

An Assessment of Kenya's Private Sector Digital Outsourcing Landscape and Its Potential to Support Refugee Economic Inclusion

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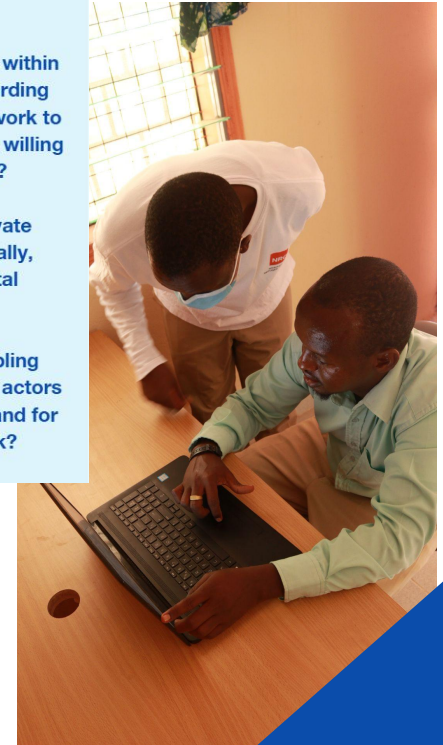


About the Study

- Increasing opportunities to work online combined with robust private sector, strong services sector, fast growing economy in East Africa = opportunities for digital work for refugees in Kenya
- Yet, after 4 years working on connecting refugees to online markets in RESI, how can we engage more private sector actors as clients?
- The study surveyed 276 private sector representatives in Kenya to understand their perspectives when it comes to hiring refugees. Most of the respondents were mid-senior level employees with hiring decision making capacity.

Box 1. Key questions explored in this study:

1. **What are the current trends in Kenya's digital economy?**
This question explores the channels of outsourcing, types of outsourced jobs, and recipients of outsourced opportunities in Kenya.
2. **What is the level of awareness within the Kenyan private sector regarding the possibility of outsourcing work to refugees? Is the private sector willing to outsource work to refugees?**
3. **What is the capacity of the private sector to outsource work digitally, and of refugees to access digital work?**
4. **To what extent is there an enabling environment for private sector actors in Kenya to engage refugees, and for refugees to access digital work?**



Insights from the data

- **92% of surveyed businesses have outsourced tasks through digital platforms**, but a majority did not know if they had worked with refugee freelancers.
- **Firms would be willing to engage refugees as freelance workers** as long as there are no legal or regulatory constraints to doing so, particular potential was identified in **three industries: media, entertainment and advertising**.
- There **are factors that can influence satisfaction** with refugee online work that must be considered for sustainable linkages to form

Business Sectors of Survey Respondents and Interview Participants:

- Architecture and Construction
- IT and e-Commerce
- Manufacturing
- Media, Entertainment and Advertising
- Professional Services
- Retail, Transport and Distribution



Main outsourcing platforms for Kenyan businesses

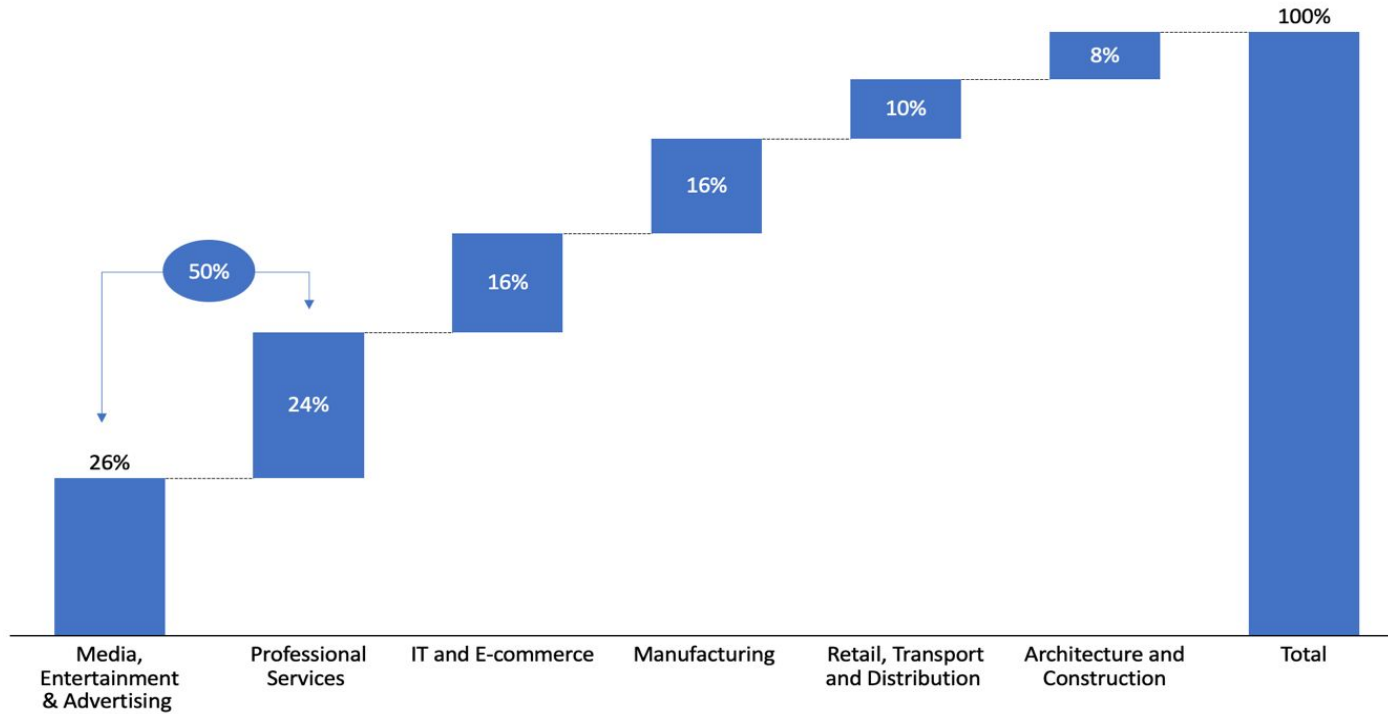


Insights from the data, cont.

- 9 core areas of work were identified as market opportunities for freelancers:
 - digital advertising
 - content development and article writing
 - web design and upgrading
 - events management
 - account reconciliation and bookkeeping services
 - secretarial and clerical tasks
 - call centres and customer care
 - photography and video editing
 - language translation services

Work Opportunity Area	Suitable Digital Skills
Digital advertising	Content creation and basic design skills
Content development and article writing	Search engine optimization, Search engine marketing, Social media management
Website design and upgrading	Software: Adobe Illustrator, XD, Photoshop, Figma, Webflow, Gimp, Inkscape
Events management	Project management tools e.g. Trello, Asana, Basecamp
Accounts reconciliation and bookkeeping services	MS Office 365, Accounting software packages e.g. QuickBooks and Xero
Secretarial and clerical tasks	Calendar management software, MS Office 365
Call centres and customer care	Customer management software e.g. Zendesk, Good verbal communication skills
Photography and video editing	Photography and video editing software e.g. Photoshop
Language translation services	MS Office 365, Google Translate, DeepL

Ranking of business sectors' willingness to engage refugees digitally and take the necessary steps to accommodate them



*Data is based on scores provided by survey respondents and an analysis of each sector's score share out of the total points available.

Barriers to accessing digital livelihood opportunities

- There is **limited awareness within Kenya's private sector about the competencies of refugees and the opportunities that exist to work with them.**
- Key informant interviews revealed that many business leaders are **unaware or unsure of the legality of employing and working with refugees.**
 - While the process of hiring refugees may be somewhat complicated, it is certainly not illegal to conduct such hiring in Kenya.
- The policy environment – **particularly those policies that restrict the mobility of refugees** – poses a challenge as businesses may occasionally need remote service providers to complete site visits for specific aspects of a job.



Recommendations

**Increasing Private
Sector Awareness of
Refugee Freelancers**



**Expanding
Visibility for
Refugees**



**Strengthening the
Entrepreneurial
Ecosystem in
Camps**



**Addressing Policy
Challenges**

