

Gig Economy

Mainstreaming decent work conditions for women gig workers: paving way for digital and fair work

Our Context

Supporting women workers behind the tech

Millions of workers around the world find jobs via digital labour platforms that act as a virtual marketplace and leverage digital technologies to connect workers with employers or clients. Some estimates suggest that half of the platform workers are women. Most women work in women-dominated sectors like care, domestic work, beauty or are the hidden workforce labelling data or performing micro-tasks for the tech engine of the Silicon Valley.

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. Women face unique barriers that limit their access, participation, and growth in the digital workforce outside their reproductive responsibilities.

Dismantling structural causes of this inequality in a highly globalized and digital ecosystem requires concerted efforts at the level of platforms, regulators, workers, and their allies. **Gender transformative approaches in the context of gig economy cannot be understood as a side note but rather a system wide approach which is replicable and scalable in many different contexts.** Thus, the gig economy initiative, part of the global programme on digital transformation, aims at bridging these structural gaps at a global level. **We provide women workers and their allies with resources, capacity building and platforms to voice their needs and make the invisible visible.**

Our Gender Impact

Gender indicators are integral to our project logic and part of our implementation strategy. Overall, we aim to **reach 10,000 gig workers and 6700 policy stakeholders** by next year, of which **40% will be women**. Our impact is a mix of approaches, that build on each other and culminate in an inclusive and naturally flowing gender transform ecosystem.

Our Approach

Fair working conditions and basic social protection are a right for all gig workers. **Our evidence-based policy making approach allows us to design solutions** that respond to the 'actual' needs, challenges and gaps of gig workers. We listen to understand what the workers' needs to grow within and outside the gig economy are. We engage in data-driven approaches to experiment with tools / trainings that can empower both the workers about rights and in-demand skills and policy stakeholders about agile regulation.

(a) data-driven approaches are the first step towards guiding our solutions design.

- Our academic partnerships and research cooperations with renowned institutions such as the 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 knowledge and provide data-led advisory.
- In 2023, **Fairwork launched the first global report on "Gender and Platform Work"** conducted over a period of four years, considering 180 platforms and 5000 workers from 38 countries.
- We **regularly profile the gender issues in the gig economy at prominent global tech gatherings.** In 2023, we presented at the INDL (International Network on Digital Labour) conference in Berlin, Transform Africa, eLearning Africa and Ghana Digital Innovation Week.
- The **data-led approach informs the development of our online tools, such as the Living Tariff Tool.** 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. **Tools such as these are crucial for women to learn about their right to equal pay.**

(b) human-centred approaches to capacity building are key to our product design.

We are designing 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 about their rights and in-demand skills.

- In a first pilot, **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.
- **3000+ women workers and their allies** have already completed our e-Learning course 'Maximising the potential of women workers'.
- **500 + policy stakeholders have participated in e learning courses, webinars** and other sessions on the topic 'women in the gig economy'.

Communicating results

Engaging the commissioning party and partner institutions

Gig economy is a global phenomenon. Not surprisingly, many partner institutions have actively supported our efforts, and commended them at various international / national forums. We have been amplifying the message of mainstreaming gender transformation at various global events, opinion pieces with the active involvement of BMZ Leadership and GIZ Management.

- At **re:publica 2023, Minister Svenja Schulze exemplified specific acknowledgement of the gender inequalities existing in the gig economy** and her commitment to feminist development policy during the session on 'Click, Hire, Fire: Improving the Global Reality and Future of Platform Work'.
- At the **UN SDG Days 2023 in New York, Ms. Noémie Bürkl, Head of Unit, Digitalisation at BMZ introduced our trainee Cowan's success** with our eLearning courses for gig workers on atingi to a global audience.

Around the world, similar sentiments have been mirrored in **Mexico**, at the Regional Forum on Digital Transformation in **Latin America, Ghana Innovation Week, Mobile World Congress 2023 in Barcelona, e-learning Africa Summit, Senegal** and closer to home at the **GIZ Future Forum 2022** and **various GIZ Sector Networks.**

Building trusted global online and offline peer networks of workers, policy stakeholders and allies that aim to offer women workers a safe space to share, engage and grow. Through these activities we wish to curate a lively ecosystem of women behind the tech.

- Our first **pilot of Workshops for Intermediary Organisations** is already underway in Kenya in partnership with **Transport Workers Unions and Friedrich-Ebert-Stiftung.**
- We are also **nurturing communities in the digital space.** The gig economy episodes of GIZ's '**Women Leading Digital: Podcast Series**' gives voice to leading voices from more than 6 countries - India, Kenya, America, Mexico, Peru and Germany.

Addressing the pervasive digital gender digital divide not as a side note but rather 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**.

Introduction to the Living Tariff Tool

TEST THE TOOL FOR YOUR COUNTRY NOW!



social protection for women workers

Implementing core feminist principles by addressing inequalities



3000+ WOMEN WORKERS

& their allies have already completed our e-Learning course, 'Maximising the potential of women workers'.

Peer Networks

Spotlight The Invisible

Voice the issues of woman gig workers



GLOBAL OUTREACH

GIZ Future Forum 2022

Mexico, Regional Forum On Digital Transformation In Latin America,

GIZ Sector Networks

Kenya's Connected Summit

Ghana Innovation Week

Mobile World Congress 2023 In Barcelona

E-Learning Africa Summit Senegal

Portfolio of tools

E-Learning

Gig Talks

Mentorship & Peer Learning

Personal Development

Skill Based Masterclasses

150 Women workers in Kenya

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

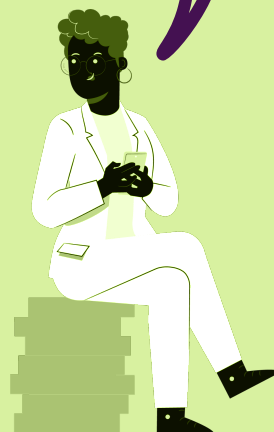


" THE NEXT STEP IS TO tackle **GENDER INEQUALITIES** in platform work **CAMPAIGN FOR FAIR PAY & WORKPLACE SAFETY.** WE NEED TO EMPOWER WOMEN & make sure they have the right skills **FOR THE GIG ECONOMY.** "

Svenja Schulze, Minister Minister for Economic Cooperation and Development

re:publica 2023

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



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



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

Ms. Noémie Bürkl, Head of Unit Digitalisation, BMZ participated in the launch event.

2700 POLICY STAKEHOLDERS

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



Women in the gig economy

Academic partnerships and research cooperations



Oxford Internet Institute (OII)

Digital Opportunity Trust (DOT)

Fairwork Project

Berlin Social Science Centre (WZB)

Humboldt Institute For Internet Governance (HIIG)

Global Labour Institute (GLI)

Wage Indicator Foundation

Friedrich-Ebert-Stiftung (FES)

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