Increasing

Women's Employment

In The Digital Economy

Cambodia

TKS x (UN emblem)

Executive Summary

The Problem

2.5M women with access to smartphones in rural Cambodia don't have the skills, network, education, or social acceptance to be employed in the digital economy. Living inside a small rural community, with no exposure to education or other perspectives, all young women see among themselves are housewives with no desire to become employed. Couple this with the stigma surrounding women having intellectual discourse, you have a population of women ready for change, but nothing to **activate** them.

The Solution

A 2-step process leading to one objective: **increasing women's employment.**

1. Build a community where women can engage in discussions with role models and established women in the digital economy

2. Introduce workshops taught by women in ICT that are geared towards employable skill building in the digital economy and guarantee 90% of women to be employed after 2 months of graduation.

The Outcome

After **4 years**, we will have done the following:

- Generated a GDP increase of **$60M**

- Employed **32k** women with 2x the salary

- Made the UN and our partners **$11M** to reinvest

- Reduced "**Coffee Culture**" stigmas

- Provided **11,000** laptops for women to keep

- **6x** Increase in the number of women employed in the digtal economy in Cambodia

Why Rural Cambodia?

Out of all of the 47 LDC Countries analyzed, Cambodia was one of the most **neglected** yet **highly feasible** regions for women's involvement in the Digital Economy.

High Impact

Currently, only around **5 000 ICT (10%)** employees out of the total **50 000 are women**. Focusing on increasing women's employment in Cambodia would have a significant impact on gender equality in ICT.

Feasibility

2.5 Million rural Cambodian women have access to a smartphone with internet access with **77%** of them being literate in Khmer script and having access to broadband prices of **$1 USD for 10GB for 4G LTE**. Out of all 47 LDCs, Cambodia has the **highest broadband speeds** at **1.7s** load times.

Neglectedness

Less than **1/4 of NGOs** (22.5%) and **35%** of government ministries have policies implemented to encourage women to become involved in the digital economy through employment. Lack of government and NGO policies highlight Cambodia as one of the most neglected region's when it comes to women's empowerment in ICT.

The Problem

Gender disparity in the digital economy

The Current Problem?

Underrepresentation

8.5%

Of students enrolled in an post-secondary program relating to ICT (Information Communication Technology) are women.

> " *Female tech leaders and older students discussed the lack of support they received from their families and communities as they developed their careers, as well as the **persistent stereotype** that careers in the tech industry were only for men. Likewise, they described a lack of "emotional support" as a result of the lack of women in the sector, as well as the **lack of women role models**.*

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Root Cause Analysis

Why is this happening?

Women can't be what they can't see.

Lack of role models

In rural areas women lack ICT role models because all they see are "housewives." While in Urban areas, 63% of women employed in ICT had role models to look up to. The rural mindset is narrow-minded. Why?

COMES FROM →

Lack of perspective

"I was surprised, because I just left from a rural village, where men like me feel they are more knowledgeable... Men are supposed to be the head of the household. Men are supposed to travel far, to do business...It's part of Cambodian tradition"

COMES FROM ROOT CAUSE →

"Rural Coffee Culture"

"The café – it's public, so it's a space for men... If women go people will consider them an imperfect woman"

Conversation drives empowerment. Right now there is *no conversation* for women

Status Quo

How does Coffee Culture affect women in highschool?

Coffee culture **prevents** young women from having intellectual discussions and gaining diverse perspectives. Coupled with minimal exposure to role models, rural women end up in a downwards spiral of poverty and inequality.

Poverty leading to less education

With some families living on $3 USD, Women are forced to choose between education and food. After turning 16-17, women are pressured to join the informal sector in order to help financially at home.

No educated role models leading to child marriage

Due to little educated role models in rural villages, women are thrown into this cycle of poor education, and child marriage. Little women are employed outside of the informal sector rendering others to think that women should just be housewives and nothing else.

Lack of perspective causes loss of potential

Only **20%** of women complete high school. A lack of ICT role models causes women to settle in the informal sector as she becomes stripped of her autonomy and independence.

Click here for a deeper look into our numbers
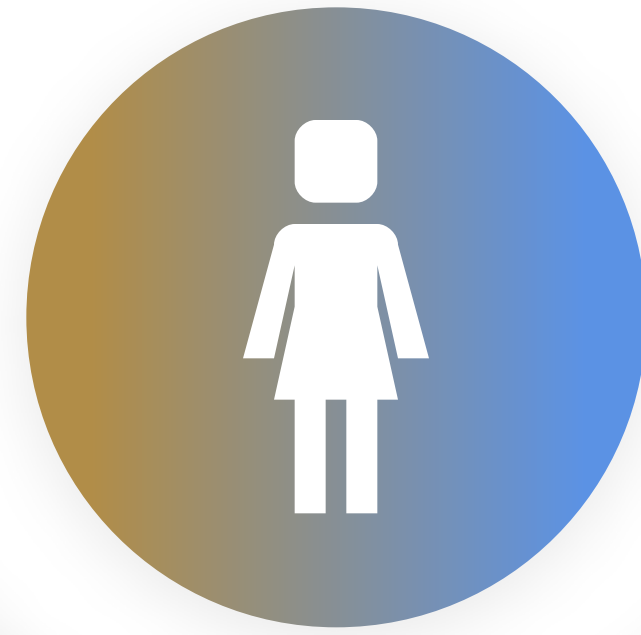
The Infamous Rural-Urban Gender Divide

Let's look at the stats:

Rural

Urban

Out of 284 post-secondary students surveryed from 32 rural universities, only **1 woman** pursued their major in ICT.

Less than **5%** of women employed in ICT reside in rural regions of Cambodia.

Almost **all** of the 5000 women employed in ICT reside in the capital of Cambodia Phnom Penh.

Compared to only **12%** of business managers being female in rural areas, the percenrage jumps to **42%** in Phnom Penh.

"If you just see a lot of women working as housewives, you view women as someone who is incapable of doing something else. Back in the province, I never imagined I could be a CEO or leader." - Rural migrant in Phnom Penh

"When I come to Phnom Penh, thing just changed.... Women have same intellectual ability and physical ability. Gender equality." - Rural migrant in Phnom Penh

What If The Urban Could Connect With The Rural?

USAID Development Innovations

The Solution

A 2-Step Pipeline ensuring employability

Summary

Creating the next Social movement in Cambodia

Connecting Urban Role Models to Rural Women

Step 1: Empowerment

63% of women employed in Phnom Penh's digital economy had **ICT role models** to empower them. Motivated by this concept, our solution focuses on connecting rural women to Phnom Penh ICT role models thorugh a digital plaform. This platform will foster podcast-style discussion around gender equality, contemporary issues, and ICT between role models and rural women. Through this approach, our app will foster a "digital cafe" where rural women **will feel included** in important discussions and be empowered to get involved in ICT after having conversed with women role models from Phnom Penh.
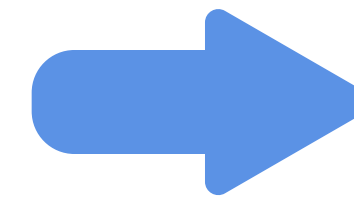
Step 2: Employment

After being exposed to ICT opportunities, women that are interested will go on to participate in a 2 year intensive ICT virtual program to build employable skills in their preferred career pathways such as Web Programming, graphic design, etc. Through a partnership with **Passerelles Numerique's workshops** (more on this later), we estimate that **90%** of graduates will find employment after 2 months of completing the program.
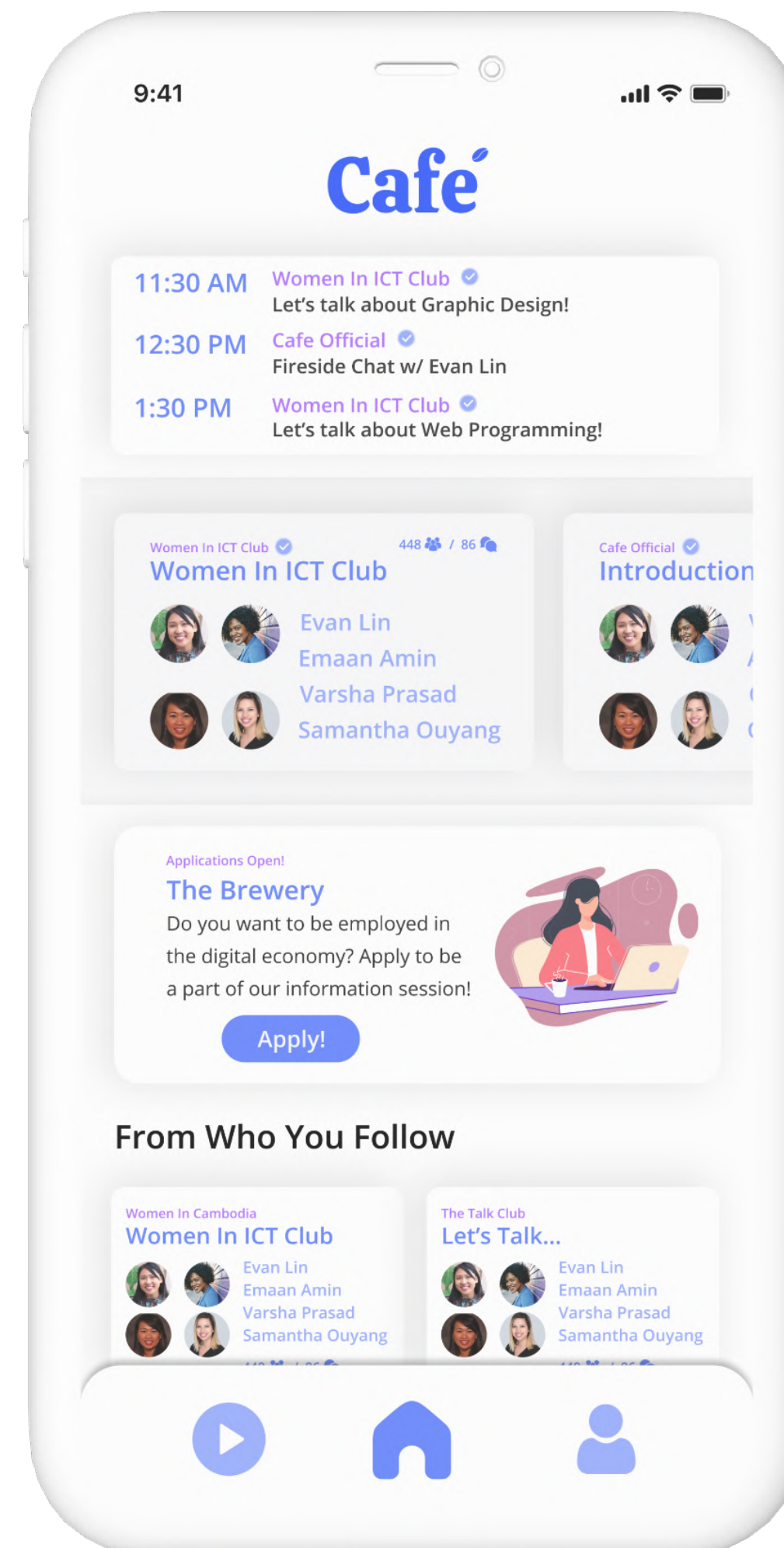
Meet Café

Building A Community Full Of Role Models For Rural Women!

Cafe is an audio only platform that will foster discussions between rural and urban women mainly.

This app will host information sessions for The Brewery (explained in the next slide) and garner interest for the program.

User-created educational content

Intensive workshops preparing women for various career paths in the digital economy like full-stack web development and UI/UX design.

Exclusive women speakers from Cambodia's digital economy

A community full of people wanting to grow and learn.

The Brewery

Getting More Cambodian Women In The Digital Economy

After being part of our app, users have the choice to invest in their personal growth by joining The Brewery, a virtual workshop platform! Students in The Brewery would follow an intensive curriculum focused on digital literacy and building employable skills such as front-end development or UI/UX design.

The structure and syllabus in the workshops will be designed by Passerelle numeriques (PN). Previous workshops held by PN have had **90%** of graduates getting a job in **60 days.**

Click here for a deeper look into our numbers
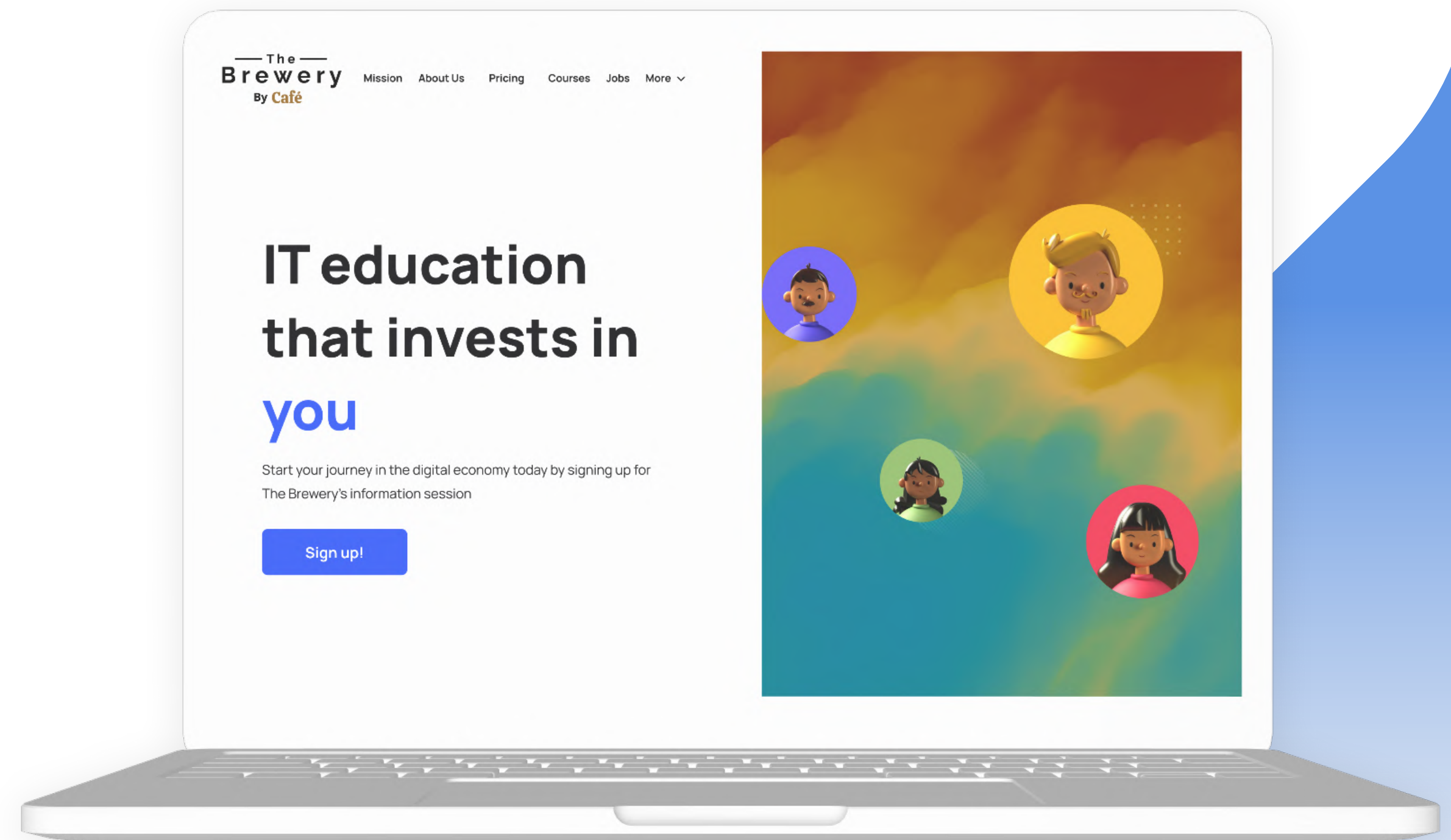
The Brewery

The Syllabus

The Brewery

By Café

The students inside The Brewery will first go through preliminary soft skill development as a foundation for their specialization. Here is an example of what a **Web Development Specialization** user journey would look like:

1. 14 Weeks of IT Literacy & Intensive English

  - Intensive English & General English (Students with English perform better in IT education according to Passerelle Numeriques)

  - Basic IT Literacy & Logic

  - Financial Literacy

2. 31 Weeks of IT Introduction

  - Intro to IT (**42%** of these people haven't ever seen a laptop)

  - Web Front-End 1

  - Web Back-End 1

3. 36 Weeks of Web Programming

  - Web Development Front-End 2

  - Web Development Back-End 2

  - Object Oriented Programming

4. 23 Weeks of Professionalization

  - Final project with virtual company

  - Internship (18 weeks)

  - Career Prep

Facebook Marketing

Case Study: Sisters Of Code

Sisters of Code is a non-profit organization focused on providing technical workshops to women in Cambodia.

Their unique marketing approach of sharing their Facebook posts on the Ministry of Education (MoYES) page with 3.1M Cambodian followers allowed them to increase their application rates by **9x**.

Alongside with **paid impression campaigns**, we will also post interactive Ted talk-like content on the MoYES page in order to gain users onto Cafe.

Based on the success rate of Sisters Of Code approach, since we'll be utlilizing the same method as they did we can get **10,000** users on Cafe in **six months** for our Pilot in Kampong Cham.

User Journey

How does our app impact women?

Meet Chanthou.

Even though she's still in highschool she heard about Cafe and wanted a part of it. She watched a Fireside Chat from a woman in web development and was inspired to see a woman in the digital economy. Chanthou then saw the same woman in a discussion a day later and was inspired to follow in her footsteps in The Brewery.

Meet Chanlina.

She was dropping out of school because she didn't see any prospects in school. She loved to use TikTok and was introduced to our app through our educational content. She saw a woman talking about her life as a UI/UX designer and found it interesting. From there, Cheryl looked deeper into the field and signed up for The Brewery.

Meet Nuon.

Always being bored at home on Facebook, she decided to pick up Cafe. After being in many inspiring discussions with many different women in the digital economy, Nuon realizes that she too can be part of the digital economy. Nuon sees the information session for The Brewery and signs up.

Implementation

An overview on how to implement our solution

Pilot - Kampong Cham

Out of the 24 provinces in rural Cambodia, Kampong Cham has both the highest population and internet access. Throughout this **4 year** pilot 32,000 women will be employed in the ICT sector, meaning a GDP growth of over **$60 million**!

Financial Return: $6.5M Return

After the 4 year pilot we will have accumalted **$6.5M** to reinvest to the program. This money comes from the 10% salary cut.

Social Impact: Doubling Salary's

The 2 biggest carreer options for these women include farming and garment production, with a average salary of $170/month.

With our program, after the 2 years of training we ensure you recieve a job with **$330+** salary

Low Risk: 58% of Computer Access

With more than half of high school students having computer access, our pilot project being implemented in this region will incur the lowest risk out of all provinces, since only 42% would have to be provided with laptops and mobile data. The mobile data will be used as a hotspot for the laptop.

Step-by-Step Implementation

Cafe + Brewery Class of 2023 in Kampong Cham

The Start

Building Cafe + Brewery
App Developers for Cafe = $30 000
Web Developers for The Brewery =
$15 450
Total cost = $45 450 cost

Public Discussions on Cafe
- Converse with role models in the digital economy
from other provinces
- Talks around gender equality and employment in ICT
7 000 women empowered to apply for Brewery

Brewery Selection Process
- Motivational interviews
- Written application in Khmer
- Social Investigations
- Providing laptops for 42% students
2 000 students enter Brewery

Marketing
- Teacher Promotions
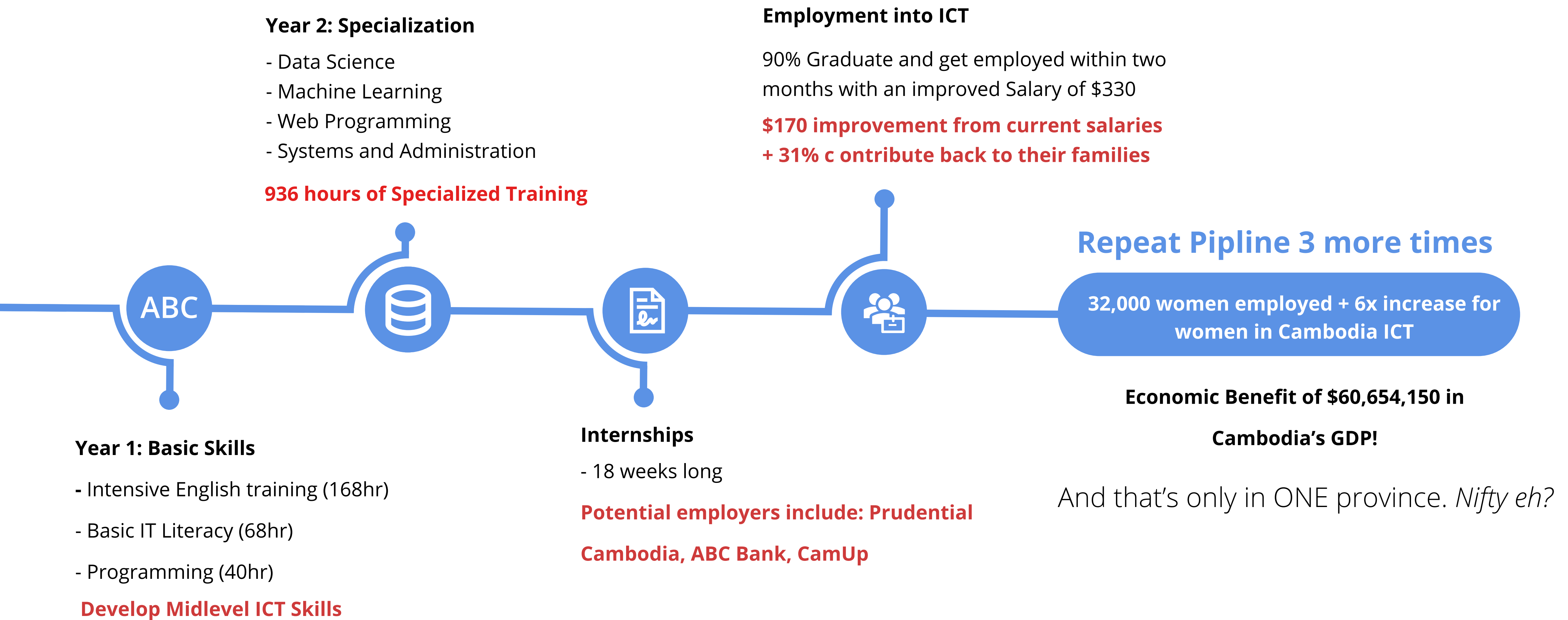- Facebook Ads = $10 800
- Interactive Ted Talks by ICT Role models
10 000 users in 6 months

Hiring ICT Mentors
- Caring for Cambodia + Girls of Code
provide 50 mentors for class of 2023
Partnerships reduce costs of mentors by 2x

Click here for a deeper look into our numbers

Year 2: Specialization

- Data Science
- Machine Learning
- Web Programming
- Systems and Administration

936 hours of Specialized Training

Employment into ICT

90% Graduate and get employed within two months with an improved Salary of $330

$170 improvement from current salaries + 31% c ontribute back to their families

Repeat Pipline 3 more times

32,000 women employed + 6x increase for women in Cambodia ICT

ABC

Economic Benefit of $60,654,150 in Cambodia's GDP!

Year 1: Basic Skills

- Intensive English training (168hr)

- Basic IT Literacy (68hr)

- Programming (40hr)

Develop Midlevel ICT Skills

Internships

- 18 weeks long

Potential employers include: Prudential Cambodia, ABC Bank, CamUp

And that's only in ONE province. *Nifty eh?*

Click here for a deeper look into our numbers

Finances

Kampong Cham Pilot

	2021	2022	2023	2024	2025	2026
Costs	$452,250	$1,462,800	$3,178,800	$3,178,800	$1,872,000	0
People Employed	0	0	2,000	6,000	12,000	12,000
GDP increase	0	0	2,040,000	8,160,000	20,400,000	$32,640,000
Revenue	0	0	$792,000	$3,168,000	$7,920,000	$11,880,000
Net Profit	-$452,250	-$1,915,050	-$4,301,850	-$4,312,650	$1,735,350	$13,615,350

Throughout our 4-year pilot we will have directly employed **32,000** Cambodians, taking only **10%** of their salary for **3 years** to cover our costs for expansion/training

Click here for our decision matrix

Click here for a deeper look into our numbers

Testimonials

Here's what experts say about our initiative

UNDP Entreprenuership Program

Cheryl Ng

"There is a need for women leaders and community members to be connected across Cambodia. With Cafe + Brewery, it gives the potential opportunity for women to engage in meaningful conversations that can spark impact within their communities and across Cambodia."

Caring for Cambodia

Bryan Morytko

"Cafe + Brewery presents an important opportunity to expose young women to careers they may not be aware of as well as provide the support to help these women believe in themselves and attain the training they need to contribute to the digital economy. Caring for Cambodia is a leader in Gender Equity education in Cambodia, serving a model school for the Ministry of Education, Youth, and Sport, and we are happy to support Cafe's efforts to provide increased opportunity for Cambodia's young women."

Passerelles Numeriques

Noémie Renquin

"Cafe + Brewery gets a new possible answer to offer to support the digital education around Cambodia. We believe that a potential partnership with them could empower the community and more disadvantaged people, who are the most touch by the digital illiteracy impact."

Sisters of Code

Sokhong Huan

"The Cafe + Brewery solution is amazing especially for those girls in rural areas to access the online platform having a chance to discuss their insecurities and what they are curious about the technology with the professional women work in tech field."

Partnership Interest
Organizations That Are Interested In Partnering With Us

We went out of our own way to contact these 4 following organizations.
They have all shown interest in our initiative, Cafe + Brewery.

Passerelle Numeriques has generously offered us the opportunity to leverage their curriculum, human resources and role models (alumni) for Cafe + The Brewery.

Caring For Cambodia is providing us much needed mentors involved in the digital economy for The Brewery.

Sisters of Code will be providing us mentors and role models (alumni) that will help with the promotion of Cafe and workshops for The Brewery.

Sabai Code will provide The Brewery with mentors as well as help train new mentors that we bring on to The Brewery.
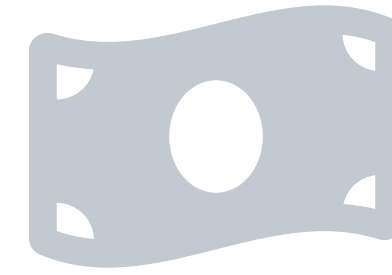
Click here for proof of interest

All of our links

Just in case you missed one ;)

Economic Breakdown

Assumptions & Finances

Proof of Interest

Decision Matrix

Citations

Thank You United Nations!

Evan Lin

Aleem Rehmtulla

Tawsif Kamal

Ahnaaf Khan

A Word From Us:

We'd like to thank you for giving us the opportunity towards creating a positive impact in the world. Throughout this challenge, we have gained perspective over how little opportunities people have in developing regions, and we have found a new appreciation for organizations like TKS and the United Nations for providing these opportunities. We hope that our solution will provide perspective and closure to any projects that the United Nations is currently tackling.

Best Regards - Evan, Aleem, Tawsif and Ahnaaf