WOMEN AND GIRLS TECH FUND
Collaborative approaches to support women in Kenya and India access meaningful work

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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

Funding is driven by donors and therefore usually comes with restrictions

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

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

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

Few charities embrace the potential of technology for social good
FLIPPING THE STANDARD APPROACH

From multiple, isolated interventions in the same area…

Funders contributing resources

Charities

Beneficiaries accessing services

…to service-user driven collaboration and co-creation

Beneficiaries accessing services

Charities

Funders contributing resources
EXAMPLE APPROACH OF CHARITIES TOWARDS WOMEN LIKE GRACE

- Local charity funds career guidance counsellors
- Charity provides wifi at Grace's local church
- Nearby solar charity allows uncle to earn income

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

Initial scoping

Conduct user research

Set priorities

Launch initiatives

CURRENT FOCUS

Listen to the voices of young women

Create personas

Carry out user journey mapping

Identify opportunities for change
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.

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

Charity funds career guidance counsellors.

Charity provides wifi at Grace's local church.

Nearby solar charity allows uncle to earn income.
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.

- Charity funds career guidance counsellor
- Charity provides wifi at Grace's local church
- Solar charity sets up charging stations at the church
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

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

User-voice and feedback are prioritised throughout the process
WHY FOCUS ON WOMEN LIKE GRACE?

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.

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.
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’.
NEXT STEPS

1. Establish pooled funding
2. Connect with charities
3. Develop projects alongside users
PLEASE GET IN TOUCH IF YOU’D LIKE TO KNOW MORE

Director of Innovation and Development:
tris.lumley@thinknpc.org

Head of Development:
clare.wilkins@thinknpc.org