

The Future is fair and equal:

Promoting fair working conditions for women workers in the gig economy

Our Context

Empowering women workers behind the platform economy

Millions of workers around the world find short-term jobs, also known as 'gigs' via digital labour platforms. Although these platforms are designed to be 'gender neutral', the pervasive gender digital divide taints women's experience of the (digital) gig economy, restricting them from realizing their full potential. Some estimates suggest that almost half of these platform workers are women. They are active in the traditional sectors like care, domestic work, beauty, office management. Many are also the hidden workforce performing micro-tasks like labelling data for the tech engine of the Silicon Valley.

Dismantling structural causes of this inequality in a highly globalized and digital ecosystem requires efforts at the level of platforms, regulators, workers and their allies. **Gender transformative approaches in the context of the gig economy cannot be understood as a side note but they are rather a system wide approach which is replicable and scalable in many different contexts.** The gig economy initiative of GIZ, on behalf of the German Ministry for Economic Cooperation (BMZ), aims at bridging these structural gaps at a global level.

Understanding these needs and with a focus on feminist development policy, we offer various tools for capacity building and a global platform to 'make the invisible visible'.

Our Approach

Fair working conditions and basic social protection are a right for all gig workers. **Our evidence-based policy making approach** respond to the 'real' needs, challenges and gaps of gig workers.

- We listen to understand what the workers' needs and barriers are, and pilot data-driven approaches that empower them about their rights and in-demand skills.
- We offer a framework to platforms for assessing their global ranking on fair working conditions.
- We offer e-Learning to engage policy stakeholders on agile regulation.

(a) Data-driven approaches guide our solutions design.

- Data-led approaches inform the development of our **Living Tariff Tool and Skilllance**. For instance, the **Living Tariff Tool (LTT)** developed in collaboration with Wage Indicator Foundation, the tool provides workers the ability to calculate the actual cost of a gig based on living wages of their city and profession.
- **Our academic and research cooperations** with renowned partners such as the Fairwork Project at Oxford Internet Institute (OII), Humboldt Institute for Internet Governance (HIIG), Wage Indicator Foundation, Economic Commission for Latin America (ECLA), Global Labour Institute have helped us deepen our knowledge and advisory capability.
- **Fairwork report on "Gender and Platform Work"** informs about the working conditions of women workers based on in-depth analysis of 180 platforms and 5000 workers from 38 countries.

(b) Human-centered approaches to capacity building are key to our project.

We have developed a portfolio of online and offline tools including **e-Learning, live trainings, master classes, gig talks, mentorship and peer-learning** that help gig workers, in particular women, become self-confident and aware, find jobs on platforms and join communities that help them negotiate better working conditions.

- **150 women workers completed the mentorship and peer-learning programme in Kenya**, where they were offered personal development, skill-based masterclasses, one-to-one mentoring and career counselling. The programme is being scaled up nationally in Kenya.
- **3000+ women workers and their allies** have already completed our e-Learning course 'Maximising the potential of women workers' and 'Skills Trio'.
- **500 + policy stakeholders have participated in e-Learning courses, webinars** and other formats of sessions on the topic 'women in the gig economy'.

(c) Making women gig workers visible

Gig economy is a global phenomenon that requires aggregated efforts to ensure fair working conditions are extended to platform workers.

We are providing a platform to the workers and their representatives to amplify the message of mainstreaming gender transformation.

- At **re:publica 2023**, during the session on '**Click, Hire, Fire: Improving the Global Reality and Future of Platform Work**', Minister Svenja Schulze exemplified specific acknowledgement of the gender inequalities existing in the gig economy.
- At the **UN SDG Days 2023 in New York**, our trainee **Cowan's success since completing our mentorship and peer-learning programme** was presented as part of Ms. Noémie Bürkl, Head of Unit, BMZ's input on SDG4 to a global audience.

(d) Building online and offline peer networks

Aimed at offering women workers a safe space to share, learn, engage and grow; we have curated a network of intermediary organization that offer support to the women workers **behind** the tech.

- In partnership with **Transport Workers Unions and Fredrich Erbert Stiftung - Kenya**, our first **pilot of Workshops for Intermediary Organisations** trained 50+ representatives on navigating the gig economy and maximizing the potential of women gig workers.
- GIZ's '**Women Leading Digital: Podcast Series**' gives voice to gig economy experts from India, Kenya, America, Mexico, Peru and Germany to share about barriers and solutions supporting women workers in the gig economy.

Addressing the pervasive digital gender digital divide not as a side note but rather as a system wide approach which is replicable and scalable in many different contexts.



DATA-LED APPROACHES

Inform the development of our online tools and studies such as the **Living Tariff Tool** in collaboration with Wage Indicator Foundation, which is crucial for women to learn about their **right to equal pay**.

Living Tariff Tool helps workers calculate the actual cost of gigs.

Piloted in these 3 countries already:



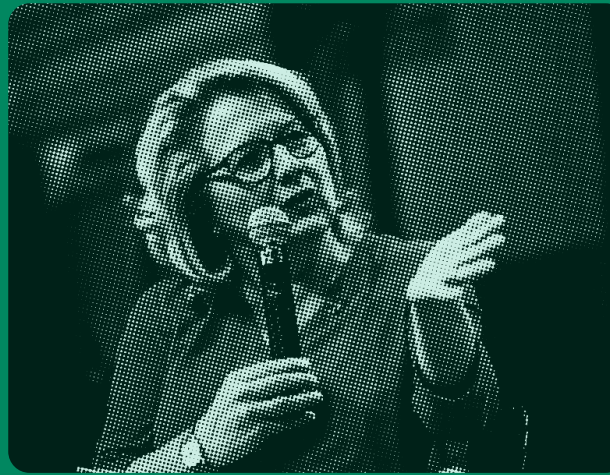
Social Protection of Women Workers

Implementing core feminist principles by addressing inequalities



3000 women workers and their allies have already completed our e-Learning course, 'Maximising the potential of women in gig work'.

Spotlight: Making The Invisible Visible

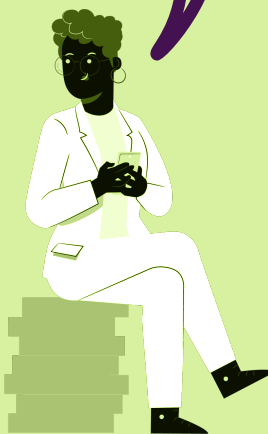


" THE NEXT STEP IS TO tackle GENDER INEQUALITIES in platform work CAMPAIGN FOR FAIR PAY & WORKPLACE SAFETY. WE NEED TO EMPOWER WOMEN & make sure they have the right skills FOR THE GIG ECONOMY. "

Svenja Schulze, Minister for Economic Cooperation and Development

re:publica 2023

Women face unique barriers that limit their access, participation, and growth.



Evidence-based policy making approach



Fairwork Report – Gender and Platform Work: Beyond Techno Solutionism

180 platforms were considered and interviews were conducted with more than **5,000 platform workers**

2700 POLICY STAKEHOLDERS

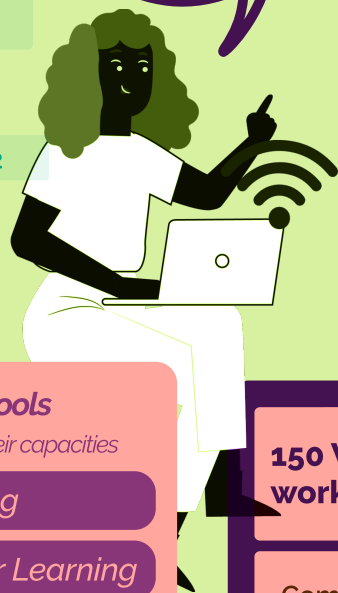
have participated in global webinars, multi stakeholder dialogues, panel discussions & conference appearances.



GLOBAL OUTREACH

- Latin America Regional Forum, Mexico
- Connected Summit, Kenya
- Ghana Innovation Week
- Mobile World Congress, Barcelona
- e-Learning Africa, Senegal
- GIZ Future Forum 2022

Voice the issues of women gig workers



Portfolio of tools

helping workers build their capacities

- e-Learning
- Mentorship & Peer Learning
- Personal Development
- Skill-based masterclasses
- Gig Talks

150 Women workers in Kenya

Completed the mentorship & peer learning program organised in partnership with Digital Opportunity Trust (DOT)



NURTURING COMMUNITIES IN DIGITAL SPACES

Online platforms provide the chance to bridge the Global North & South divide.



Women Leading Digital Podcast Series brought together voices from 4 continents & more than 6 countries



Role Models

Knowledge Sharing

Leaders

Inspiration

Cowan Koduk

atingi learner from Nairobi, Kenya

"Whatever you learn with atingi, You will apply it in your life as a gig worker."

Amplifying the voice of gig workers who have completed our courses during the UN SDG Days 2023, New York