

Mentorship and Peer-Learning Program for Women Workers On Navigating the Gig Economy

Mentorship and peer-to-peer learning are powerful capacity-building tools. This project fosters a supportive community where participants can thrive and navigate through the opportunities and challenges presented by the gig economy. Our approach to mentorship is **human-centered**, ensuring that the learning experience is tailored to the unique needs of each participant, focuses on their personal and professional development, and is connected to a broader community of support. The target group of this project is women gig workers who face significant challenges such as limited access to skill development opportunities, lack of supportive networks, and understanding of fair work conditions.

Objectives:

The 6 week long hybrid / online mentorship and peer learning program is designed to empower young individuals by providing them with the skills, knowledge, and support necessary for personal and professional growth to thrive in the gig economy. The program leverages the power of communities, experiential learning, and peer support to foster a growth environment that enables, inspires, and upskill women workers.



- **Offer Orientation to work in the digital economy:** Provide guidance on navigating the digital economy, including essential digital skills, understanding online platforms, and maximizing opportunities in the gig economy.
- **Provide opportunities for Upskilling:** Equip participants with practical skills that help enhance their personal and professional competencies.
- **Foster Community and Networking:** Create a supportive network of peers and mentors to facilitate continuous learning and collaboration.
- **Create learning spaces:** Establish a safe and inclusive environment for women gig workers to engage in peer learning and community-building.
- **Personal Growth:** Encourage self-awareness, confidence, and leadership qualities among participants by providing micro-trainings on personal empowerment, leadership, self-management, and the fundamentals of decent and fair work conditions.

Curriculum: A good mentorship and peer learning program relies on the intentionality of the mentors and mentees. Mentors play an equally important role in supporting mentees achieve their personal and professional growth roles. Additionally, Mentees require continuous learning in form of short, bite-sized micro-learning delivered in easy-to-understand formats.



Masterclasses: Expert-led online sessions on the following topics:

- Success factors for a virtual assistant
- Success factors for an online writer
- Success factors for cloud-based data professionals

Workshops for Mentors:

Interactive online trainings to ensure that mentors are well-equipped to deliver content effectively. These sessions cover basic information delivery, mentorship skills, personal empowerment tools, and key aspects of the gig economy.

Workshops for Mentees: Expert-led interactive online sessions that cover the following topics:

- Self confidence
- Time management and work-life balance
- Business skill – Asset mapping
- Mental health
- Safety
- Fair working conditions
- Platform know-how

Mobilization Webinars: Aimed at mobilizing participants, raising awareness about the program, and fostering community engagement.

Social media events: Interactive live sessions on social media to engage a broader audience and provide real-time insights and support.

Case Study: Kenya

The hybrid program, conducted both online and in person across the cities of Kisumu, Mombasa, and Nairobi, **saw more than 600 applications, ultimately selecting 21 mentors and 151 mentees.** The program included four expert led virtual masterclasses and a series of seven workshops over four days, focusing on essential personal and professional skills for navigating the gig economy. Mentors received thorough training to effectively deliver content, covering mentorship skills and gig economy fundamentals. Recognizing a foundational gap in understanding the gig economy, we also conducted interactive social media sessions on Instagram Live and Twitter, and two mobilization webinars with over 150 participants to raise awareness and engage the community.



*“This program has helped me **build self-confidence**, manage my time well, acquire negotiation skills, learn how to be **safe online**. Before this program I did not **know my rights** as a gig worker, how to market myself and the best platform. But I can now say I am aware.”*

- Teresia, Nairobi

About the Gig Economy Initiative:

This activity is organized as part of the Fair Gig Work initiative of the Global Programme on Digital Transformation which Giz implements on behalf of the German Ministry for Economic Cooperation and Development (BMZ). The gig economy initiative promotes fair work on digital labour platforms by building capacities of by workers, platforms and policy stakeholders on various aspects of fairness of platform work. Contact gigeconomy@giz.de for more details or if you wish to learn more.