

## Report Summary on:

# Relevant & Development-Oriented Digital Content and Digital platforms for Digital Employability in Nairobi City County of Kenya

### Survey Figures:

- Survey period From Dec 2019 to June 2020
- One County surveyed
- Population of digital employees: unknown
- Sample of 331 interviewed

User  
digital  
needs

Barriers

Critical  
success  
factors

Digital  
models

Opportunities  
&  
Lessons

### Summary of Top Level Findings:

- 1) Lack of digital skills, high cost of Internet and poor Internet connectivity, Internet accessibility, negative attitude towards the use of internet-based applications and cyber security among other barriers seem to hinder the realization of opportunities presented by the digital technologies
- 2) 61.163% of the respondents used the internet-based applications daily; 63.14% of these used social media platforms to check on emails from friends sendor post messages, 37.3% used eCitizen platform to access government services.
- 3) Those who used the eCitizen sought the following government services topped the list of services sought in the last 12 months: Filing tax returns (iTax) (49.16%), Application for Driving license (15.59%) and Passport Application (13.095%).
- 4) Creating and supporting community websites and community ihubs and adoption of open platforms can overcome the challenge of affordability
- 5) Ajira Digital, Freelancer, Upwork, Ajiry, Kuhustle, Verbit and Fuzu were among the most preferred source of relevant content and digital models for employability based on functional qualities.
- 6) The top three local digital platforms mostly accessed included Ajira Digital, Kuhustle, Fuzu.
- 7) Use of language that is easy to understand, Easy to use, Ease of registration, Availability of platform when needed and easy to find locally relevant content topped the list of desired functional qualities of the digital platforms
- 8) The level of uptake of digital work is still low due to a number of challenges --line banking service

### What worked well:

- Willingness of the online/digital workers to participate in the survey.

### What didn't work so well:

- Covid-19 control measures limited direct access to digital workers, which necessitating telephone interviews

### Key and wider Learning:

- Targeted skill developments, increased Internet connectivity, Reduced Internet cost, development of relevant content are key interventions required in bridging the digital gap.
- There is higher demand for digital content and platforms that have local orientation in terms of content and feel.
- SMS and Social media (WhatsApp, Facebook, Instagram and LinkedIn) are the most accessible digital platforms and can be used to deliver relevant content to theresidents
- The uptake of e--services is still low but this can be enhanced through the targeted skills development and awareness creation

### Project Impact

The underserved residents of Nairobi City County to become digitally included and able to utilize available relevant local digital content and digital platforms for sustainable community development.

### Project Outcomes

1. Increased understanding of the user needs for digital content/platforms and barriers to accessing locally relevant, gender--sensitive and development--oriented digital content.
2. Increased capacity to access and use of locally relevant digital content and digital platforms
3. Increase digital employability for underserved populous of Nairobi City County