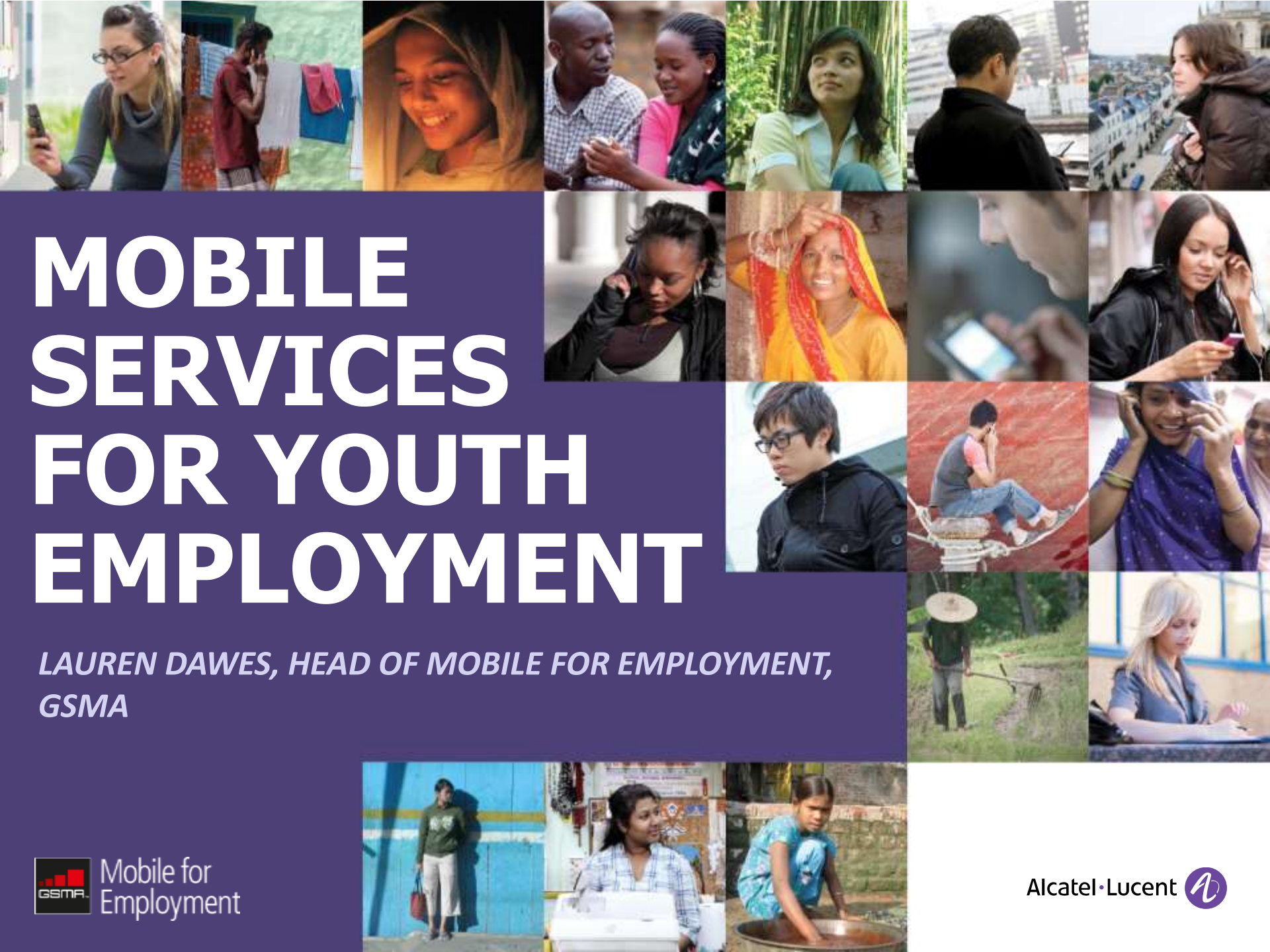


MOBILE SERVICES FOR YOUTH EMPLOYMENT

LAUREN DAWES, HEAD OF MOBILE FOR EMPLOYMENT, GSMA



A collaborative venture

This global study was undertaken to understand the challenges and needs of youth overcoming employment obstacles. It addresses how mobile services could play a key role in combatting the problems and providing solutions.

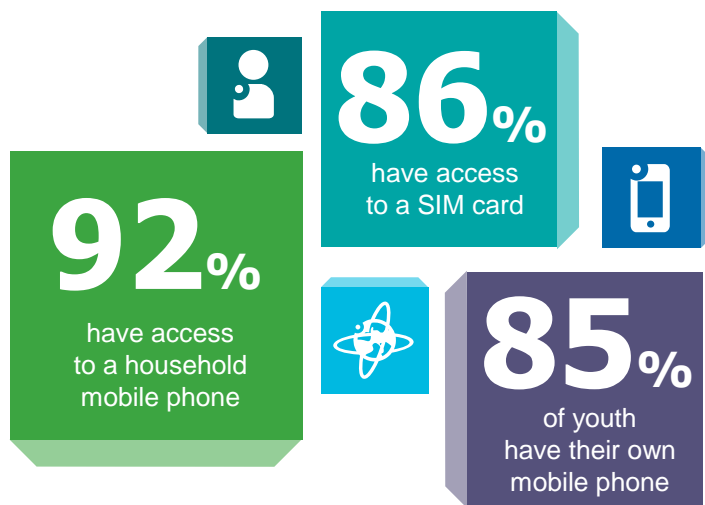
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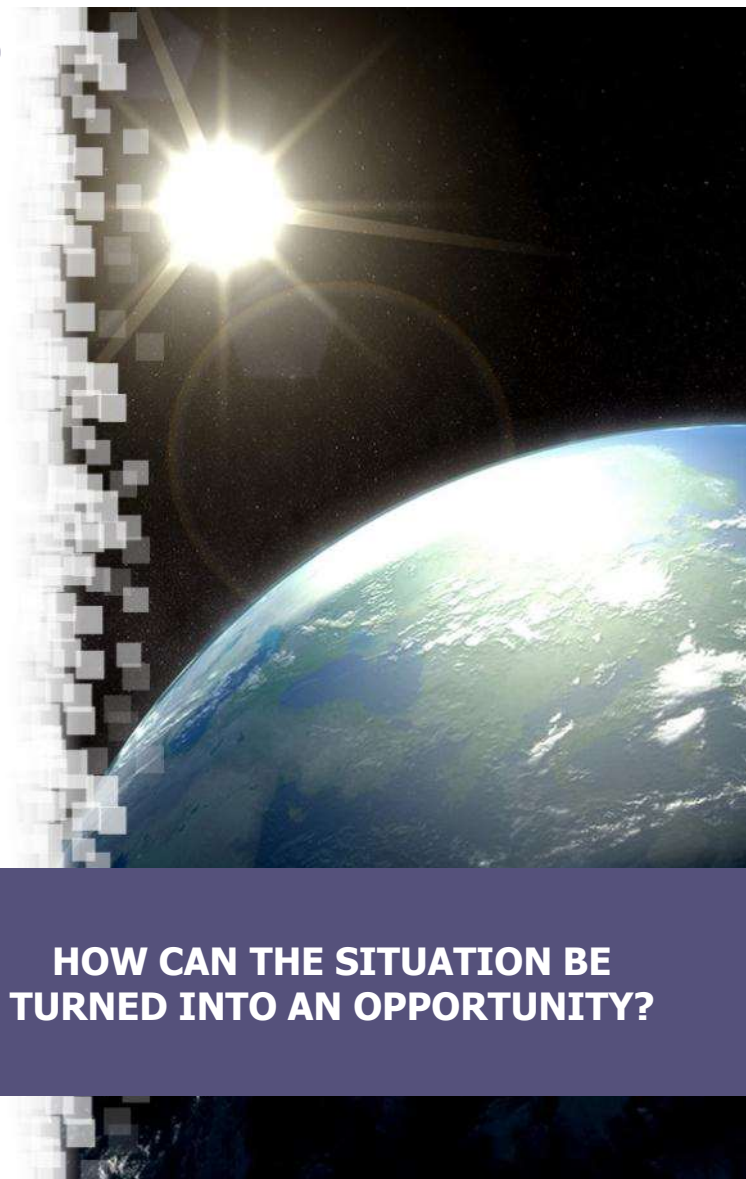
The current global situation



- **12% (73 million)** youth unemployed worldwide
- **30%** youth unemployment in the Middle East
- Across several countries, a large number of youths have access to mobile phones (**92%**)



Source: GSMA



HOW CAN THE SITUATION BE TURNED INTO AN OPPORTUNITY?

The current global situation

Lack of **skills** necessary for **employment**

“ I never had a computer lesson in school. So, I won't be able to operate a computer at all.”

Female, 19 - 22



Disconnect between employers and potential employees

“In the villages, there are not enough people to work in the fields, while in Dhaka they are roaming around looking for work.”

Female, 24



Lack of **support** to start own **business**

“When you start out they say you need to conduct marketing studies. So, I had to hire someone to do the research and this was more expensive than the financing I would be obtaining.”

Male, 24



Positive social and economical benefits



Improved loyalty and reduced churn



"Every young person looks at your technology or brand and asks 'where am I in this story?'"

The Mobile Youth Report

- Youths represent the majority of growth within the industry
- **71%** of youth would rather spend their last \$10 on topping up their phone than on food*
- Mobile adoption rates among youth are driven by peer recommendations*
- **Employment services** can positively impact Net Promoter Score and **drive adoption rates**
- MNOs are frequently searching for new **value added services** to create **competitiveness** and **brand differentiation**

*Source: www.mobileyouthreport.com/latest-stats

Positive social outcomes



"Partnerships are key. We try to work with all the mobile operators in the countries. All the partners are chosen because of their expertise."

Nokia Life

"Women don't perceive that the mobile phone can assist them in achieving their aims. If we can demonstrate its value, it would be a big step."

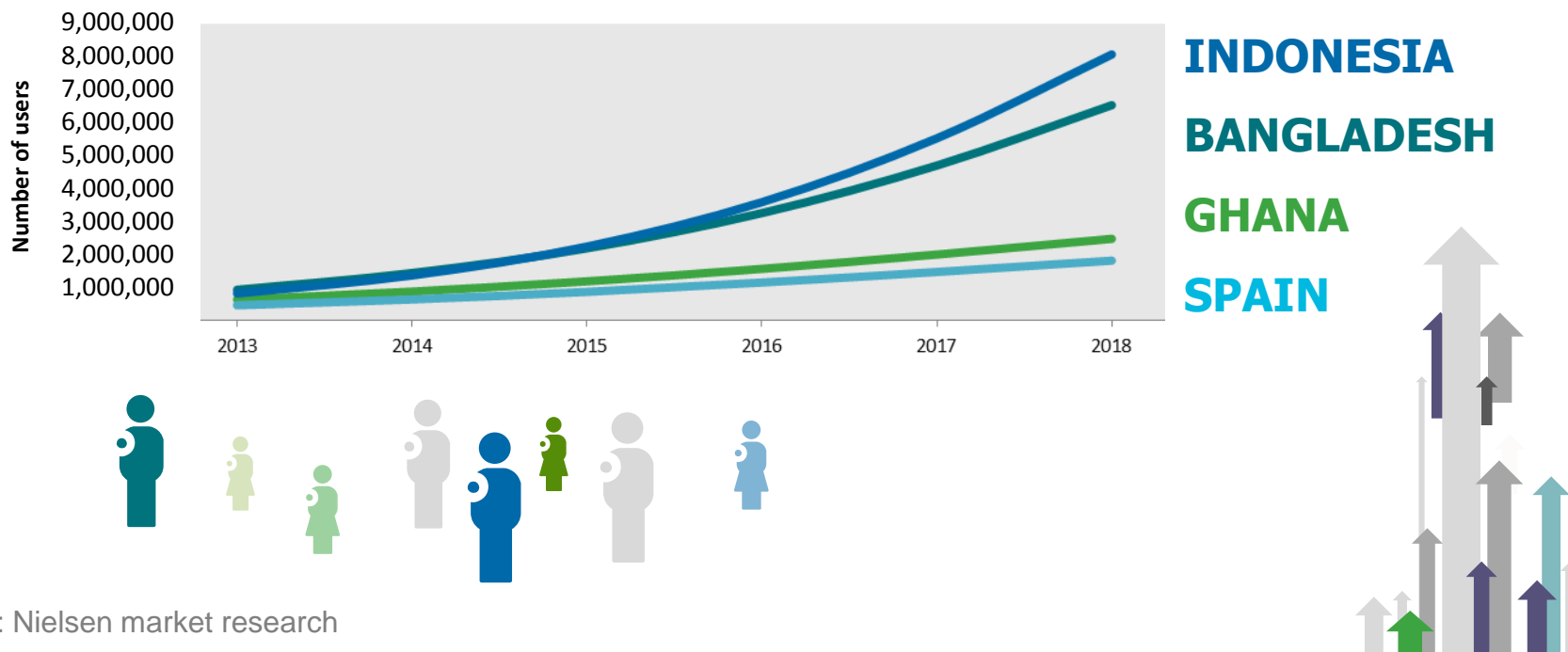
GSMA

- Significant attention is being directed to **women's issues** and **youth employment**
- MNOs can develop **powerful partnerships** with players in the space, including local governments, NGOs, vendors and universities to reduce the youth unemployment rate

Mobile for Employment Opportunity



ACROSS ALL FOUR MARKETS, 18.8 MILLION YOUTHS COULD HAVE ACCESS TO MOBILE EMPLOYMENT SERVICES BY 2018



Source: Nielsen market research

Sustainable? Profitable!

BANGLADESH

4.4m

2013 market size (USD million)

GHANA

2.9m

2013 market size (USD million)

INDONESIA

7.2m

2013 market size (USD million)

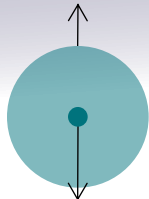
SPAIN

8m

2013 market size (USD million)

2013-18 market growth (USD million)

\$36.3m



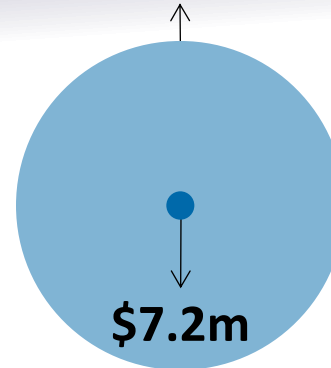
\$4.4m

\$13.7m



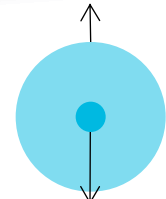
\$2.9m

\$84.1m







\$7.2m

\$37.6m






\$8m

Considerations for a successful rollout

CHALLENGES	DESCRIPTION	SUGGESTED ACTIONS
 REGUALTORY BARRIERS	Often policies can be out dated or restrictive to the innovation required to implement new services	<ul style="list-style-type: none">• Work with Govts to help create the right kind of partnerships required built on trust and innovation
PARTNERSHIPS AND CONTENT 	MNOs are operating within traditional boundaries, limiting their opportunities	<ul style="list-style-type: none">• Explore new partnerships, building innovative philanthropic and revenue share models
SUSTAINABILITY 	Lack of clear business models and unclear value chain for mobile employment services leads to inactivity in this space	<ul style="list-style-type: none">• Work with partners along the value chain to identify new business models and channels of distribution
LACK OF MARKET KNOWLEDGE OF TARGET SEGMENT 	MNOs are limited in their awareness of the youth market segment with many not traditionally focusing on this demographic	<ul style="list-style-type: none">• Invest in building understanding of your target segment and design services accordingly

Considerations for a successful rollout

CHALLENGES	DESCRIPTION	SUGGESTED ACTIONS
AFFORDABILITY 	Consider those in most need who don't have sufficient finance to pay for additional mobile services	<ul style="list-style-type: none">• Explore innovative models• Price according to consumer affordability
FEAR OF THE NEW 	People are often comfortable with current methods and afraid to 'take the leap' to new services	<ul style="list-style-type: none">• Train the trainers. Work with local Govts and schools to educate those who will educate.
 CULTURAL RESTRICTIONS	Some cultures limit many women using mobile phones	<ul style="list-style-type: none">• Adapt communication and marketing strategies to target the disadvantaged, women and their families

Thank you

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