

**INTERVENTION BRIEF | LABOUR SYSTEM**

**CREATING EMPLOYMENT OPPORTUNITIES THROUGH A DIGITAL CONNECTION PLATFORM**

**THE PROBLEM**

Despite a high economic growth rate, Ethiopia has not been able to absorb the available workforce, resulting in a high unemployment rate for the country’s majority youth population.

The January 2020 Urban Employment Unemployment Survey (UEUS) report by the FDRE Central Statistical Agency showed a 19% urban unemployment rate nationwide and a youth unemployment rate of 24.4% in Addis Ababa. The unemployment rate is slightly higher for young women at 25%. However, the unemployment rates in Addis Ababa are likely to be higher than reported given they do not account for the large number of internally displaced women and youth seeking shelter and employment in the city from other regions due to conflicts. The figures also do not consider the large and steadily increasing number of women migrants that have returned to Ethiopia and have opted to stay in Addis Ababa. According to the UN, this included more than 15,000 women between April 2020 and April 2021.



A significant portion of unemployed urban youth live on the city’s outskirts where housing and living costs are lower. They face several challenges accessing relevant job vacancy information, often having to spend time and money travelling to central locations to visit job advertisement boards or stand on job corners. The high rates of unemployment and increased migration coupled with challenges accessing job information and opportunities leave women and youth vulnerable to human traffickers.

**OUR INTERVENTION**

LIWAY identified the potential of a gig work connection platform to help reduce job search costs and address challenges of unemployment and underemployment.

LIWAY partnered with GOnline Digital Advertising PLC, which has a digital platform called GoodayOn. GoodayOn connects gig workers with job opportunities through smartphones via a mobile application. In order to increase access for its target group, LIWAY cost-shared platform and service enhancements, which included development of a call centre and SMS service. Those without smartphones or those less comfortable with the technology can therefore be onboarded and receive information about job opportunities through the call centre or using a USSD code. Engagement specialists provide support seven days a week from 7:00AM to 6:00PM.



LIWAY also supported marketing and promotion of GoodayOn, as well as the introduction of a customer relationship management system to enhance customer engagement, track progress, and improve service delivery.

Based on information gathered through the customer relationship management system and from employers and gig workers, a rating system was established with support from LIWAY. Employers rate the service provided by gig workers and based on their ratings, gig workers can earn a quality service provider badge, which can lead to increased job opportunities. To help improve their ratings, gig workers can access soft skills training at a discounted rate, as well as tailored technical training to improve their use of the gig connection platform. Training is provided through technical and vocational education (TVET) colleges and is supported by the BRIDGES programme funded by the Mastercard Foundation.

The proposed intervention is expected to create jobs for 5,000 gig workers within a 12-month pilot period while reducing search costs for both job seekers and employers. The primary targets are gig workers in areas such as domestic work (e.g., cooking and cleaning), childcare, beauty services, home repairs, appliance maintenance, and other similar services.

## KEY ACHIEVEMENTS TO DATE

- Concept note approved by Sida and partnership agreement signed with GOnline Digital Advertisement PLC.
- Call centre and SMS short code (9675) officially launched.
- Customer relationship management system introduced.
- More than 50,000 users have downloaded and installed the GoodayOn mobile application.
- 35,000 gig workers and 5,500 employers have been registered on the platform.
- Job opportunities have been created for 4,693 women and youth (2,090 female), including more than 15,000 gig connections.

**EMPLOYMENT  
OPPORTUNITIES CREATED  
FOR WOMEN & YOUTH**

**4,693**

The Livelihoods Improvement for Women and Youth (LIWAY) programme aims to increase incomes of poor women and youth in Addis Ababa through improved wage and self-employment opportunities. We work in four interrelated market systems to create sustainable change: labour, micro and small enterprise (MSE), medium and large enterprise (MLE), and skills. LIWAY is funded by the Swedish International Development Cooperation Agency (Sida) and the Embassy of the Kingdom of the Netherlands (EKN). The programme is implemented by a consortium of partners composed of SNV Netherlands Development Organisation, Mercy Corps, TechnoServe, and Save the Children International.

**For more information, visit: [www.liway.org](http://www.liway.org)**