH

Guidance counsellors are far away, and Grace hasn't been able to meet with one

Grace attends church 3 times a week and uses the wifi, but most jobs advertised online are for better qualified people

Grace experiences power-cuts at home, so often can't charge phone and access wifi

Charity funds career guidance counsellors

Charity provides wifi at Grace's local church

Nearby solar charity allows uncle to earn income

Currently, Grace wants better employment, and does not get the most out of these individual services

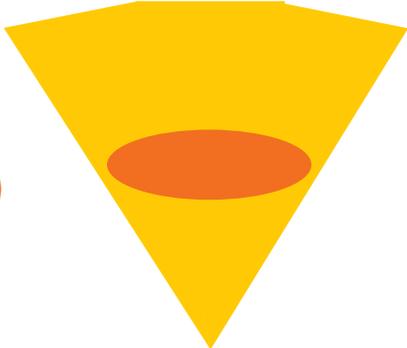
# IDENTIFYING OPPORTUNITIES FOR CHANGE



**When Grace next attends church, the career guidance counsellor and new app are signposted upon wifi registration. After utilising both, she enters into more sustainable employment**

App developed collaboratively which advertises good, accessible, jobs and provides e-learning for career development

Church used as a youth hub where counsellor works bi-weekly and people can charge phones via charity funded solar power



# GRACE, A YOUNG WOMAN IN KENYA

## On a new path

- Once in sustainable employment Grace starts to save money and grow in confidence
- During her spare time she continues to use the hub, and at the suggestion of her counsellor she accesses the e-learning platform, where she learns how to manage money and start a small business
- Grace establishes her own successful business, and eventually becomes an employer herself

# SHIFTING THE NEEDLE

How the process benefits everyone

**Human-centered tech solutions are developed in a collaborative environment**

**User-voice and feedback are prioritised throughout the process**

Funding is pooled and efficiently directed to promising projects

Resources are refocused around the strengths and assets of beneficiary groups

Insights are shared and innovation is incentivised among the charities involved

# WHY FOCUS ON WOMEN LIKE GRACE?



**According to Mckinsey, in a “full potential” scenario in which women have parity in the labour market, as much as \$28 trillion (26%) could be added to global annual GDP by 2025.**

**This is the equivalent of the GDP of the USA and China combined.**

Globally, higher female workforce participation correlates with macroeconomic growth



By helping women we can achieve a greater multiplier effect



Thus enabling better lives for the women we work with, their families, and their communities

# OUR GEOGRAPHIC FOCUS

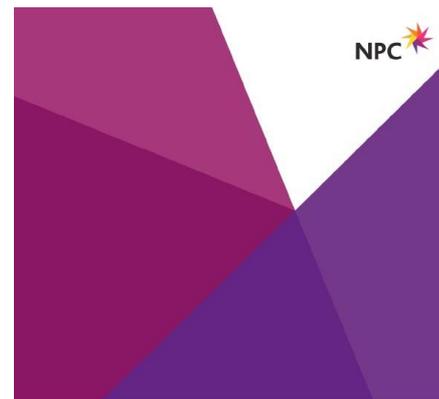


1) Kenya and India are 135/159 and 125/159 respectively on the UN's Gender Equality Index

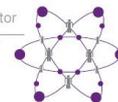
2) Kenya and India both have a strong startup ecosystem, good tech infrastructure, and high levels of technological adoption

# WHY NPC?

- As a research-based organisation our aim is to be open and transparent, and disseminate our findings as widely as possible
- We have pre-existing connections to philanthropists, and can quickly build networks due to the cooperative nature of our organisation
- We are thought leaders in the social sector, and pioneers of new ideas and user-centred research methodologies. We've already conducted research and a pilot in similar fields with '*Tech for Common Good*' and '*My Best Life*':

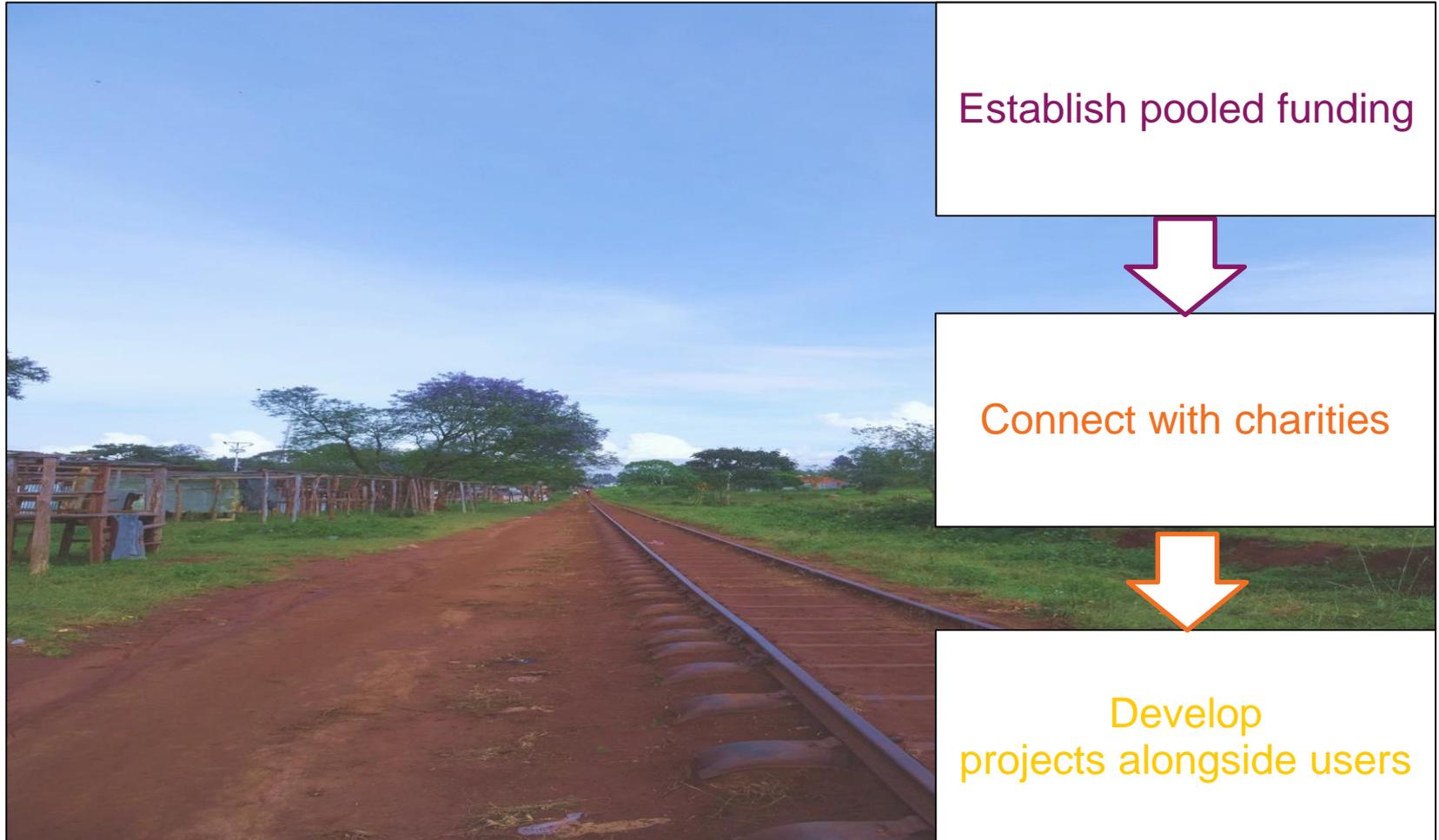


**TECH FOR COMMON GOOD**  
 The case for a collective approach to digital transformation in the social sector  
 David Bull, Tris Lumley, Ferooz Sabri and Ria Bowler  
 December 2015



**'MY BEST LIFE'**  
 Priorities for digital technology in the youth sector  
 Andrew Weston, Tris Lumley, Shona Curvers  
 April 2018

# NEXT STEPS



# **PLEASE GET IN TOUCH IF YOU'D LIKE TO KNOW MORE**

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