E-lancing Skills for Digital Work in the Global Economy

THE INTERVENTION, AT A GLANCE

How do we connect human talent in the region with the growing opportunities offered by digital platforms globally? The project develops a training model with direct practices that connects workers with the demand for digital services globally. This intervention lays the foundation for economies like El Salvador to connect more young people with these work experiences and thus, generate new options for both the economy and the labor market.

WHAT IS THE CONTEXT?

El Salvador’s labor market has been facing numerous challenges prior to the COVID-19 pandemic. Although the country has had one of the lowest unemployment rates in Latin America and the Caribbean, the labor market remains highly informal, with high levels of instability and underemployment. Less than 30% of employees were contributing to social security before the pandemic, and between February and July 2020, there was a drop of almost 9% in the employed population in the country. Therefore, digital work platforms could serve as alternatives to expand and diversify the employment opportunities for Salvadorans. Remote work through these platforms has become increasingly common and are representative of the future of work, where a digital economy is developed based on projects and tasks performed remotely.

WHAT DOES THE INTERVENTION CONSIST OF?

The project includes a training model in e-lancing skills, with theoretical and practical content online, so that young people with digital skills can be oriented to work remotely on digital platforms with clients abroad. It also includes the support of tutors to help in the transition to a career as a freelancer, develop their profile and connect with real clients. For the first time, an intervention of this type will include an impact evaluation to analyze the effects of this type of initiative.
WHO DOES WHAT?

The Ministry of Economy of El Salvador is responsible for co-designing the intervention and establishing partnerships with local and international actors. Wisar is responsible for the development and implementation of training, due to its experience in the world of digital platforms at the international level. The IDB, in addition to supporting the design of the intervention and impact evaluation, provides funding and technical advice. Global digital platforms will provide the technology and access to the development of the practices.

WHAT ARE THE EXPECTED RESULTS?

• Course developed, and impact assessment designed.
• Calls for proposals and communication campaigns to launch the pilot program.
• Pilot launching.
• Course implemented for approximately 300 participants.
• Evaluation of the impact of e-lancing skills training on the preparation of young people to work on these platforms, including the response rate of potential clients, the time spent applying to vacancies, and the income received at the end of the training.
• Recommendations for local expansion and sustainability of these programs.

WHY IS THIS INTERVENTION RELEVANT?

This intervention offers the opportunity to develop and implement an innovative training program in an area of digital work, where there is great potential, but has been little explored in the region. By working at the local level, these initiatives are intended to be sustainable and cost-effective. In addition, this intervention will reveal, for the first time in the region, the results of an impact evaluation of this type of training for digital work on globally available platforms.

SCHEDULE

2021
Project approval.

2022
Course developed, and impact assessment designed.
Calls for proposals and communication campaigns to launch the pilot program.
Pilot launching.
Course implemented for approximately 300 participants.

End of 2023
Evaluation of the impact of e-lancing skills training on the preparation of young people to work on these platforms, including the response rate of potential clients, the time spent applying to vacancies, and the income received at the end of the training.
Recommendations for local expansion and sustainability of these programs.