

Breaking the Task Trap

*Upskilling Kenya's Gig
Workers through Microsoft
Career Essentials*



***KUGWO–Microsoft Pilot Initiative
(Apr–Jun 2025)***

Gig Workers are Stuck in Precarity

Kenya's gig economy runs on digital labour but workers are trapped in a cycle of tasks without:

-  Recognized credentials
-  Career clarity
-  Transferable skills

This pilot addressed this gap head on.



1,342 Registered | 43 Counties | 504 Completed

- 69.7% were cloud-based gig workers
- 43.7% were refugees
- 4.5% were persons with disabilities
- Ages 21–26 were most active
- 32% were women

📍 Highest engagement: Turkana, Nairobi, Garissa, Kiambu



High-Demand Skills. Real Interest.

Top Learning Paths Chosen at Signup:

- 🧠 Data Analysis — 16%
- ✅ Project Management — 14.7%
- 🤖 Generative AI — 12.8%
- 🔒 Cybersecurity — 12.8%
- 💻 Software Development — 10.9%

Gig Workers chose skills that point to the future of digital work.



504 Completions = 37.5% Success Rate

In a world where <10% of people complete free online learning, this was extraordinary.

Top Completed Paths:

- 🤖 Generative AI — 16.5%
- 🛡️ Cybersecurity — 14.5%
- 🌱 Sustainable Tech — 13.9%
- 🧠 Data Analysis — 12.4%
- 💻 Software Dev — 11.4%



No One Learned Alone

KUGWO integrated real-time support via WhatsApp:

- 📅 Weekly milestones & recognition
 - 🎥 7-min onboarding video
 - 🤝 Peer learning groups + union support
 - 🔒 Moderation to ensure a safe space
- 📣 Dozens celebrated completions online, tagging @KUGWO & @Microsoft



Real Stories. Real Change.

“Thanks to KUGWO and Microsoft, I will no longer be invisible. I will be visible, skilled, and ready for the future.” – Abdimahat Osman, Refugee 25.

“I’ve connected with tech professionals, updated my profile, and now apply with confidence.” – Leon Maina, 34, Nakuru

“The digital skills I gained deepened my confidence in class and in life.”
– Sophie Mwangi, 19, Kiambu



This Wasn't Easy but It Worked

Top Lessons:

- Many missed emails — onboarding must be multi-channel
- Scammers tried to exploit the system — verification mattered
- Time poverty is real — flexible learning beats fixed schedules
- Some joined just for the voucher — future programs must connect motivation to long-term growth



What We'd Do Next and Better

-  Build layered learning paths (basic → intermediate → career-ready)
-  Strengthen digital communities and coaching
-  Spotlight success stories to inspire and mobilize



Beyond a Union - A Movement for Justice

We're building more than a union.

**We're building a movement for justice, dignity,
and protection in the platform economy.**

As gig work grows, so must our collective power.

**We call on partners, donors, and allies to join us in
strengthening KUGWO.**

Together, we can ensure:

 **Every voice is heard**

 **Every right is protected**

 **No one is left behind in the digital age**

**Your voice matters. Your rights matter. KUGWO
stands with you.**

