

DIGITAL
Amazons®
Changing narratives

December 2024

An initiative of Street Project Foundation



DIGITAL
Amazons®

Changing narratives

Contents

01 About Digital Amazons
02 Target Beneficiaries
03 Digital Amazons Stages
04 Research Objectives
05 Research Findings
06 Impact Stats
07 Recommendations
08 Testimonials
09 Partners
10 Benefits for Employer Partners
11 Gallery











About Digital Amazons

The Digital Amazons Initiative aims to provide digital skills training and connect young women to dignified livelihoods in the growing online freelance economy and prepares them for jobs of the future through digital skills training and facilitated access to jobs, enabling their self-reliance.

SPF initiated this project due to the need for an intentional inclusion of female creatives in strategic leadership positions in the lucrative creative industry in Nigeria through capacity building and exposure to 21st Century Digital Skills.

The goal of this program was to enable young women to develop 21st-century skills in content development and business management required to excel and hold their own in male-dominated creative fields. Ultimately they grow in confidence, secure jobs, and turn their talents into sustainable enterprises.







Target Beneficiaries

This opportunity is specifically open to individuals who are Nigerian citizens. Eligible candidates should be females between the ages of 18 and 35. It is essential that applicants have the ability to read and write in English. Additionally, candidates must possess a creative talent in any form. To participate, individuals must have access to either a data-enabled smartphone or a functioning laptop. As part of the application process, applicants are required to submit their best creative works.

People with disabilities are strongly encouraged to apply and will be given equal consideration. A pilot program was conducted specifically for women living with disabilities of certain disability clusters. The purpose of this pilot was to test the feasibility and requirements of organizing a residential training workshop tailored to their needs. This initiative aligns with our commitment to inclusiveness, ensuring that individuals with disabilities are provided with equal opportunities to participate in our programs.



Digital Amazons Stages

STEP 1

PUBLICITY AND CALL FOR APPLICATIONS



STEP 2

SHORTLIST, INTERVIEWS AND SELECTION



STEP 3

INDUCTION



STEP 4

TRAINING



STEP 5

GRADUATION / SHOWCASE



STEP 6

INTERNSHIP / MENTORSHIP / JOB PLACEMENTS



Research Objective

This research, supported by the exit grant from WomenWin's Freefund initiative, aims to evaluate the impact and benefits of the Digital Amazons Initiative since its inception in 2019. The study also investigates the current and future preferences of the target audience regarding training workshops, identifies successful strategies, and suggests necessary updates to align with market indicators.

Additionally, the research aims to identify high-demand skills that present lucrative opportunities for trainees to enhance their earning potential. The study will address the following research questions:

- What are the highly sought-after skills in the market?
- How have income levels changed between pre- and post-intervention?
- Who should be targeted for this initiative?
- Which marketing channels are the most effective in reaching the target audience?
- What benefits or selling points can be utilized in marketing efforts?

The study aims to provide valuable insights for optimizing the Digital Amazons Initiative and maximizing its impact.



Research Findings



Summary of Impact Stats

12

Number of cohorts run from 2019 - 2023

262

Young women trained from 2019 - 2023

N124,095.24

Average Monthly Income Post-Intervention
(Up from N57,592.11)

115%

Average Increase in Post-Intervention Income

82%

Increased Job Performance

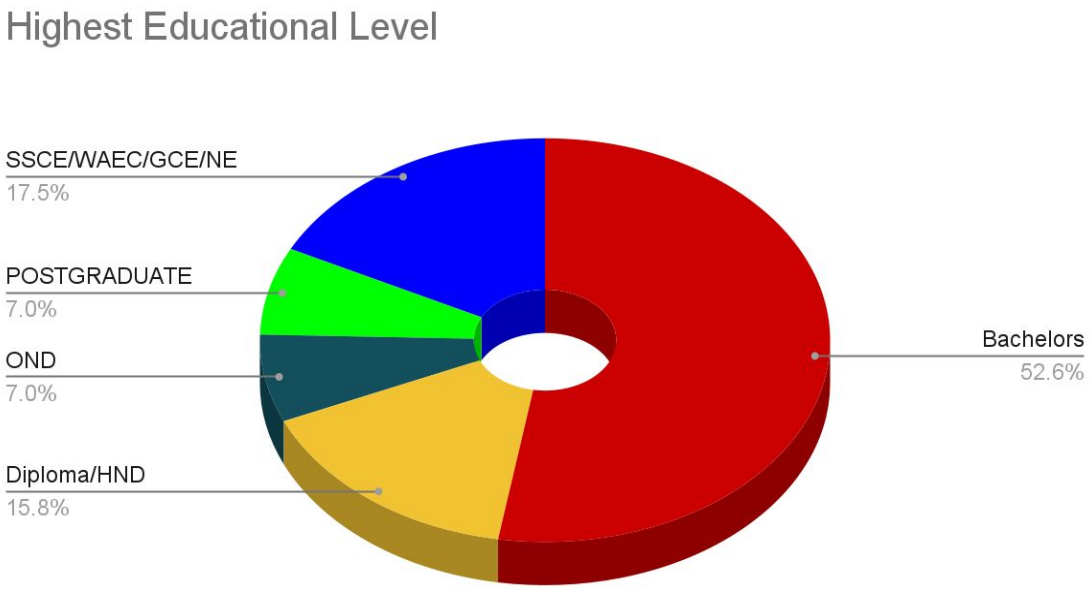
64%

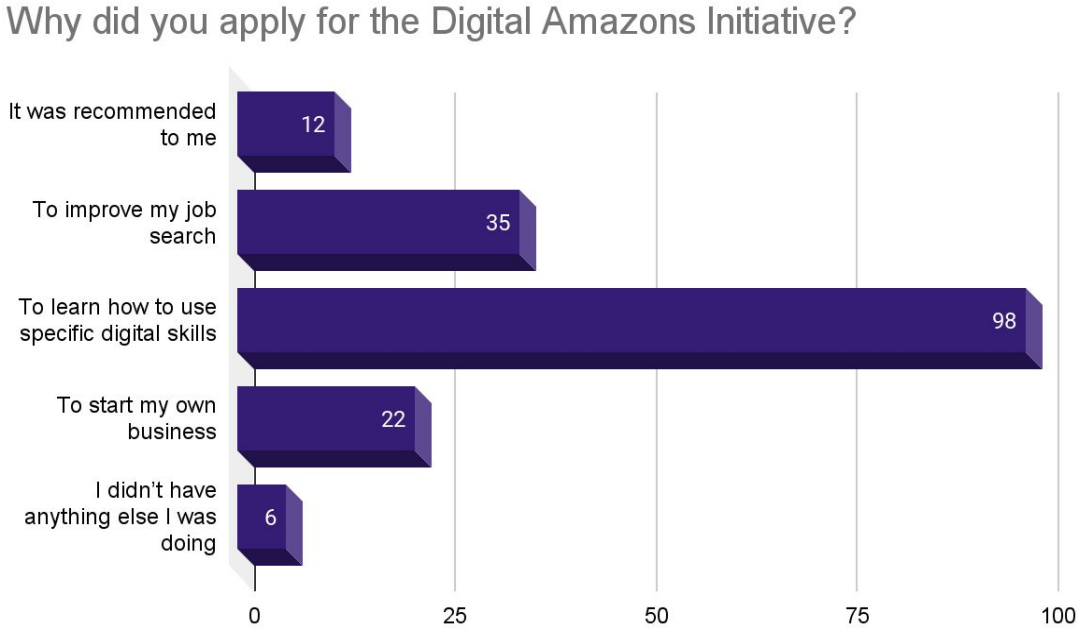
New work opportunities created

26%

New businesses

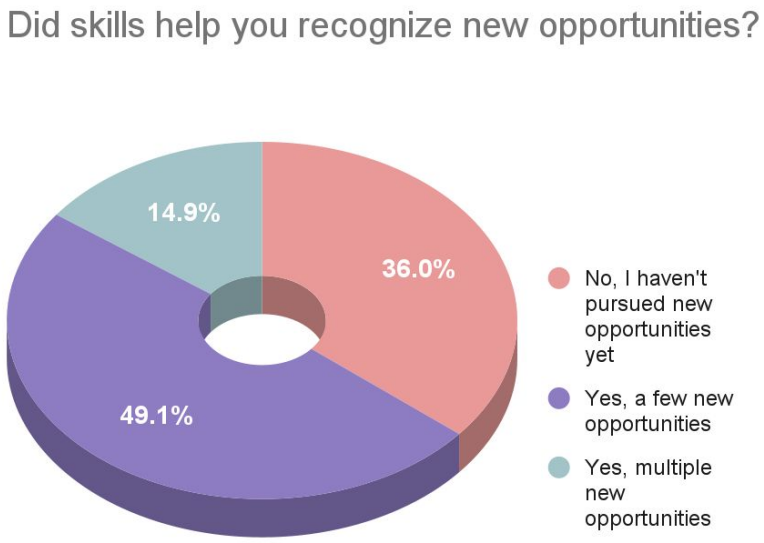
Demographics

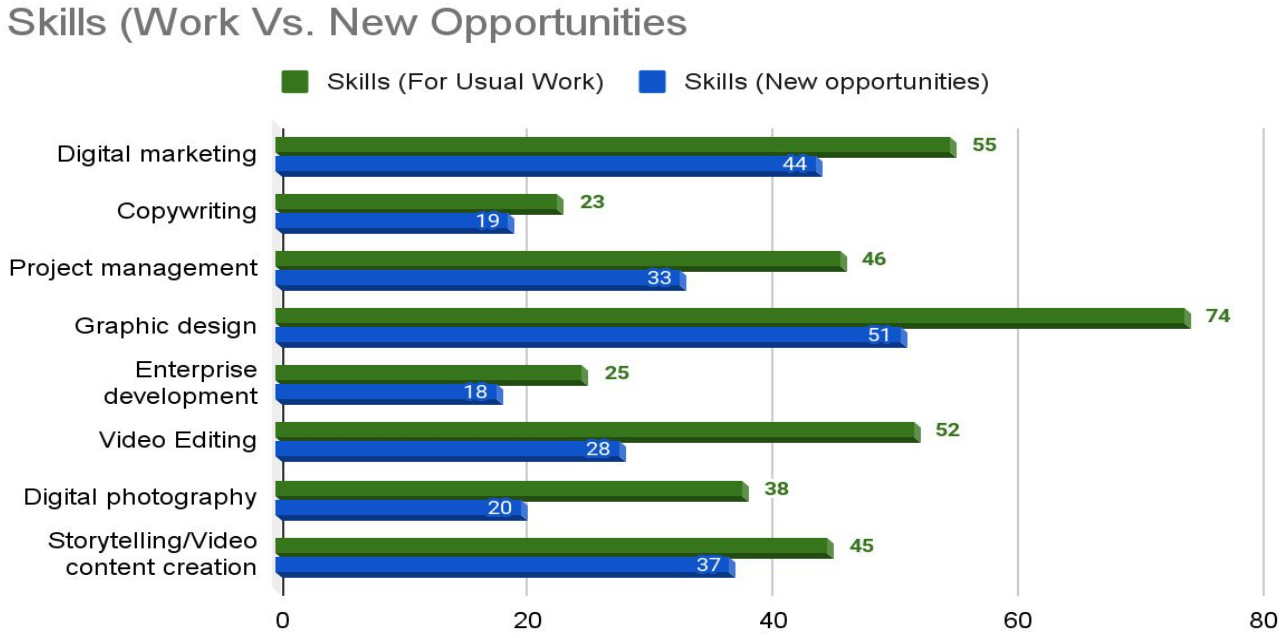




The survey was conducted between December 2023 and January 2024 among young women who had participated in the Digital Amazons initiative since 2019. The age range of the participants was between 20 and 42 years. A total of 114 responses were collected, with 52.6% of the respondents holding a Bachelor's degree as their highest educational qualification. The variation in the number of respondents across different educational levels may indicate the level of awareness regarding the importance of acquiring digital skills. 86% of the participants stated that they applied for the Digital Amazons initiative because they wanted to acquire specific digital skills. This was followed by the desire to enhance their employability and stay relevant in the job market, and starting their own businesses. These findings shed light on the motivations and aspirations of the participants, highlighting the significance of digital skills in their career development and entrepreneurial pursuits.

In-Demand Skills/Earnings





The survey revealed that 64% of the participants acknowledged discovering new work opportunities after acquiring new skills through the training program. Among the skills acquired, graphic design was recognized as the most impactful in improving work opportunities, followed by digital marketing and project management. It is worth noting that copywriting ranked lower, possibly because not all respondents had taken copywriting training during their respective training batches.

Future Training

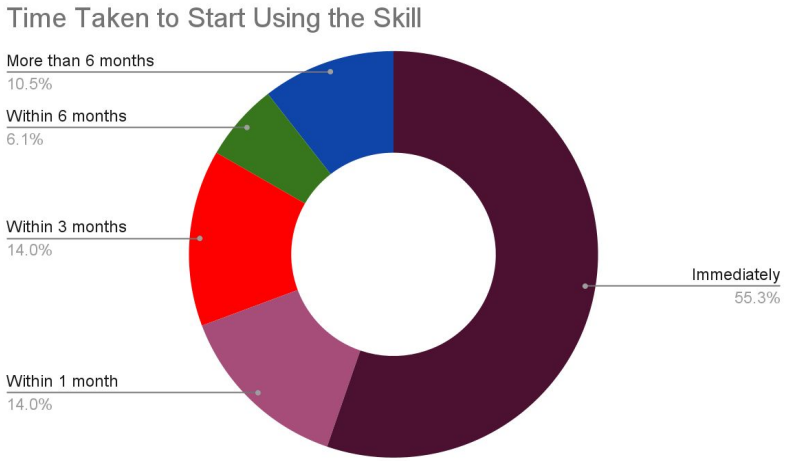


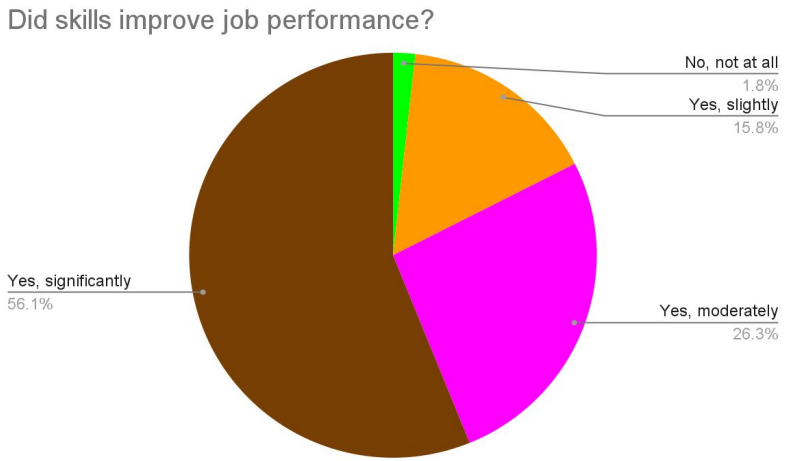
The survey revealed a strong demand for training in various skills, with the following ranking as the top 10 desired skills:

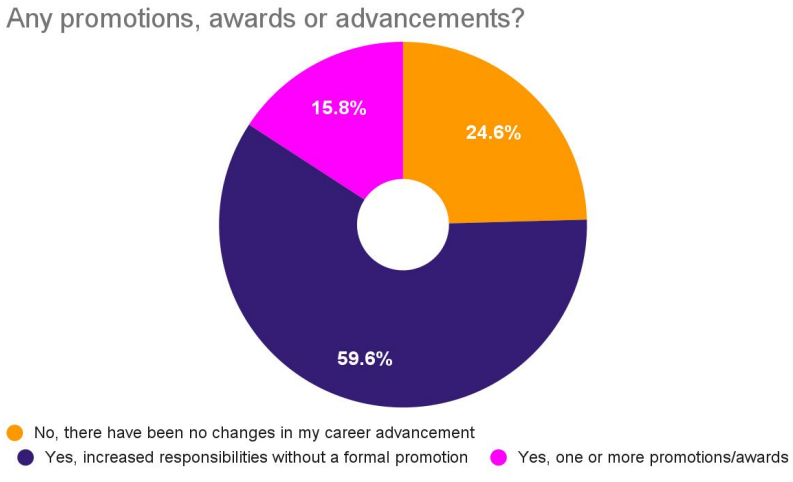
1. Digital marketing
2. Video editing
3. Graphic design/Illustration
4. Project management
5. Data analysis
6. Copywriting
7. Storytelling/Video content creation
8. Digital photography
9. Public speaking
10. Enterprise development

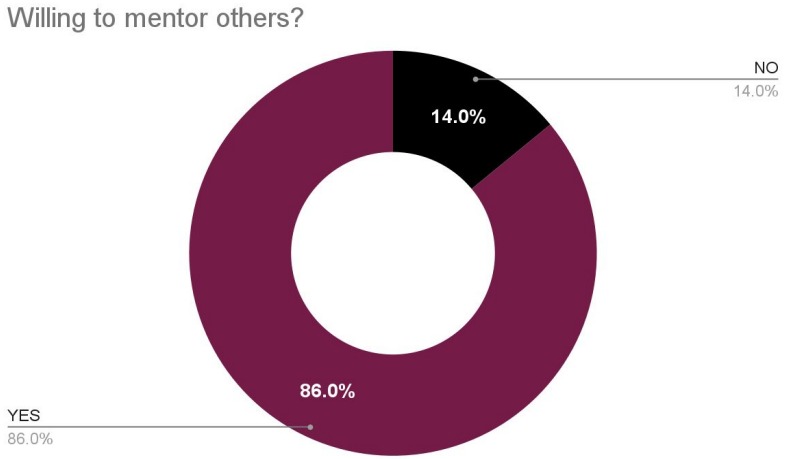
These skills garnered the highest interest from the participants, indicating their recognition of the value and relevance of these competencies in their professional pursuits. The rankings provide valuable insights for program development and resource allocation.

Benefits for Trainees





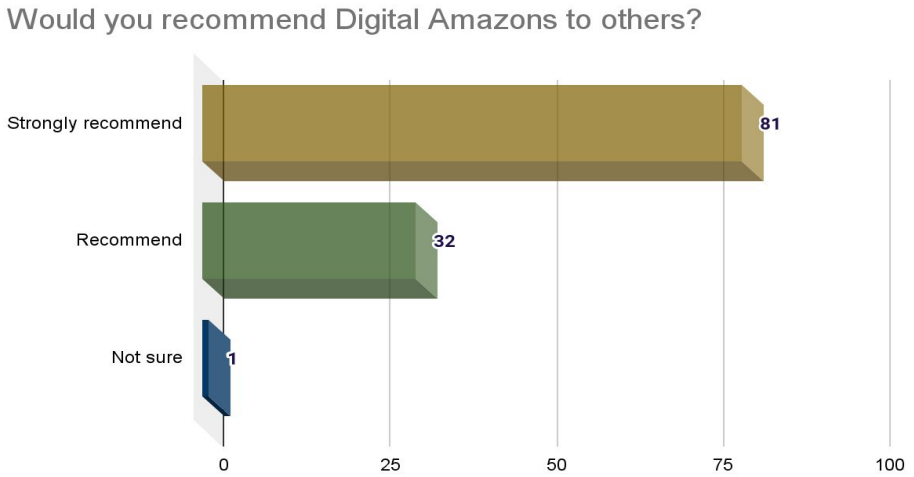


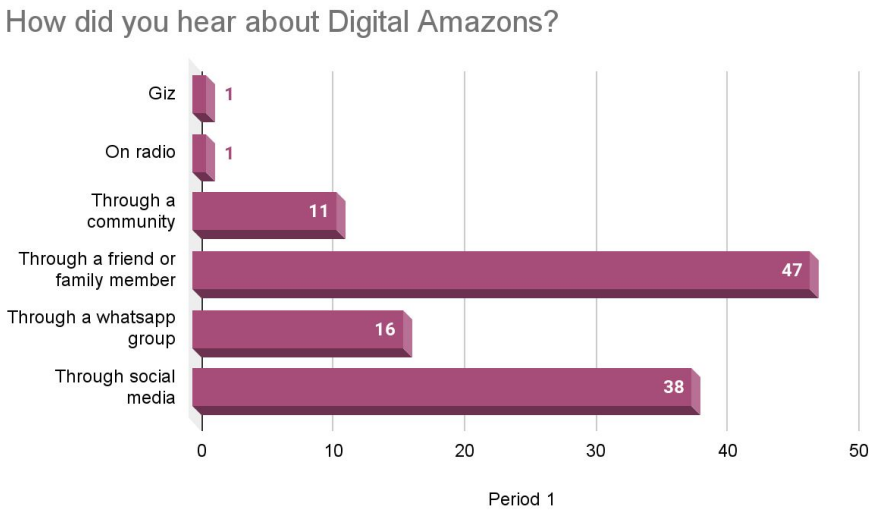


- Over half of the participants (55.3%) reported that they immediately began utilizing the skills acquired from the workshop in their work or businesses. This suggests a high level of ease in applying the newly acquired knowledge to real-world scenarios. For 34.2% of the respondents, it took between 1 and 6 months to start using the skills, while only 1.8% required more than 6 months to do so.
- Furthermore, a significant majority of 82.5% experienced moderate to significant improvement in their job performance as a result of applying these skills. An additional 15.7% reported a slight improvement, while a small percentage of 1.8% did not observe any improvement.
- The impact of the acquired skills extended beyond job performance, as 75.4% of the participants either received increased responsibilities, promotions, or awards attributed to their skill utilization. Moreover, the participants' confidence in themselves and their knowledge grew, with 86% expressing willingness to mentor others on their digital skills journey.

Marketing







The satisfaction rate with this initiative has been remarkable, with 98% of the respondents expressing their satisfaction. This high level of satisfaction is further reflected in their willingness to recommend the initiative to others, highlighting the positive impact it has had on their lives. In terms of reaching out to potential participants, word-of-mouth has been the most effective marketing channel. Approximately 41% of the respondents heard about the initiative through friends or family members, indicating the power of personal recommendations in spreading awareness. Following closely behind, social media platforms have also played a significant role in reaching the target audience. Additionally, WhatsApp groups have proven to be an effective channel for disseminating information about the initiative.

Summary of Findings

- Over half of the participants (55.3%) reported that they immediately began utilizing the skills acquired from the workshop in their work or businesses.
- A significant majority of 82.5% experienced moderate to significant improvement in their job performance as a result of applying these skills.
- 75.4% of the participants either received increased responsibilities, promotions, or awards attributed to their skill utilization. Moreover, the participants' confidence in themselves and their knowledge grew,
- 98% of the respondents expressing their satisfaction. This high level of satisfaction is further reflected in their willingness to recommend the initiative to others,
- The top 10 ranked desired skills from the most to the least desired are Digital marketing, Video editing,Graphic design/Illustration, Project management, Data analysis, Copywriting, Storytelling/Video content creation, Digital photography, Public speaking and Enterprise development
- 64% of the participants acknowledged discovering new work opportunities after acquiring new skills through the training program.
- 52.6% of the respondents holding a Bachelor's degree as their highest educational qualification. The variation in the number of respondents across different educational levels may indicate the level of awareness regarding the importance of acquiring digital skills.
- 86% of the participants stated that they applied for the Digital Amazons initiative because they wanted to acquire specific digital skills. This was followed by the desire to enhance their employability and stay relevant in the job market, and starting their own businesses



Recommendations

- The immediate and long-term benefits of the Digital Amazons workshop, including the rapid application of skills, improved job performance, career advancement, increased self-assurance, and a desire to share knowledge with others. This should be included in the marketing messaging to employer partners and prospective applicants. The positive impact of the Digital Amazons training in terms of opening up new work opportunities for participants. This is another selling point

- Leveraging personal networks, utilizing social media platforms and WhatsApp groups are the most effective marketing channels for promoting the initiative. Approximately 41% of the respondents heard about the initiative through friends or family members, therefore the power of personal recommendations in spreading awareness should never be underestimated.

- An exploration into the motivations of applicants with OND, HND and applicants with a Masters degree can shed some light on why the initiative is yet to be attractive to them.



Testimonials



As a fresh graduate in 2019, Digital Amazons workshop introduced me to Advertising and the 5 weeks post-training internship gave me a foot at the door of my marketing communications career. I was retained as a Digital Strategist at the Agency I interned (Nitro121 Marketing Communications Agency) and I currently work as the Digital Marketing Manager, Indomie Nigeria.

Thanks to Street Project Foundation for the opportunity to learn valuable skills like copywriting, digital marketing, project management and graphics designing that year. It was a life transforming opportunity and I'm very grateful to everyone at SPF.

- **Rahmotallahi Adeniyi**



I am a living testament to the power of investing in talent and potential. My freelance editing career was in need of a breakthrough. Job opportunities were scarce, barely trickling in once every three months…After the transformative Digital Amazon Training, they connected me with an incredible opportunity as a Video Editor Intern at Hustle Africa, a Digital Marketing Media Company. Suddenly, my income soared to an impressive 70,000 Naira per month. This training became the pivotal stepping stone in my career, propelling me to new heights of success. My skills flourished, my confidence soared, and the world became my canvas to create captivating stories.

- **Regina Taiwo**



One significant change in my community is that I've been able to apply my knowledge in Project Management, Graphics Design and Storytelling taught during the Digital Amazons program by Street Project Foundation to problem solving projects for Women and Children in my community through The Dellasdiary Foundation and Lady with Balls Community. Since the project, I have been able to equip myself financially and through decision making without intervention from my family or friends. Before the project, I always wanted to go into Events Planning and also structure a Brand Management Firm that would help small businesses position themselves digitally. Having learned to tell my story, pitch and plan a project, it's been really easy to adequately state the objectives, vision and mission of my businesses

- **Adeola Abayomi**

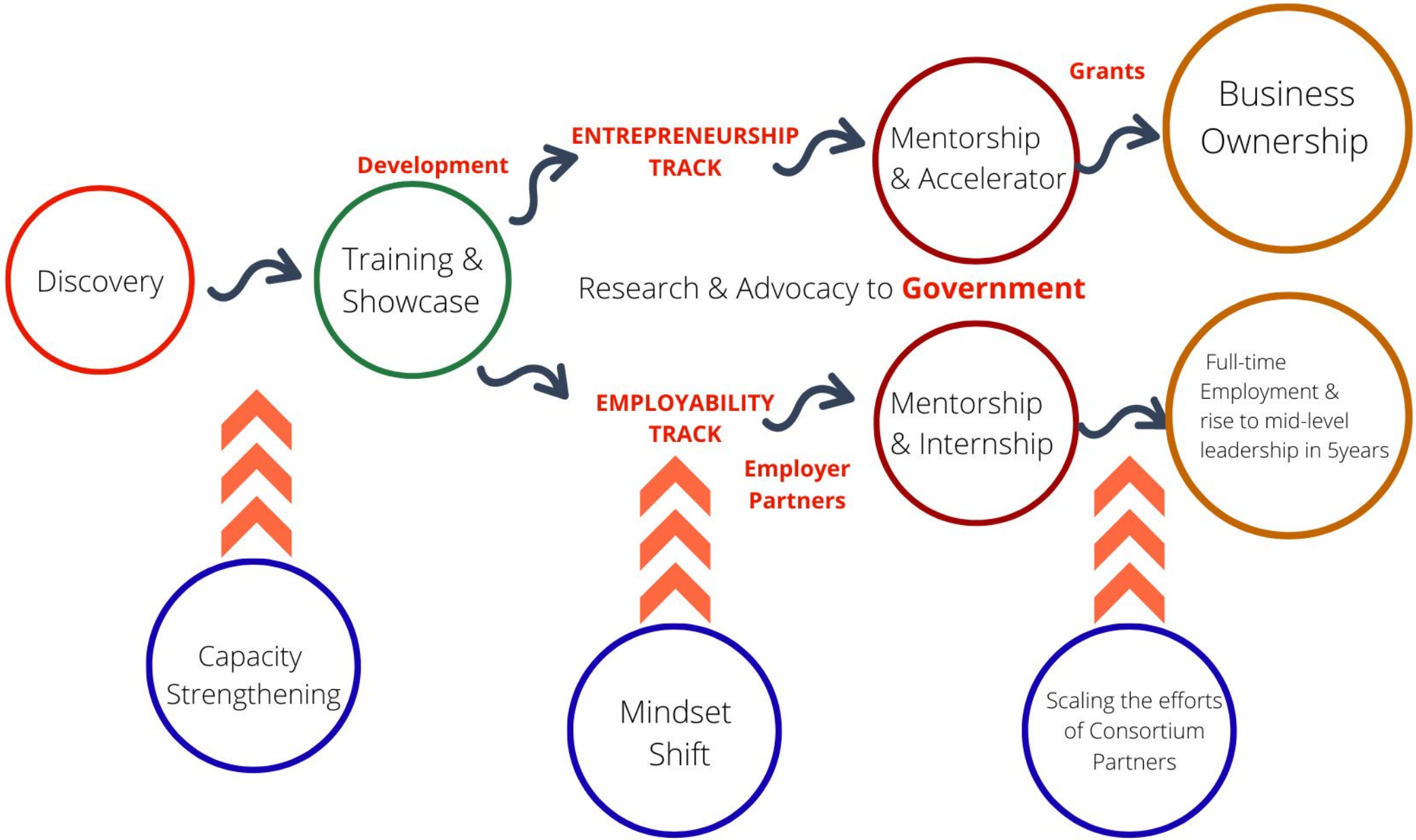


Since I completed the program, I have been involved in projects sponsored by recognized international bodies such as the World Health Organisation (WHO), the Bill and Melinda Gates Foundation, the Consulate of Switzerland to Nigeria, The Federal Government of Nigeria, Most Influential People of African Descent (MIPAD), among others. Going through the Digital Amazons training program brought about a transformative change in my career journey. My experience at the program not only helped me sharpen my skills and pick up new ones but also ignited in me a newfound confidence to take up opportunities and challenges I would usually shy away from.

- **Oluwatomi Olukanni**



SYSTEMS CHANGE FOR FEMALE LEADERSHIP IN THE DIGITAL ORANGE ECONOMY



Partners



Partners


X3M IDEAS


TBWA\


SO&U


NOAH'S ARK


NITRO121


BLUEBIRD
SINCE 1995


DDB


YBR

STRATEGIC OUTCOMES LIMITED


S&B
MEGA RESOURCES LIMITED


NIGERIA


creativexone
Brand Management Consultants


Verdant Zeal


SEVEN


CENTRESPREADGREY


FREE FUND


ROC
A STRATEGIC COMMUNICATIONS COMPANY

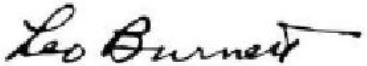

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Gallery





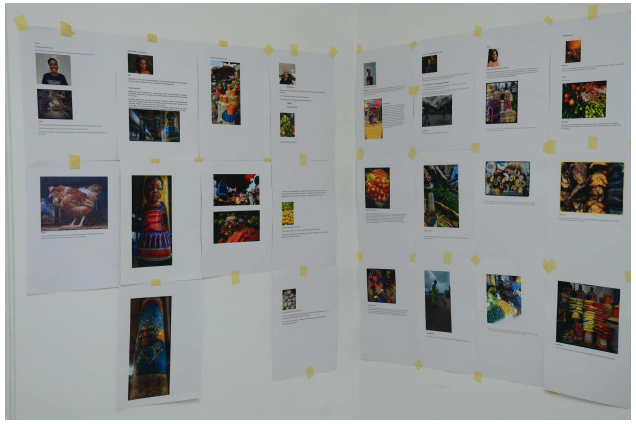



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SKILLS
ACQUISITION
OPPORTUNITY
BUSINESS OBJECTIVE
Revenue Growth












OPPORTUNITY
LOCATION




Thank You