



# LIWAY

## PROGRAMME RESULTS OVERVIEW 2023

MARCH 2024

Consortium Partners

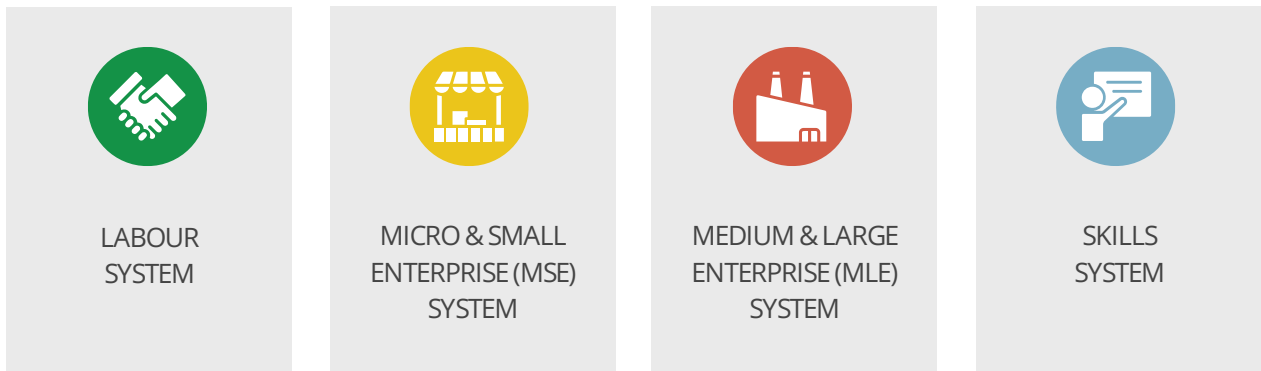


Funded by



The Livelihoods Improvement for Women and Youth (LIWAY) programme aims to contribute to sustainable poverty reduction and social stability in Addis Ababa by increasing incomes through improved wage and self-employment opportunities for 257,000 poor people, including at least 128,500 women and 192,750 youth.

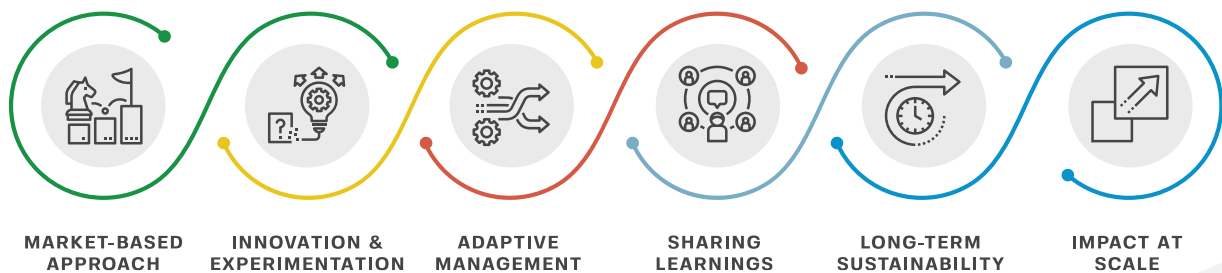
## LIWAY WORKS IN FOUR INTERRELATED MARKET SYSTEMS



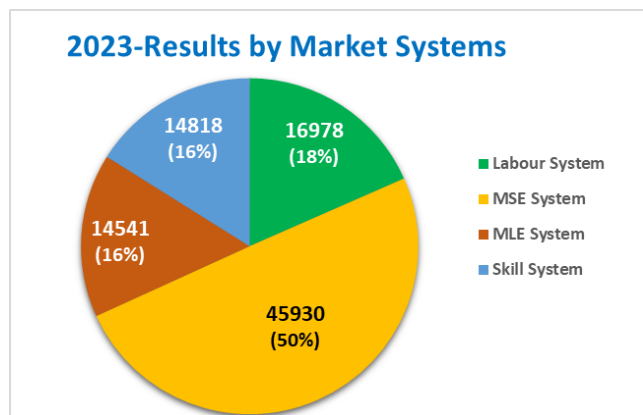
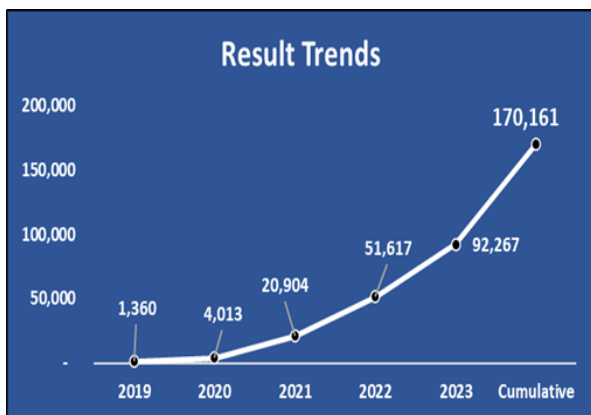
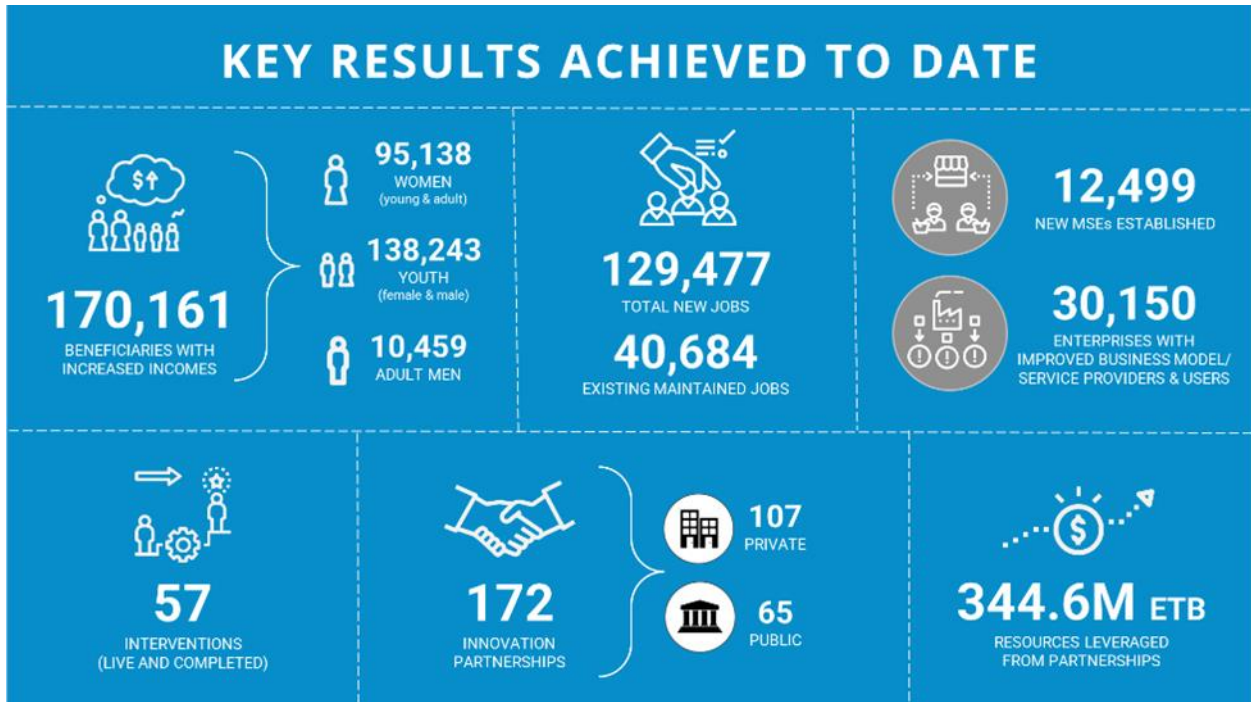
## OUR APPROACH

We work in partnership with diverse market actors to address the root causes of market failure that disadvantage or exclude poor women and youth from wage and self-employment opportunities. Our aim is to make existing systems work better for our target group, while demonstrating benefit to public and private actors that play a role in the systems to ensure sustainability and continued improvement beyond the programme period. Our role ranges from establishing linkages and dialogue between different actors, to engaging in direct research and advocacy, to sharing investments to test innovative models with high potential for sustainability and large-scale impact. We share lessons learned and best practices to encourage involvement of other market actors to scale solutions and develop new innovations to maximise impact for the target group.

### CORE PRINCIPLES OF OUR APPROACH



## KEY RESULTS TO DATE

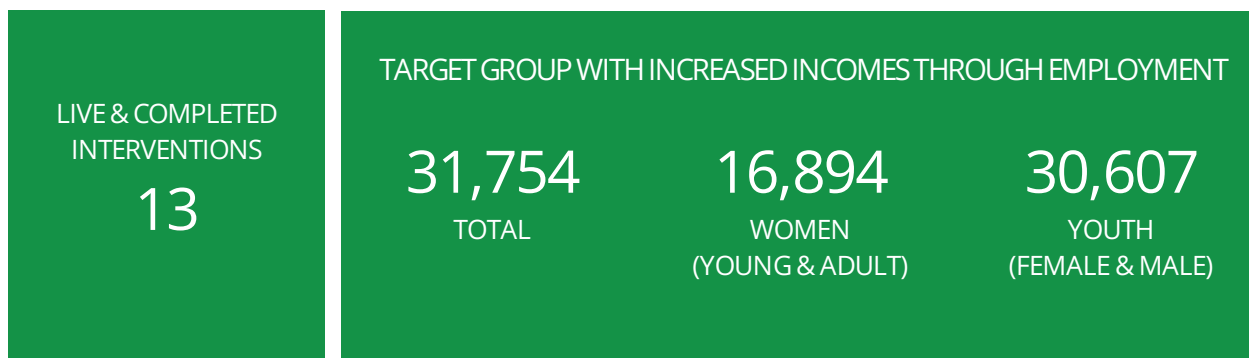




# LABOUR SYSTEM

Improving access to better paying and decent wage employment

## KEY RESULTS TO DATE



## INTERVENTION FOCUS AREAS

- Innovative solutions to improve access to job information for the target group.
- Development of physical and online platforms to improve job matching.
- New models to reduce childcare costs and increase women's participation in the workforce.
- Policy and regulation reform to create an enabling environment for pro-poor childcare services.
- Alternative ways to verify identity, skills, and trustworthiness for employment.
- New insurance mechanisms to alleviate employer risk concerns.

## HIGHLIGHTS

The labour system results for 2023 reflect substantial progress in terms of economic opportunities and workforce development. In 2023, **16,978 (9,787 female)** individuals benefited from increased income through employment, representing **95%** of the annual target. The results are driven by the labour exchange infrastructure intervention area, which contributed **16,903 (97%)**. The *Improved Job Matching for MSEs*, *Digital Job Matching for Domestic Employment*, and *Gig Work Digital Connection Platform* interventions were the most significant contributors to the intervention area results during the reporting period, contributing **51%**, **25%** and **20%** respectively.

To date, **116%** of the target for young women has been achieved, with young men achieving **close to 100%**. However, the target for adult women has been a challenge (**7% of target**) due to a lack of digital literacy, marketing and sales skills, and limited access to mobile devices including mobile connectivity. Adult men have also been impacted, which had not been projected.

A deeper analysis revealed impact beyond employment targets, which include catalysing societal change, economic empowerment, gender equality, and sectoral stability. There are also strong indications of systemic change, including expanded geographical reach and commitment to cater to diverse demographics, new strategic partnerships, service enhancements, industry-wide efforts to refine models, the adoption of successful models by others, and market entry of new platforms.



## FEATURED INTERVENTIONS

### IMPROVED JOB MATCHING SERVICES FOR MSEs

All-inclusive platform (Freelance-Afriwork) to match women and youth with varying academic backgrounds with MSEs seeking quality employees, which includes an enhanced Telegram bot, web portal, call centre, and SMS service.

In 2023 there were **8,412** successful job matches with a **59%** match rate for women. To date, **64,342** individuals have been registered on the platform, with **12,373** matched to jobs.

**Partner(s):** Masero Technologies & Advertising PLC

### DIGITAL JOB MATCHING FOR DOMESTIC EMPLOYMENT

Facilitation of job seekers registration digitally both through assisted (centre-based) and self-registration (HahuJobs mobile application and call centre) to build full profiles of job seekers, arrange skills checking and certification, and match job seekers to employer requirements.

In 2023, **4,610** job seekers were registered and **4,131** (**2,323** women) were matched to jobs, bringing the total job matches to date to **4,322**.

**Partner(s):** Minab IT Solutions

### GIG WORK CONNECTION PLATFORM (CREATING EMPLOYMENT OPPORTUNITIES THROUGH A DIGITAL CONNECTION PLATFORM)

Enhancement of a digital gig work connection platform (GoodayOn) to include those less comfortable with technology and without smartphones by adding a call centre and SMS service, in addition to intensive marketing to attract more gig workers and employers.

In 2023, **7,063** (**2,080 women**) gig workers were successfully onboarded, and **3,369** (**1,951 women**) job connections were confirmed, bringing the total to date to **9,413** jobs facilitated.

**Partner(s):** GOnline Digital Advertising PLC

### AFFORDABLE CHILDCARE SERVICES TO ENHANCE WOMEN'S EMPLOYABILITY

Model that uses surplus space at public institutions to extend affordable, quality childcare services to low-income women in the community to enable them to participate in the labour market.

In 2023, **1,494** women/parents accessed these childcare services, bringing the total to date to **1,994**. The intervention has also created access to jobs/employment opportunities within the childcare centres for **454** women.



### FEATURED CASE STORY

Affordable childcare is empowering working mothers like Etsgenet. Affordable, quality childcare services have enabled her to retain her job and advance in her profession.

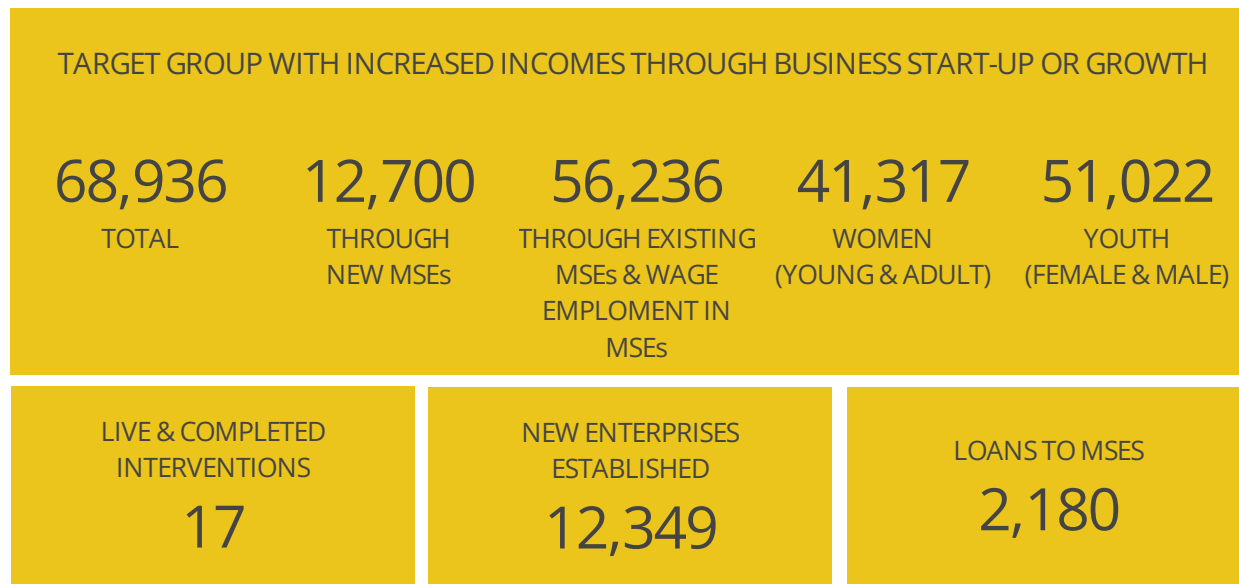
[FIND OUT MORE](#)



# MSE SYSTEM

Reducing barriers to business entry and growth and stimulating innovation

## KEY RESULTS TO DATE



## INTERVENTION FOCUS AREAS

- Availability of accessible and affordable physical and online spaces for production and trade.
- New financial products and requirements suited to MSEs.
- Availability and relevance of business-related information for MSEs.
- Value chain partnerships to create new business opportunities.
- Policy and regulation reform to create an enabling environment for MSEs.

## HIGHLIGHTS

In 2023, the MSE system benefited **45,930** persons (75% youth, 63% women), achieving over **three times (317%)** the annual target. The most significant contributor to the results is the operational space intervention area, in particular the *Public-Private Partnership Bazaar* and *Digital Marketing Service* Interventions. The access to finance intervention area also gained momentum in 2023 due to the *Digital Financial Service for Business Opportunities* intervention.

To date, **68,936** women, youth, and adult men have benefited through self-employment in new and existing enterprises, including new jobs created because of business growth.

In addition to increasing incomes of its target group, the MSE system also contributed to higher-order impacts, which include the development of Ethiopia's start-up ecosystem and greater inclusion of minority groups. There have also been significant Indications of systemic change, which include market actors' willingness to commit resources to pilot, maintain, and expand services (e.g., functionally, geographically), as well as replication and adaptation of business models and policy change.

## FEATURED INTERVENTIONS

### PUBLIC-PRIVATE PARTNERSHIP BAZAAR

Increased MSE visibility and sales through a PPP bazaar that is sustainable due to private sector ownership of the business model. The bazaar is affordable, conveniently located, regularly held and promoted, and includes support services (e.g., marketing training).

In 2023, **11,520** target group members benefited from increased income through the bazaars, bringing the total to **14,661 (11,015 women)**. To date, 20 non-partners have copied and expanded the bazaars at various locations in Addis Ababa.

**Partner(s):** ASHENGO PLC, BoLEID, Hyatt Regency Hotel

### DIGITAL MARKETING SERVICE FOR MSES

Pilot of an e-commerce platform (HelloMarket) and scale up (Ashewa) to extend MSE reach. MSEs have access to improved payment, product storage and delivery capabilities.

In 2023, over **5,600** enterprises were using e-commerce platforms from HelloMarket and Ashewa, bringing the total MSEs benefiting to date to **26,761 (14,867 women)**.

**Partner(s):** BelCash Technology Solutions PLC, Ashewa Technology Solution

### DIGITAL FINANCIAL SERVICE FOR BUSINESS OPPORTUNITIES

The model targets, empowers, and engages women and youth owned MSEs to effectively deliver digital financial services as agents.

The intervention engaged women and youth in diverse digitally enabled services and in 2023 benefitted **8,370** people, of which **94%** are women and youth. To date the intervention has benefited **10,530** target group members, of which **18** are physically challenged persons engaged as telemarketers through a new inclusive strategy.

**Partner(s):** Elebat Solution PLC

### OUTSOURCING FOR MSES

Outsourced production of injera through a well-known brand to help women who are seeking work and those with established businesses expand their market reach and increase income. Includes a franchise model.

In 2023, **206** target group members benefited, of which over **90%** are young women, bringing the total beneficiaries to date to **1,004**. In addition, **10** enterprise groups have been licensed and equipped to operationalise the franchise model.

**Partner(s):** Fresh and Green PLC/Muday.



## FEATURED CASE STORY

Being a franchisee of Muday provides business groups with several benefits - from market penetration to access to credit and flexible working hours - ultimately enabling them to earn better income while having time for other tasks.

[FIND OUT MORE](#)



## MLE SYSTEM

Creating more and higher paying decent jobs through growth of medium & large enterprises

### KEY RESULTS TO DATE

#### TARGET GROUP WITH INCREASED INCOMES THROUGH EMPLOYMENT

29,627

TOTAL

11,756

WOMEN  
(YOUNG & ADULT)

22,869

YOUTH  
(FEMALE & MALE)

LIVE & COMPLETED  
INTERVENTIONS

8

ENTERPRISES WITH IMPROVED  
PROCESSES

123

MLE AVERAGE INCREMENT IN  
CAPACITY UTILISATION RATE

20%

### INTERVENTION FOCUS AREAS

- Improvement of the HR function to increase employee performance and firm productivity.
- Development of internal and external production management capabilities.
- Strengthening domestic input supply and linkages between domestic input suppliers and manufacturers.
- Improvement of sales and marketing capabilities of manufacturing firms.

### HIGHLIGHTS

In 2023, **14,541** new jobs were created through MLE system interventions, including **3,082** maintained jobs or salary increments at a factory level. This accounts for **85%** of the annual projection. The results were achieved primarily through *waste recycling* interventions, which account for **75%** of the total opportunities created, followed by the *production management* (Kaizen) intervention, which accounts for **25%**.

To date, the MLE system has benefited **29,627** target group members through increased income from wage employment, new self-employment, and the maintenance of existing employment.

Beyond job creation and maintenance, higher-order impacts include contributions to reduced poverty, enhanced job quality, and improved gender relations and diversity and inclusion. There are also signs of systemic change, which include market actors adopting new business models and ongoing implementation and improvements, as well as expansion and market entry of new actors.



## FEATURED INTERVENTIONS

### WASTEPAPER AND PLASTIC RECYCLING FOR INPUT SUBSTITUTION

A more efficient collection system and access to raw materials through expansion of existing services to include increased collection locations and an agent network that provides income opportunities for the target group.

In 2023, **758** MSEs were organised, bringing the total to **1,188**, resulting in **23,565** jobs being created to date.

**Partner(s):** Addis Ababa Cleaning Management Agency (AACMA)

### IMPROVING PRODUCTION MANAGEMENT OF FIRMS (KAIZEN)

Training and certification of local consultants on the Kaizen approach. Trainees consult manufacturing firms on production management improvements using the Kaizen approach.

In 2023, **3** enterprises improved business processes through implementation of first level or advanced level Kaizen principles, bringing the total to **17**. As a result, **6,047** target group members have benefited from increased income to date.

**Partner(s):** Ethiopian Kaizen Institute

### E-COMMERCE ADOPTION TO IMPROVE TRANSACTIONS OF MANUFACTURING FIRMS

Intervention to connect e-commerce companies with MLEs in order to foster strategic relationships in enabling e-commerce enterprises to better provide their services and train/coach MLEs in their transition into the digital market.

In 2023, **44** MLEs were successfully onboarded on two partner e-commerce platforms.

**Partner(s):** Ashewa Technology Solution, GTS Ethiopia-Amrach.com



### FEATURED CASE STORY

Mrs. Gilenesh and Mrs. Yodit provide detailed testimonies on how waste recycling opportunities have not only improved their livelihoods, but also their lives.

[FIND OUT MORE](#)



# SKILLS SYSTEM

Improving skills development to unlock wage and self-employment opportunities

## KEY RESULTS TO DATE

### TARGET GROUP WITH INCREASED INCOMES THROUGH EMPLOYMENT

39,844

TOTAL

25,172

WOMEN  
(YOUNG & ADULT)

33,746

YOUTH  
(FEMALE & MALE)

LIVE & COMPLETED  
INTERVENTIONS

19

IMPROVED SKILLS SERVICE  
PROVIDERS AND USERS

167

DIRECTIVES/GUIDELINES  
DEVELOPED & ADOPTED

7

## INTERVENTION FOCUS AREAS

- Quality improvement of trainers, curricula, and content within the skills system.
- Coordination and engagement of relevant stakeholders in the skills system.
- Marketing and improving perceptions toward TVET programming.
- Institutional strengthening of TVET colleges.

## HIGHLIGHTS

In 2023, the skills system achieved **136%** of its annual target by increasing income through employment for **14,818** women and youth. Of these, **14,483** were engaged in wage employment in the private sector and **335** established or expanded self-employment opportunities. Employed targets in both employment pathways have been improving their incomes, with a monthly average of **4,000 ETB** for zero income baseline and **5,500 ETB** for underemployed targets (baseline of up to 3,000 ETB). The results are primarily driven by interventions focused on quality improvement of trainers, curricula, and content within the skills system.

To date, the skills system has increased incomes through employment for **39,844** women and youth and has worked with **167** employers, business enterprises, and other relevant stakeholders who have been involved in and benefited from improved skills delivery.

Beyond increased incomes, higher-order impacts include improved job quality and female empowerment and inclusion. There are also signs of systemic change, which include adoption of and investment in new models, curricula, and methods, in addition to sustained and expanded implementation. Further, there are signs of replication, more market actors are incorporating the new curricula in regular course offerings, and guidelines and proclamations have been enacted.

## FEATURED INTERVENTIONS

### CAREER DEVELOPMENT CENTRE FOR TVET TRAINEES AND GRADUATES

Focuses on bridging the employability skills deficiencies among TVET trainees and graduates in Addis Ababa.

To date **2,660** women and youth have been trained, of which **2,513** have secured employment.

**Partner(s):** Aha Psychological Services PLC, as well as 12 TVET colleges

### DOMESTIC WORKERS PROFESSIONAL TRAINING FOR IMPROVED EMPLOYMENT OPPORTUNITIES

The central goal is to uplift women by piloting a programme that fosters the development and delivery of professional and market-oriented training for domestic work, with the ultimate aim of enhancing their professional skills and employability.

To date **2,443** women and youth have been trained and **2,018** are engaged in jobs as domestic workers.

**Partner(s):** Venus Domestic Work TVET Institute and CoC Centre

### TVET TRAINERS' INDUSTRIAL ATTACHMENT PROGRAMME

The goal is to empower TVET colleges to initiate industrial attachment programmes for TVET trainers.

To date **2,082** women and youth have been trained, of which **1,991** have secured employment.

**Partner(s):** Metal Industrial Development Institute (MIDI)

### SUSTAINABLE TVET GRADUATE EMPLOYMENT PROGRAMME

The aim of the robust and sustainable soft skills training model is to facilitate TVET colleges in piloting and incorporating soft skills training elements into their existing technical curriculum. By doing so, the model seeks to augment the employability of graduates.

To date **2,609** women and youth have received soft skills training, of which **2164** have secured employment.

**Partner(s):** Kepler Ethiopia, Tegbareid Polytechnic, Nefas Silk Polytechnic College



## FEATURED CASE STORY

Vocational guidance and counselling services improve employability for young people like Aklilu who secured a job as a junior engineer and is now working to complete a BSc in computer science.

[FIND OUT MORE](#)