



Global Center for Youth Employment

Generating solutions for a working world

THE NEXUS OF

MICROWORK AND IMPACT SOURCING

SUMMARY OF LITERATURE REVIEW AND STAKEHOLDER CONSULTATIONS

Youth Economic Opportunities Summit | September 29, 2016

banyan
global

Methodology

- Literature Review of over 90 documents



San Francisco Skyline – Google Images

- 32 Stakeholder Consultations with implementers, clients, donors, companies in crowd-sourcing or BPO industry, and academics



Microwork

Microwork usually consists of data processing tasks that are simple to perform, but involve human judgment. These include driving traffic to websites, gathering or validating data, labelling/tagging data, and translating, transcribing, or tagging, audio clips and pictures, indexing documents, and promoting machine-based learning/training.



How Big is Microwork?

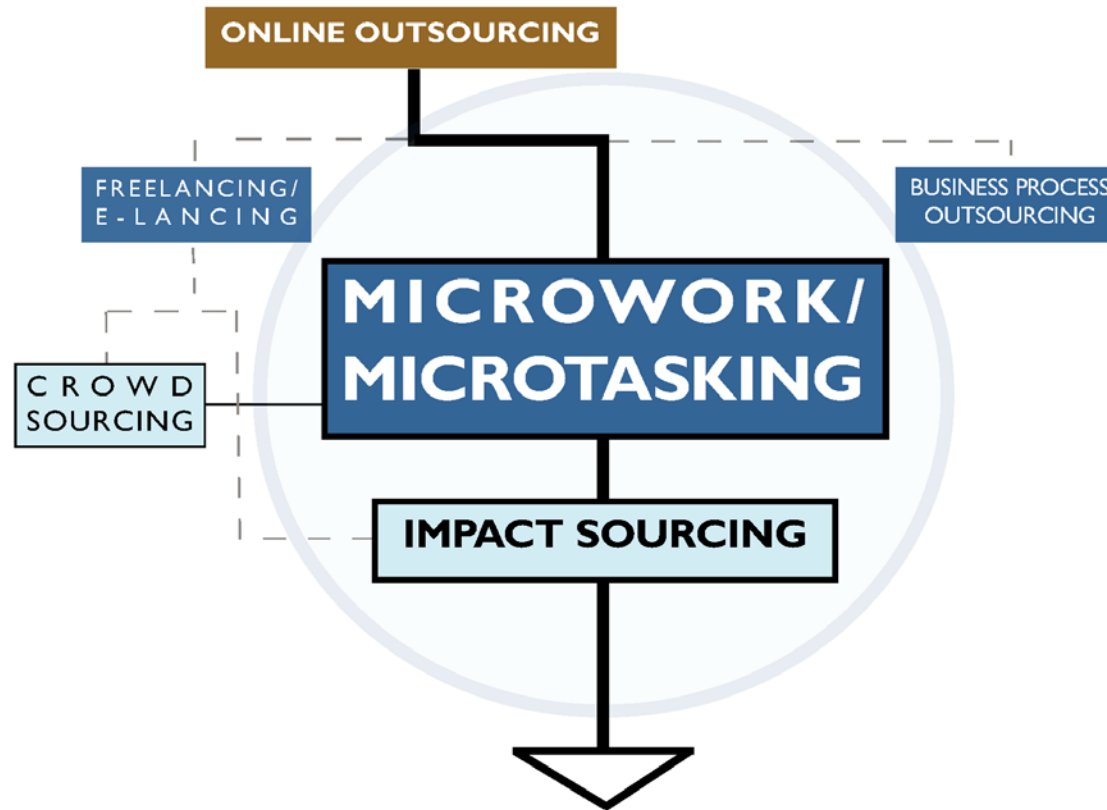
- Studies by World Bank (2015) and Rockefeller Foundation
- About 10% of Online outsourcing market
- USD 0.4B in 2016, between 1.5B and 2.5B by 2020
- 1 M microworkers in 2016, up to 3 million by 2020



Impact Sourcing

Impact sourcing, also known as socially responsible outsourcing, refers to an arm of the business process outsourcing industry. IS is a framework under which companies specifically employ vulnerable populations and those who face a variety of barriers to employment.

Our Research



A potential tool to encourage **WORKFORCE DEVELOPMENT**, increase **JOB CREATION**, promote **SKILLS BUILDING** and strengthen **INCOME GENERATION** specifically for **YOUTH, WOMEN, AND VULNERABLE/ MARGINALIZED POPULATIONS.**



Microwork Stakeholders

- **Clients:** Demand-side actors within the microwork industry and are comprised of organizations that purchase services or outsource tasks.
- **Service Providers.** Facilitate the needs of clients by liaising with clients, breaking down an activity into a series of micro-tasks, employing and managing workers to complete the tasks, and providing overall quality control.
- **Workers.** Language fluency, numeracy and literacy, basic IT skills, and reliable access to a computer and the internet. Impact Sourcing workers are comprised of youth, women, and vulnerable and disadvantaged populations that are employed to complete individual or a series of micro-tasks.
- **Donors.** An individual, company, NGO, or private foundation that provides grants, seed capital, or other types of funding to support service providers.