

#konnekt
Digital
Literacy

Q3 2024



Table Of Contents

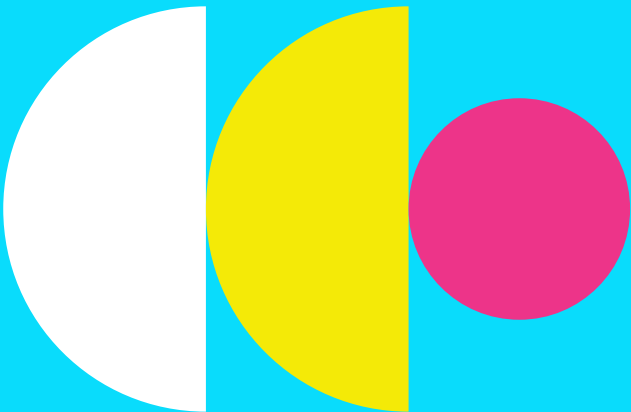
A Message From Konnekt	1
A Snapshot	2
Introduction	3
Meet Edna	4
The Problem	5
Bridging The Gender Digital Divide	6
The Solution	8
Hands-On Digital Literacy Workshops In ‘safe Spaces’	9
Design & Execution	11
Our Approach	12
Design & Execution	16
The Response	23
Driving Engagement For The Workshop	24
Our Impact	26
Measuring Success	27
What We Learnt	31
Where We Faced Challenges	33
What Did Edna Think?	34
The Future	36
What Next	37



A Message from

Dear friends, supporters, and other interested parties,

As I sit down to reflect on the incredible journey we've shared, I'm filled with a deep sense of hope and gratitude. When we started this digital literacy program, we knew we had a big challenge in front of us. The digital world, with all its opportunities and resources, remains a distant dream for so many women, especially those from low-income households. But now, looking at the work we've done, I can see that we've taken many meaningful steps together that have made an impact. One thing is clear: when we work together, we can do great things. Real change is possible.



The reality is that millions of women around the world are still offline, left behind in a world that's rapidly moving online. **Globally, there are 244 million more men than women using the Internet in 2023.** In Kenya, a Dalberg study of 2,456 residents found that only 35% of women (versus 54% of men) were advanced digital users, and 43% of women reported needing digital help (against 31% of men).

Without the right digital skills that give them the confidence and ability to connect and engage, these women are missing out on more than just technology - they're missing out on opportunities for a better life. They can't easily access job opportunities, reach out to their communities, or even tap into essential services, like healthcare and financial support. This digital divide isn't just a technology gap; it's a gap in opportunity, in equality, and in hope for a better tomorrow.

But we believe in the **power of change**. We knew that by equipping women with digital skills, we could help unlock their potential and open doors that had been closed to them for too long. We wanted to empower

women from low-income households in Nairobi with the right knowledge and skills.

That's why we weren't just offering 'classes'; we created **'safe spaces'** where women could bring their children, and feel supported by a community that cares. These safe spaces allow women the freedom to be who they are and learn what they need with others like them, without fear of judgment or ridicule.

Over the course of this program, we held **41 workshops in 2 locations, empowering 104 women** to take control of their digital futures. The stories that have come out of these workshops are nothing short of inspiring - women who once felt isolated and abandoned now feel connected, women who struggled to grow their businesses now have new opportunities, and women who once felt powerless now feel confident in their ability to navigate the online world.

This report is more than just a summary of what we've done. **It's a celebration of the resilience, courage, and determination of every woman** who took part in this journey. We hope that this report not only highlights



the great work we've done in the past but also inspires you to find ways you can support this vision in the future as well. Thank you for believing in this vision and for helping us build a brighter, more inclusive future for women everywhere.

With gratitude and hope,

Mercy Langat
Head of Customer Success
& Digital Literacy

104 

women reached
(and counting)



78% 

of participants
were mothers



2/3rd

of participants were
small business owners





2.3X

increase in
participants



60+

hours spent
with participants
in the workshop





75%

of participants
successfully created
pages

20% 

of participants were homemakers
aspiring to be entrepreneurs

2 

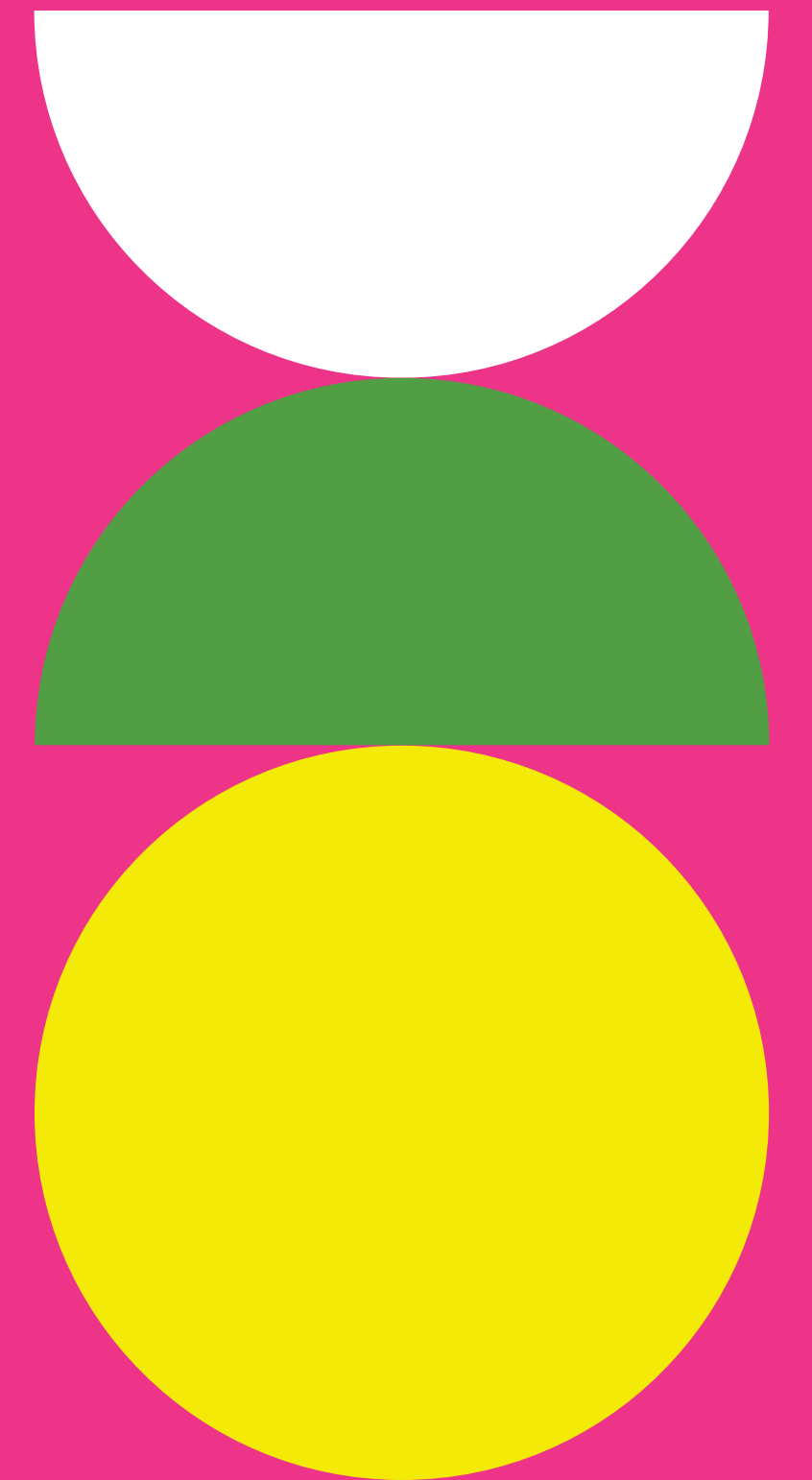
neighborhoods
engaged with

40 

training sessions
conducted

*As of August 2024

Introduction.



Meet Edna

Edna lives in a low-income community in the heart of Nairobi, Kenya. As a single mother in her early 30s, life hasn't been easy for Edna. She didn't have the opportunity to complete her education and has had to rely on her resourcefulness to make ends meet. Every day, she works tirelessly at a neighborhood store, **earning about \$5 a day - an income that barely covers the essentials for her family.**

After buying food, setting aside a little for her son's school fees, and handling the day-to-day expenses, there's rarely anything left over. But Edna has always been **entrepreneurial, quick to spot opportunities** that might improve her situation. So, when a smartphone maker offered her a great deal on a smartphone, she jumped at the chance. "I was so proud when I got my first smartphone," she says with a smile. "It felt like I was finally connecting to the world."

But that connection has come with its own set of challenges. The data bundles she can afford are expensive and limited,

constraining her online activity to only a few hours a month. And with no one to guide her, Edna doesn't fully understand the immense potential the internet holds. She's not clueless, of course. She knows that the internet can be used to get access to opportunities and services. She's just not sure how to tap into it. Also, she'd heard that a friend of a friend had had a bad experience online, so she's afraid to start down a road she doesn't know. Most days, **she uses her phone to watch a few videos on YouTube or chat with friends on WhatsApp.** "I know there's so much more out there," Edna admits, "but I don't know where to start, and I'm scared of making mistakes."

Edna's fears run deeper than just her future. She worries that her lack of digital skills will impact her children's lives too. "My son is growing up in a world where everything is online," she says, her voice filled with concern. "What if I can't help him with schoolwork that needs the internet? What if I can't teach him to be safe online? I want him to have every opportunity, but I feel like I'm holding him back."

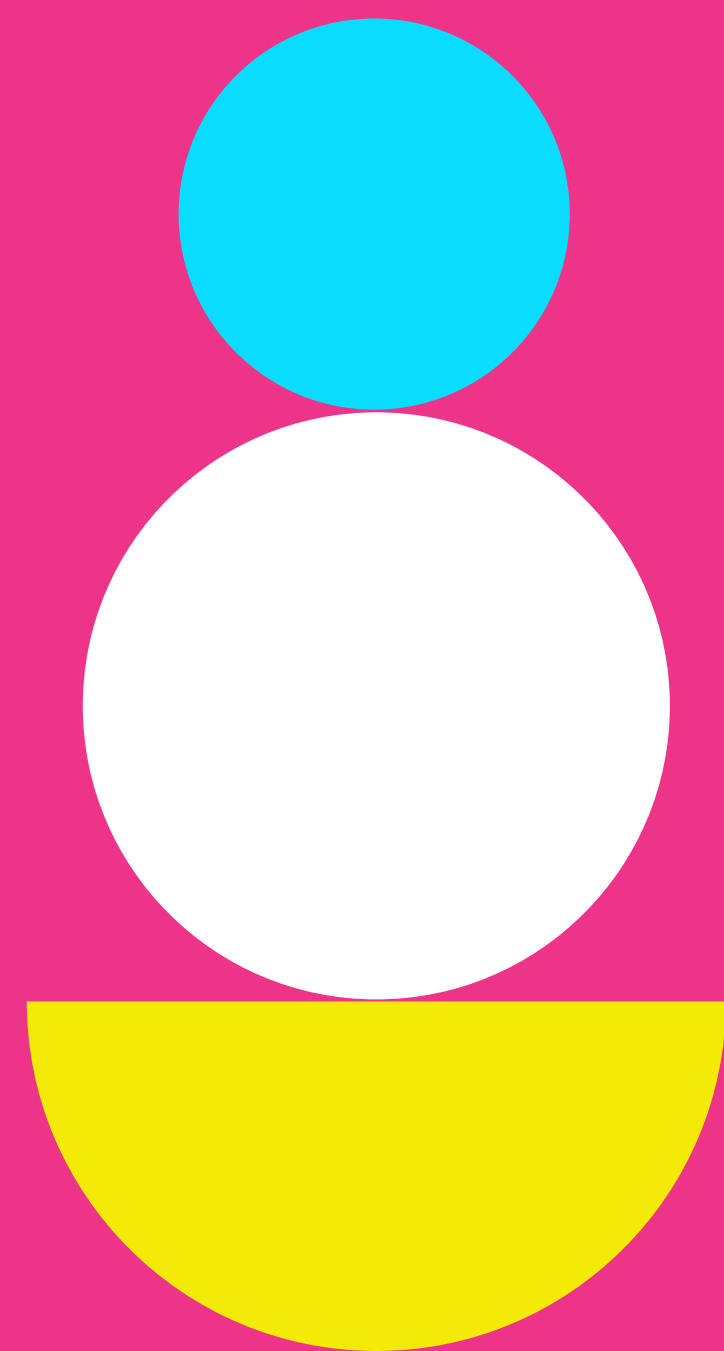
“I know there’s so much more out there but I don’t know where to start, and I’m scared of making mistakes. My son is growing up in a world where everything is online, I want him to have every opportunity, but I feel like I’m holding him back.”

- Edna

A photograph of a woman with short dark hair, wearing a dark blue zip-up jacket, holding a young child. The child is wearing a light-colored patterned shirt and grey pants. The woman is looking towards the camera with a slight smile. A large yellow speech bubble is overlaid on the left side of the image, containing a quote in bold black text. The background is slightly blurred, showing what appears to be an indoor setting with shelves.

This struggle is not just Edna's; it's the reality for millions of women across Kenya. Women like Edna, who are eager to learn, who recognize the power of the internet, but who remain blocked by their limited digital literacy. Their potential is immense, but without the knowledge and support to unlock it, they remain confined by their circumstances, unable to fully utilize the tools that could transform their lives - and the lives of their children

The Problem.



Bridging the Gender Digital Divide

As the world advances in leaps and bounds, technology is evolving at an unprecedented pace. Innovations like artificial intelligence, blockchain, and 5G networks are transforming industries, reshaping economies, and connecting people in ways unimaginable just a few years ago. **Global internet penetration has reached 66%,** with digital technologies contributing to significant productivity gains and economic growth worldwide. Yet, as we celebrate these advancements, a stark reality remains: a massive digital divide persists, particularly for women in low-income communities.



The Gender Gap

Globally, **approximately 244 million fewer women than men have access to the internet,** with the digital gender gap most pronounced in low-income and developing regions. In Kenya, despite **40.8% internet penetration** and **67% smartphone penetration,** mobile internet adoption by women is **19pp lower than that of men.** For those who are connected, many do not possess the digital literacy skills needed to fully benefit from the digital revolution. A Dalberg study found that 41% of female respondents reported needing help to use digital tools and services, 11pp higher than male respondents. The same study observed that only 35% of women respondents reported being an advanced digital user versus 54% of men. This is validated by usage trends as well - **only 29% of Kenyan women are likely to use mobile internet daily, and a mere 19% are likely to have diverse daily use (versus 45% and 33% of men, respectively).**



Why This Matters

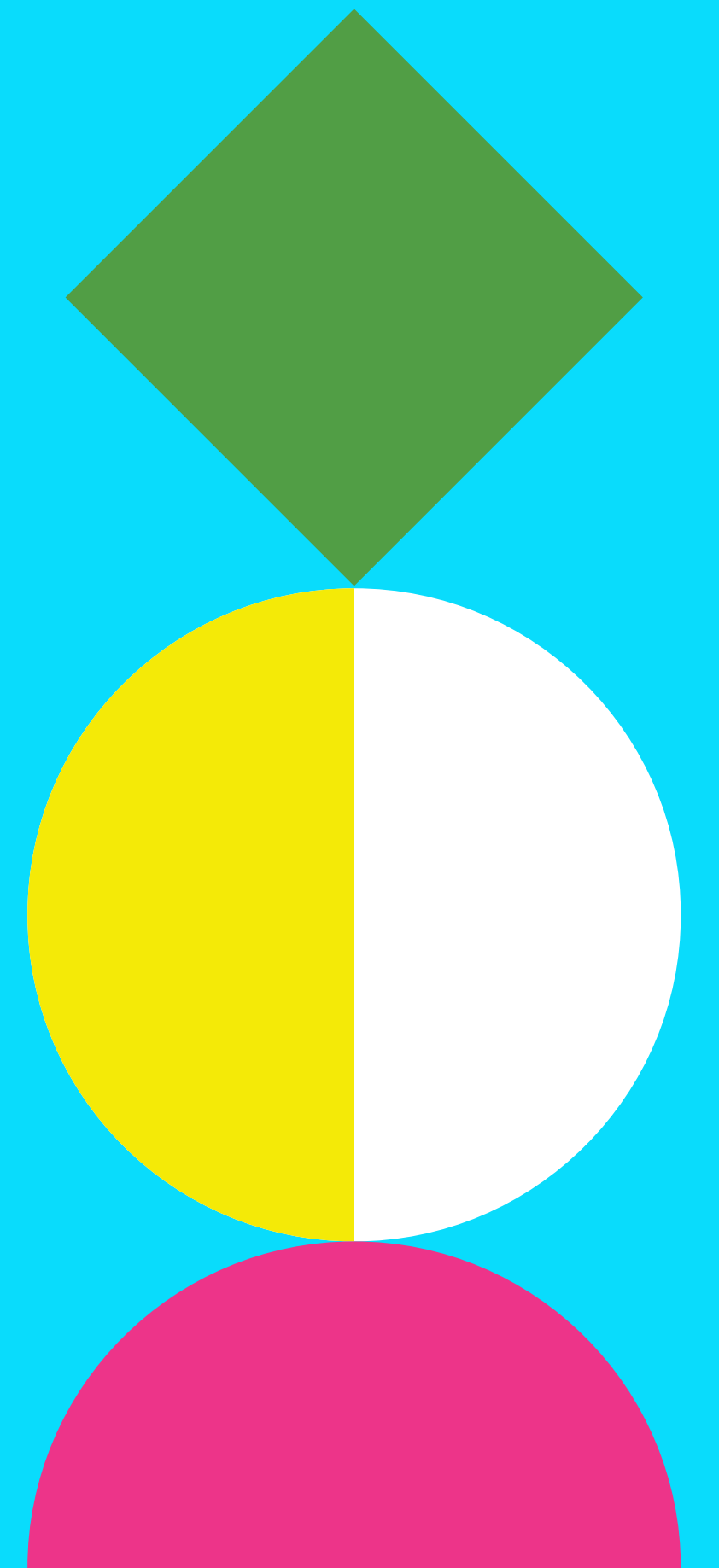
This digital exclusion is more than just a technology issue; it is a barrier to education, healthcare, financial independence, and overall empowerment. Social and cultural norms, gender biases, and limited educational opportunities further exacerbate the situation, leaving women in low-income households particularly vulnerable. Even when access is available, the **lack of digital literacy prevents many women from utilizing essential online resources** that could drastically **improve their lives, from telehealth services to digital banking and e-learning platforms.**

Addressing this challenge is not just an option—it's an urgent necessity. Empowering women through digital literacy programs is vital for **building resilient communities** and ensuring that everyone can participate in the digital age. In Kenya, **creating safe spaces for women to learn and grow without fear of judgment** is a critical step toward bridging the digital gender gap. By providing these women with the skills and confidence needed to navigate the digital world, we can **unlock their potential, drive economic growth, and foster a more inclusive society.**



How might we empower low-income women in Nairobi with the skills needed to participate in the digital age?

The Solution.



Hands-on Digital Literacy Workshops in ‘Safe Spaces’

Our primary goal was to equip the women in the communities we work with essential **digital skills, including internet navigation, email communication, social media awareness, and online safety.** For many women in low-income communities, even these basic skills are transformative, opening doors to new opportunities in **education, employment, and personal growth.**

By focusing on interactive workshops, we ensured that participants not only learned these skills theoretically but also practiced them in real-time, allowing for immediate application and reinforcement. The hands-on nature of workshops was crucial in building confidence, especially for those with little or no prior experience with digital tools.



Promoting Digital Inclusion

Workshops were chosen as the most effective way to reduce the digital divide at a local scale by directly providing access to **technology and training.** Many women in our target group have limited or no access to digital resources at home. By creating a structured learning environment, we addressed both the lack of access and the knowledge gap simultaneously. Workshops also allowed us to tailor the content to the specific needs and experiences of the participants, ensuring that the training was relevant and accessible.



Empowering Women

Beyond basic skills, our workshops aimed to empower women economically and socially by enabling them to leverage digital tools for various purposes. Whether it's applying for jobs online, pursuing further education, or managing small businesses, digital literacy is a critical enabler of economic and social advancement. Workshops provided a platform where women could explore these possibilities in a supportive environment, with guidance tailored to their individual goals.



Zipporah Waweru, Kawangware



Building Support Structures

One of the unique benefits of interactive workshops is the sense of community they foster. Participants not only learn from the instructors but also each other, creating a **network of support that extends beyond the workshop** itself. This peer-to-peer learning is particularly important in environments where women may face social or cultural barriers to pursuing digital literacy independently.

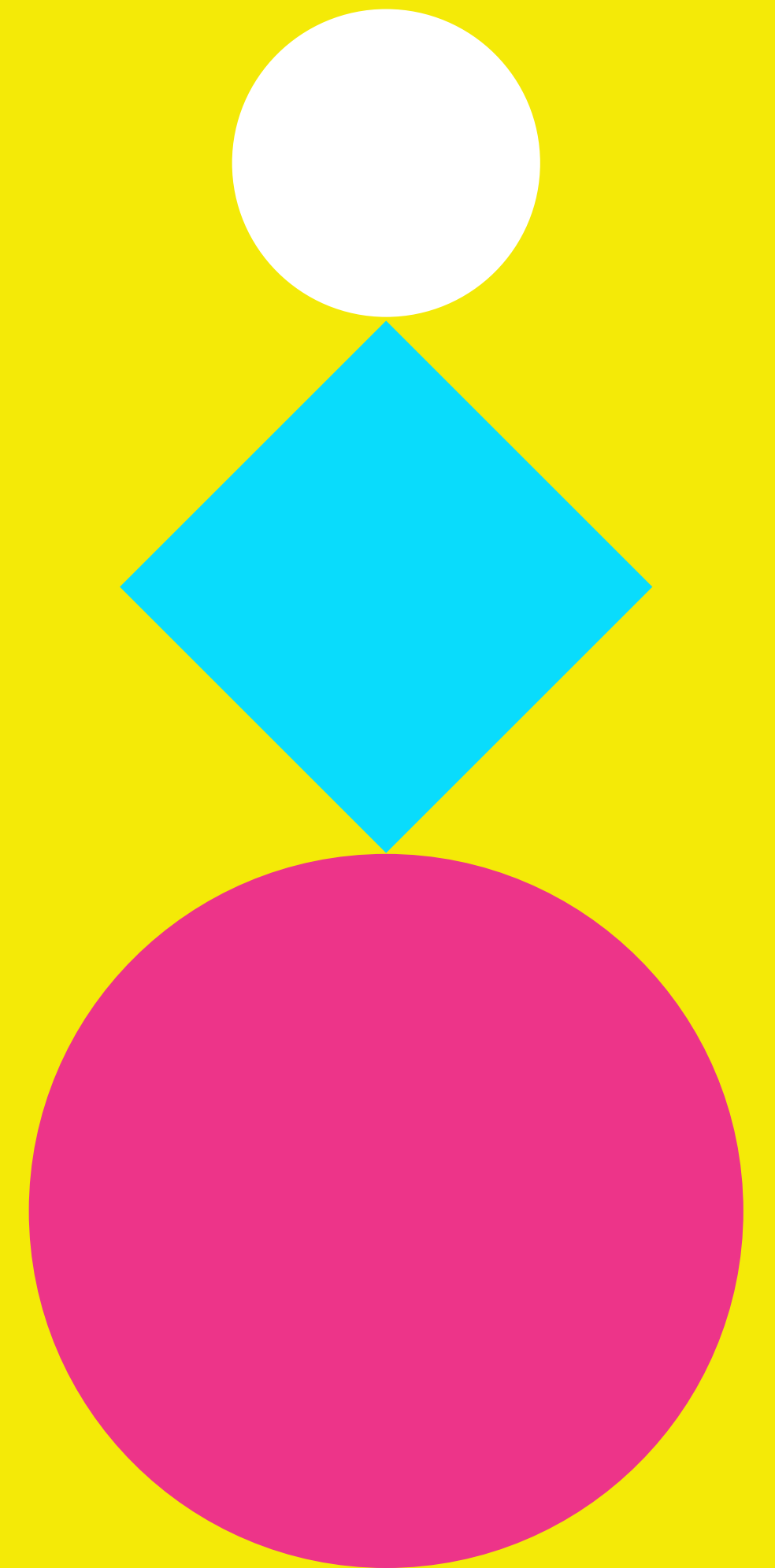
Monitored Growth

Workshops also provided an effective framework for monitoring and assessing the impact of our program. By interacting directly with participants, we could gather immediate feedback, observe skill acquisition, and measure progress in real time. This ongoing evaluation allowed us to **adapt the program for greater scalability and effectiveness**, ensuring that our approach remains responsive to the needs of the community.

This approach ensures that our program builds a foundation for **long-term digital inclusion and empowerment**.



Design & Execution.



Our Approach

Before the commencement of our workshops, we undertook a comprehensive preparatory phase to ensure the program's alignment with the needs and expectations of the women from low-income households who formed our target group. This phase was critical in ensuring that our approach was both effective and culturally sensitive.

Assessing Participant Needs

The first step involved conducting a thorough needs assessment within the communities we aimed to serve. Through focus group discussions, one-on-one interviews, and surveys, we engaged directly with the community and potential participants to understand their specific challenges, goals, and levels of familiarity with digital tools.

This was essential to ensure that the content we developed was relevant and directly applicable to their daily lives.

Community Selection

It was essential to conduct a careful assessment of potential localities to ensure the program's success. We targeted areas where the profile of the population aligned with our mission to empower women from low-income households. We also prioritized communities where there was a clear and urgent need for digital literacy, ensuring that our efforts would have a meaningful impact. Additionally, we chose locations that were accessible and had the basic infrastructure necessary to support our workshops, such as **reliable electricity and internet connectivity**. This strategic selection process was crucial in laying a strong foundation for the program, maximizing its reach and effectiveness as we got it off the ground.

As a result, we chose to start our program first in **Baba Dogo**, a Nairobi neighborhood that we were intimately familiar with and had already established strong roots within the community. Having a more comfortable environment allowed us to engage with the community in open dialogue, enabling us to fine-tune our workshops to fit their needs.

Once we had established a winning formula, we moved into **Kawangware**, another similarly dense neighborhood that fit the profile we were targeting. Kawangware allowed us to move into deeper waters with confidence, and prove that we can ensure **consistent success with our workshop model**.

Locality :
BABA DOGO

Population :
32,998

Household Density :
9,476 homes/sqkm





Identifying Safe Spaces

Recognizing the importance of creating a supportive and secure environment, we identified and established 'safe spaces' within the communities. These spaces were commonly frequented locations where the women felt comfortable and secure, allowing them to freely express themselves and engage in learning.

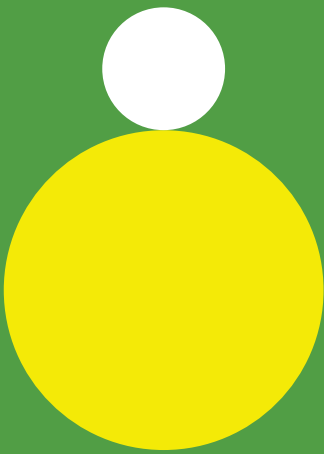
Locality :
KAWANGWARE

Population :
118,688

Household Density :
16,921 homes/sqkm

We initially explored using internet cafes, but decided against them, as our target audience - women - were conspicuously absent from these spaces, often due to social norms and safety concerns. By incorporating a comfortable environment for women and girls to access digital content, we align with their preferences, offering them a welcoming alternative to male-dominated public spaces.

The spaces were also child-friendly, encouraging mothers to bring their children, which removed a significant barrier to participation.



Shop Name: **Mama Diana's salon**
Shop timings: **9am-10pm (weekdays)**
4pm-10pm (Sundays)
Owner: **Cecilia Wangari Karimi, 44**
Location: **Riverside, Baba Dogo**

The salon caters mainly to female clientele, making it a comfortable and familiar environment for women and young girls. The shop timings provides a flexible schedule that fits well with women's often busy routines.

Developing the Modules

Based on the insights gathered during the needs assessment, we developed a multi-tiered curriculum catering to different skill levels - **beginner, intermediate, and advanced**. The curriculum was designed to be **practical and hands-on**, with minimal focus on theoretical concepts. This approach was intentional, as it allowed participants to immediately apply what they learned in real-world contexts.

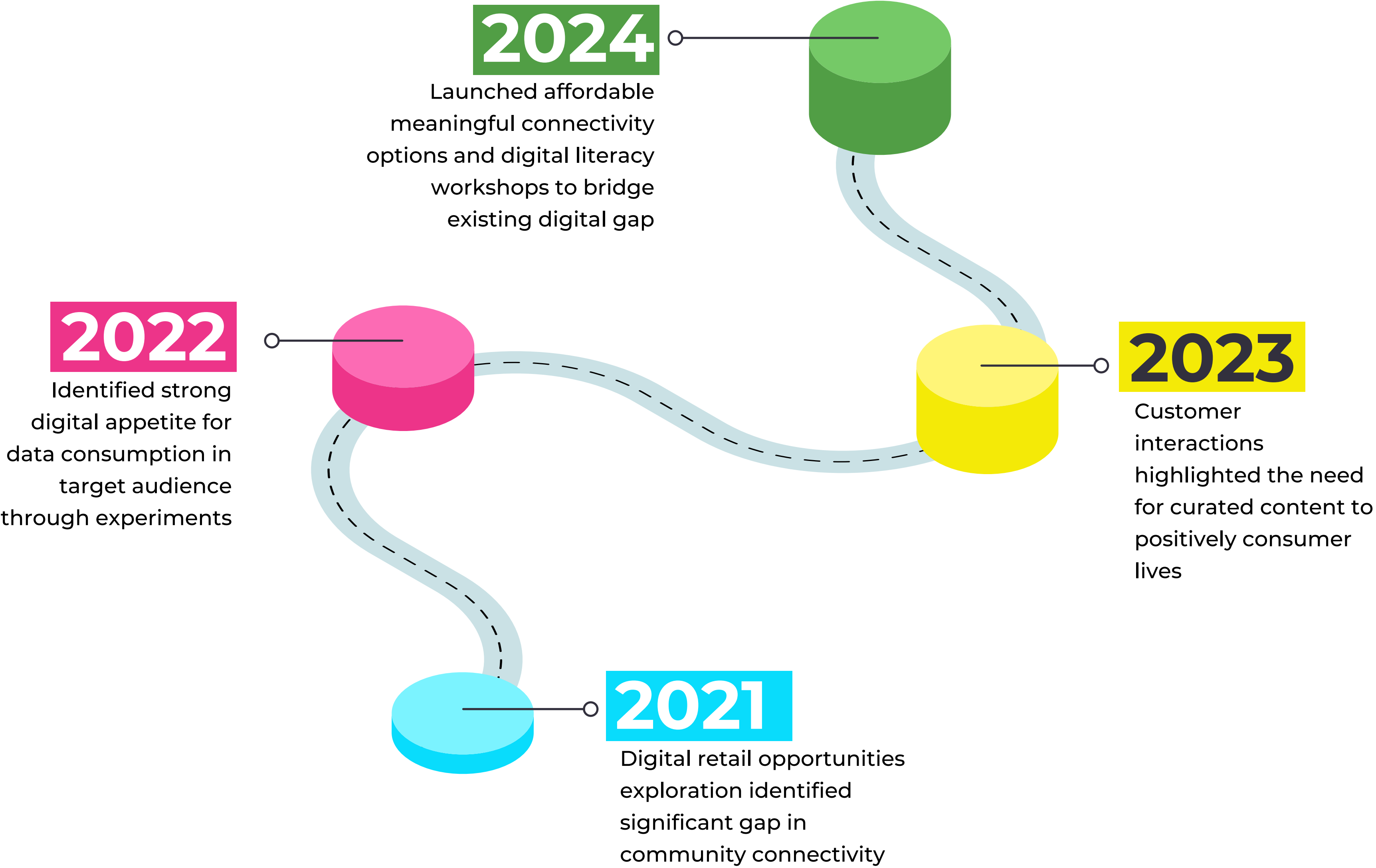
Identifying Suitable Trainers

To ensure the effective delivery of the curriculum, we conducted a rigorous training program for our facilitators. This training focused on technical content and building facilitation skills, with a particular emphasis on **empathy, patience**, and the ability to create an **inclusive and engaging learning environment**. Facilitators were also trained to handle the challenges that might arise, such as participants' initial reluctance or lack of confidence in using digital tools.



Our Development Journey

Leveraging our human-centered design approach, which involved primary field research and close collaboration with community leaders, we've spent significant time with the community and built deep trust with them. Our journey together over the years has strengthened our resolve to bridge the digital divide, which eventually led to the workshops we conduct today..



Design & Execution

The workshops were structured to be highly interactive and focused on 'learning by doing,' which is especially critical for adult learners who may have little to no previous exposure to the internet or digital devices. Each session was designed with clear objectives and outcomes, ensuring that participants could track their progress and feel a sense of accomplishment.



Phase - 1
Identifying Participant Needs & Expectations

The design of our workshops began with women in focus - "How will this empower her?" "What positive changes can she expect?". When we began our journey, we realized that there's a lack of understanding about the value of digital tools. Overcoming this required consistent outreach, clear communication, and the introduction of incentives to encourage participation.

However, after experiencing the first session, participants recognized the benefits and have since actively participated, engaged with their online pages, and even recommended the workshops to their friends.

Another significant barrier we encountered was a lack of confidence. Many women dreamed of starting online businesses but doubted their ideas were "good enough" for the digital world. However, when they gathered in our workshops, interacting with facilitators and each other, they began

sharing ideas, offering feedback, and **fostering a sense of sisterhood**. This supportive environment boosted their confidence and encouraged them to explore new possibilities.

As a result, we used a circular seating pattern, verbal assurances and mentoring to ensure the spaces were engaging and supportive.

It was during this process that we realized that the community had a lot of excitement and interest in developing online business profiles that could potentially help them expand the reach of their business and improve their income prospects. This included mothers* who, despite having a keen interest in leveraging digital tools for their children's education, prioritized the business modules. They strongly desire upward mobility and recognized the workshops as pathways to success.

***78% of our participants were mothers.**



Creating a safe space where women can bring their children removes a significant participation barrier

Phase - 2
Program Design & Interactive Learning

Initially, we envisioned 45-minute workshops for larger groups. However, we discovered that a three-part staggered workshop series with gradually increasing complexity worked best. The time between sessions allowed for hand-holding, where our team connected with participants individually and offered guidance and encouragement when needed.

As the sessions picked up, women would often walk into our workshop, seeking help or simply asking questions, highlighting the supportive environment the team had built.



Workshop participants clarifying doubts with the facilitators

The Grow Your Business workshops is broken into three modules -
Beginner, Intermediate & Advanced:

1. BEGINNER MODULE: ‘Learn to Stand’

Understanding how to create an online presence for your business on WhatsApp and/or Facebook Marketplace, and learn essential tips & tricks to get started and build your business.

2. INTERMEDIATE MODULE: ‘Learn to Walk’

Learning how to market your business and help improve its ranking on search pages. This would also involve growing your customer base.

A Marketing expert would also be invited to review the participants’ pages and share constructive feedback that would help them know what opportunities were available to them.

3. ADVANCED MODULE: ‘Learn to Run’

Our advanced module helps participants understand what is needed to register their business and how to apply for that registration online. The course also focuses on helping unlock more advanced digital services, such as applying for loans and building an active network with other businesswomen and peers from the community.



These modules were delivered in an interactive format, using a blend of **demonstrations, guided practice, and group activities**. Participants were encouraged to bring their own mobile devices or use the devices provided during the workshop, allowing them to follow along and practice in real time.

Focus on Practical Application

Throughout the workshops, the **emphasis was on tangible outcomes**, ensuring that participants left not just with **theoretical knowledge** but with **practical skills and tools** they could immediately **apply to enhance their lives and businesses**. A prime example of this approach was the profile creation exercise: 75% of participants successfully created their first professional business profiles on relevant social media platforms. The subsequent peer feedback sessions reinforced **learning and fostered a collaborative atmosphere**. This focus on hands-on application not only **equipped participants with essential technical skills** but also instilled a sense of accomplishment and confidence in their ability to navigate the digital landscape independently.

75% of participants successfully created their first professional business profiles on relevant social media platforms.



Name: **Stephanie Tana**

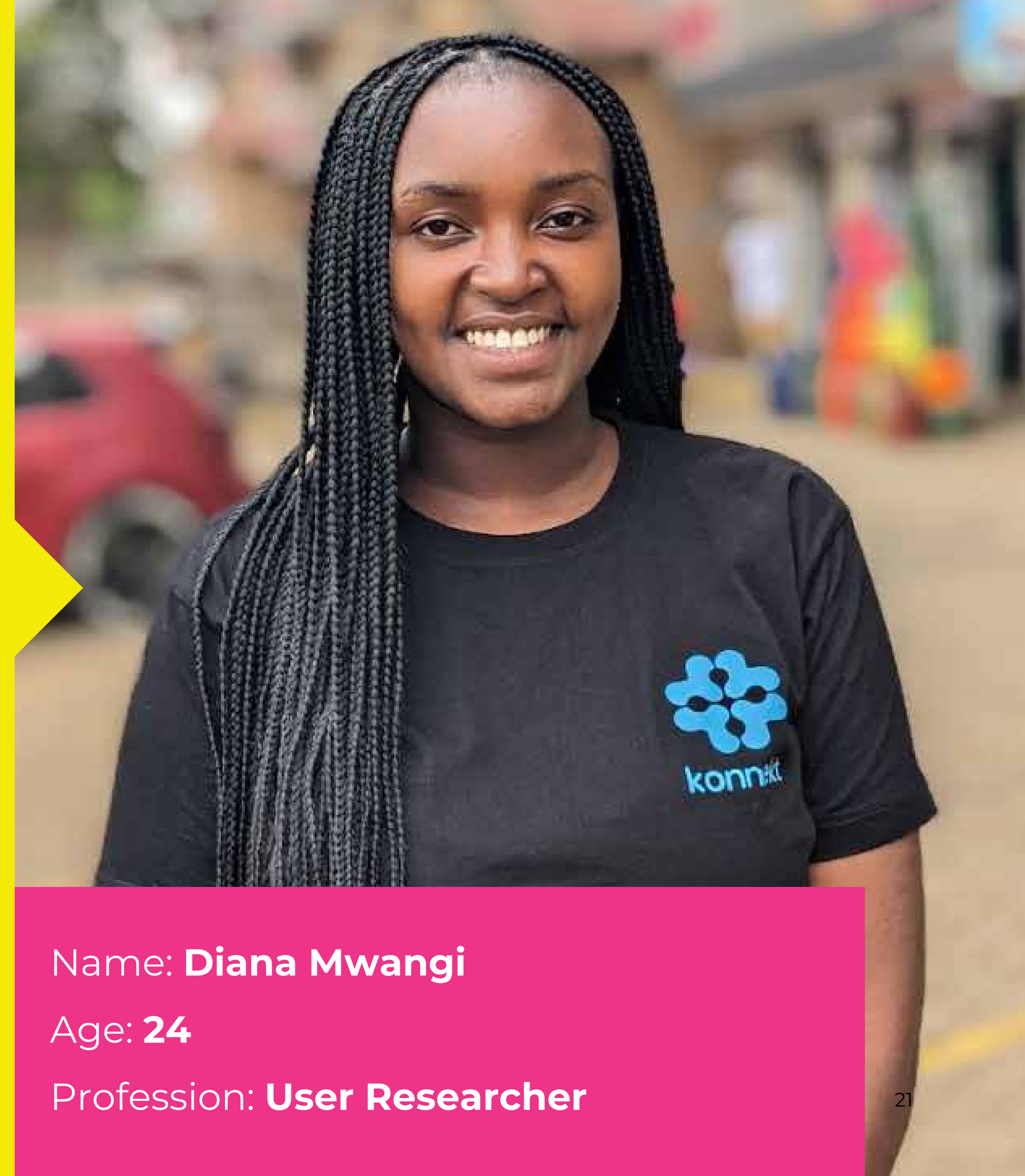
Age: **29**

Profession: **Community Tech Educator**

The facilitators played a crucial role in the success of the workshops. Their dedication, empathy, and ability to create a nurturing environment were instrumental in fostering a positive learning experience.

"Participating in this program as a facilitator has been one of the most rewarding experiences of my career. It wasn't just about teaching digital skills; it was about empowering women to take control of their lives and open up new possibilities for themselves and their families. Seeing the excitement on their faces when they set up their business pages was incredibly fulfilling. I also learned so much from them - their resilience, their determination to improve their lives despite the challenges they face daily, and their unwavering support for each other. This experience has reinforced my belief in the power of education and community support, and I'm grateful to have been part of such a transformative journey."

“Facilitating the DLW has been a journey of mutual discovery. Recognizing the unique challenges women face, from limited technology access to balancing responsibilities, it's inspiring to witness them confidently apply newfound digital skills to fuel their business success. Seeing them thrive online, opening new avenues and achieving entrepreneurial goals, is truly gratifying. This experience underscores the vital role of digital education in bridging gaps and creating opportunities. I'm deeply grateful to be part of this empowering initiative for women.”



Name: **Diana Mwangi**

Age: **24**

Profession: **User Researcher**

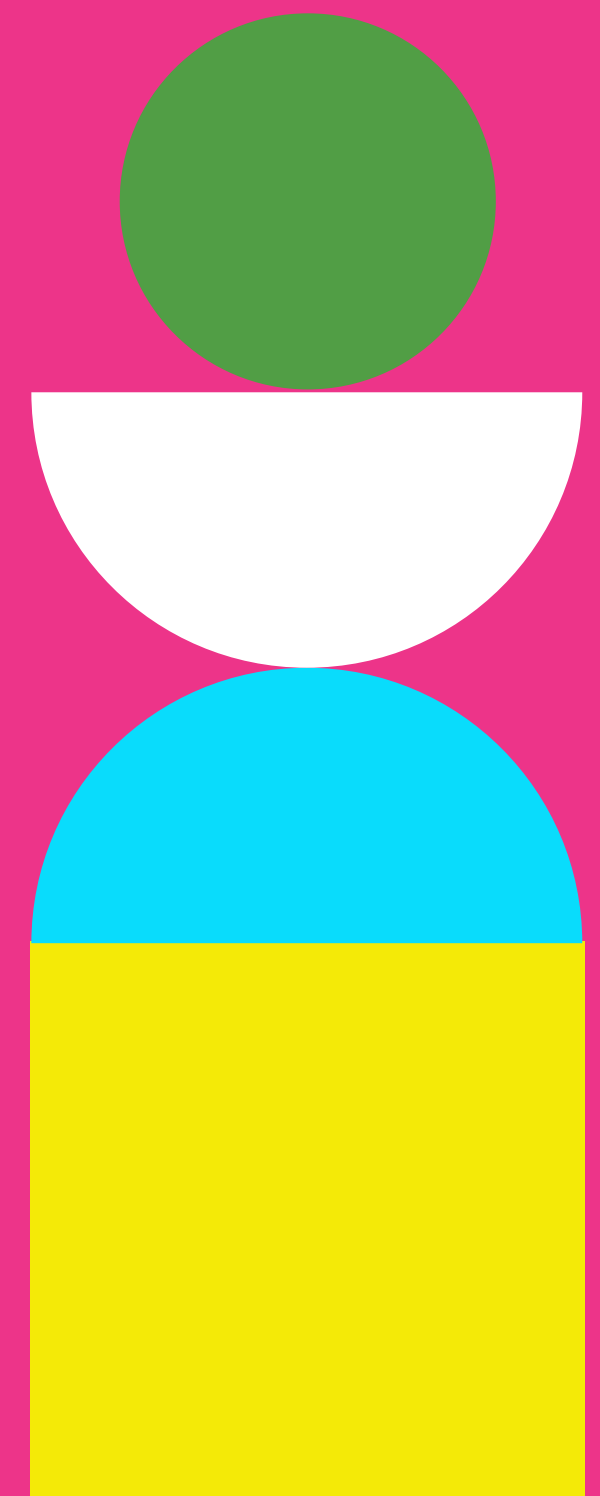
“Through empathetic observation and collaboration, I document the growth and empowerment of the women in Riverside (Baba Dogo). I aim to share their stories to inspire and illuminate the profound impact that accessible technology can have. The camera allows me to blend my love for human-centered research with the art of visual storytelling, capturing their inspiring journeys as they embrace digital literacy.”

Name: **Laura Njeri Irungu**

Age: **26**

Profession: **Visual Anthropologist**

The Response.



Driving Engagement for the Workshop

Promoting the Workshop in the Community

Before launching the workshops, we focused on **building strong engagement with potential participants to ensure the program's success.** We used a combination of traditional outreach and community-building strategies to attract women who would benefit most from the workshops.

We started by placing informative posters in strategic community locations, including local businesses and centers. In addition, we directly contacted our existing customers and community members with whom we had established relationships. This helped **build trust and enthusiasm for the program,** as many were already familiar with our **team's commitment to empowering women.**

To incentivize early registration, we offered **surprise gifts to the first 50 participants** who signed up. This initiative generated excitement and urgency, helping us quickly gather a committed group of initial participants. These early participants played a crucial role in validating the impact of our workshops. Their positive experiences and testimonials became invaluable in spreading the word and encouraging others to join, ultimately helping to establish the program's credibility and ensuring its long-term success.

Participant Engagement During the Workshop

The workshops were designed to create an engaging, interactive environment. Rather than positioning the women as mere recipients of information, the workshops empowered them to become active participants in their educational journey. This approach transformed the **learning experience into a dynamic process of discovery, collaboration, and personal growth.**

From the start, it was clear that the interactive format played a crucial role in fostering a collaborative learning environment. **The women were encouraged to ask questions, share their insights, and work together on practical tasks.** This not only deepened their understanding of the material but also helped to build a strong sense of community and support among participants. Each session was filled with energy and enthusiasm as the women took ownership of their learning, confidently exploring new concepts and skills.

Facilitators noticed a particularly inspiring trend: **participants often expressed excitement and pride when they successfully completed tasks** that, at the start, had seemed daunting or even impossible. These moments of achievement were **powerful affirmations of the women's abilities and potential.** By overcoming challenges, the women not only gained new skills but also boosted their self-confidence, which is likely to have a lasting impact on their personal and professional lives.

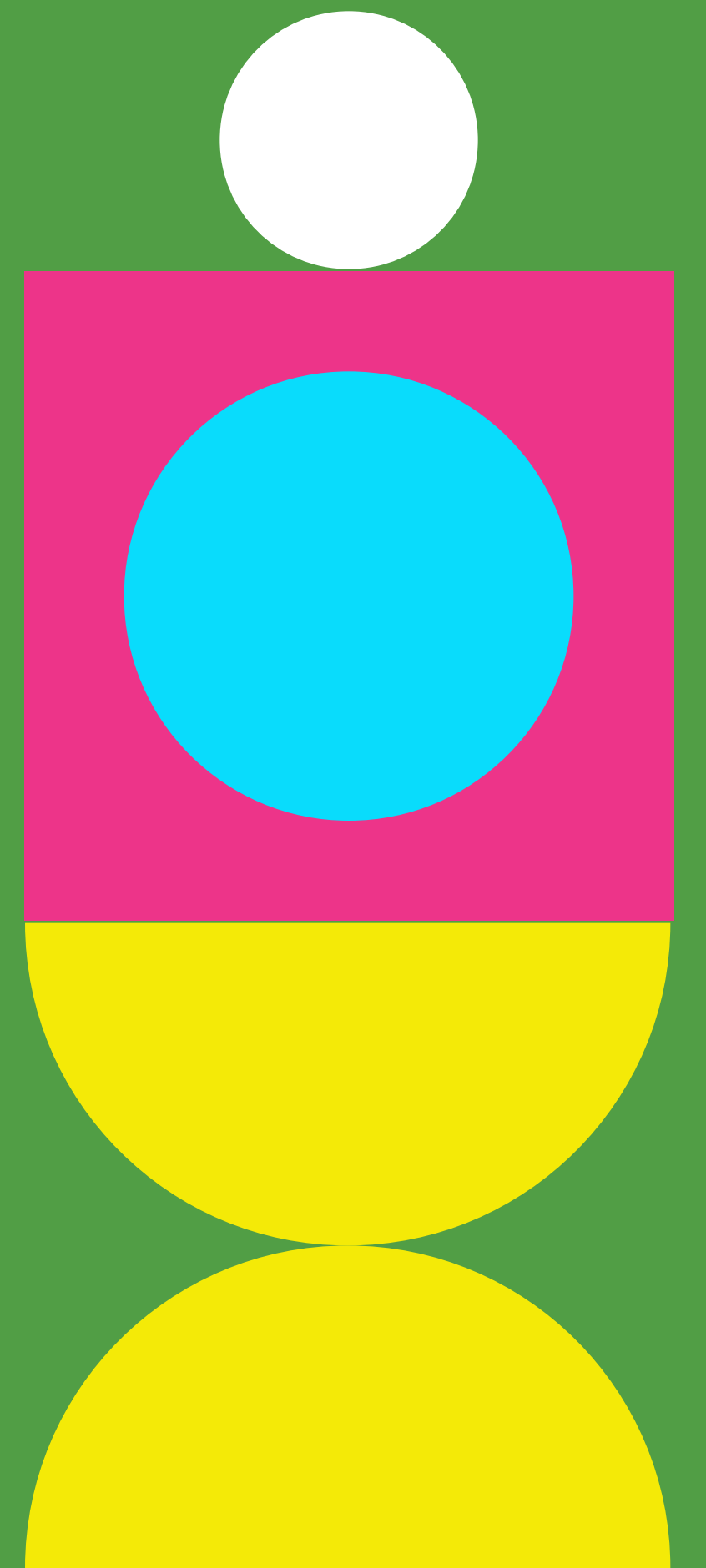




"Before joining the workshop, I often doubted my ability to learn new things, especially when it came to the more challenging tasks. But these workshops were different. The interactive sessions and the supportive environment encouraged me to step out of my comfort zone. I remember the first time I completed a new task - I felt an incredible sense of accomplishment. The facilitators didn't just teach us; they believed in us, and that belief helped me believe in myself. This experience has made me more confident in tackling challenges and fills me with excitement for the future."

- Beyonce Florida

Our Impact.



Measuring Success

Immediate Outcomes

The Digital Literacy Workshop Program aimed to empower low-income women in Nairobi by equipping them with essential digital skills to support their entrepreneurial ventures. Over several months, we conducted a series of workshops across Baba Dogo and Kawangware, focusing on both beginner and intermediate levels of digital literacy, where we were able to see significant participant engagement and **the creation of 78 new online businesses.**

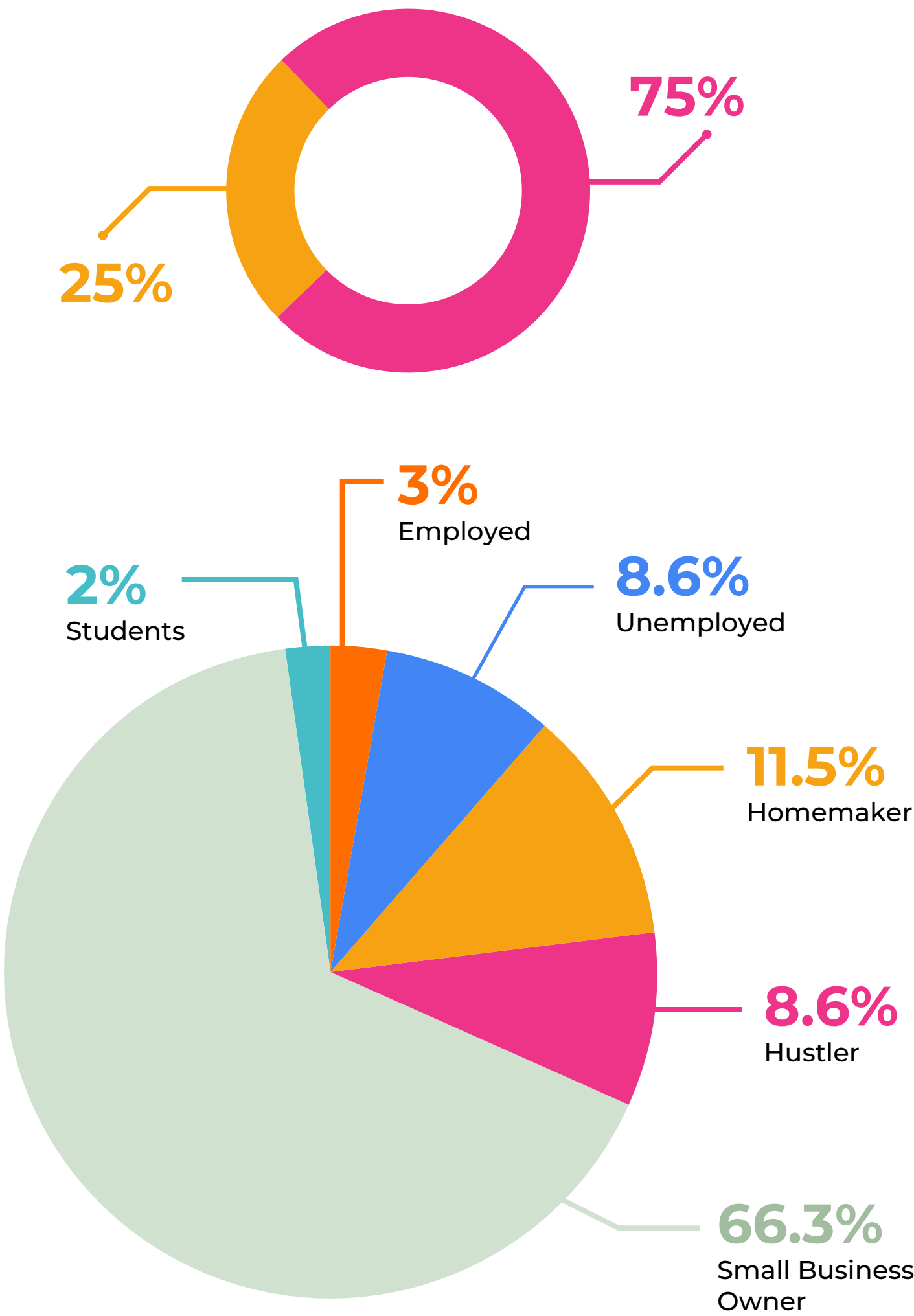
BABA DOGO:

- **14 Beginner workshops** conducted with **40 participants**
- **7 Intermediate workshops** were conducted for **26 participants** (who successfully completed the Beginner module)
- Participants successfully created **34 new online business pages**

KAWANGWARE:

- **14 Beginner workshops** conducted with **64 participants**
- **5 Intermediate workshops** were conducted for **27 participants** (who successfully completed the Beginner module)
- Participants successfully created **44 new online business pages**

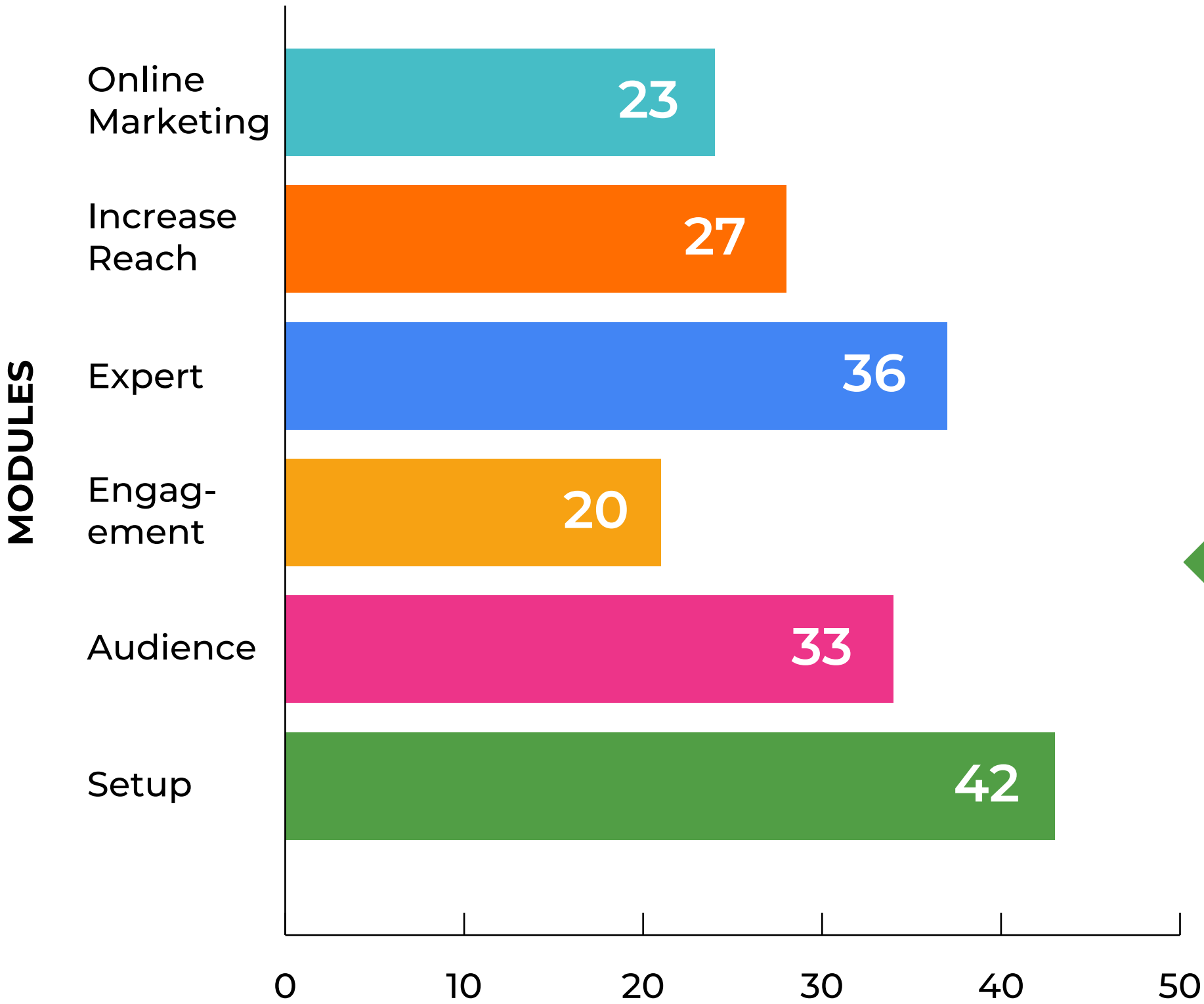
75% of participants successfully set up their business page.



1/3rd of the participants aspire to start their own small businesses in immediate future - they see value in digital literacy helping them. Among the aspirants, **homemakers** form the largest group

Assessing Growth & Development

Our growth methodology was designed to facilitate a seamless transition from beginner to intermediate levels. The participants progressed through a structured learning path.



Participants were coached based on need

On average, 37 participants successfully completed each module, showing considerable commitment and interest



Facilitators answered specific doubts raised

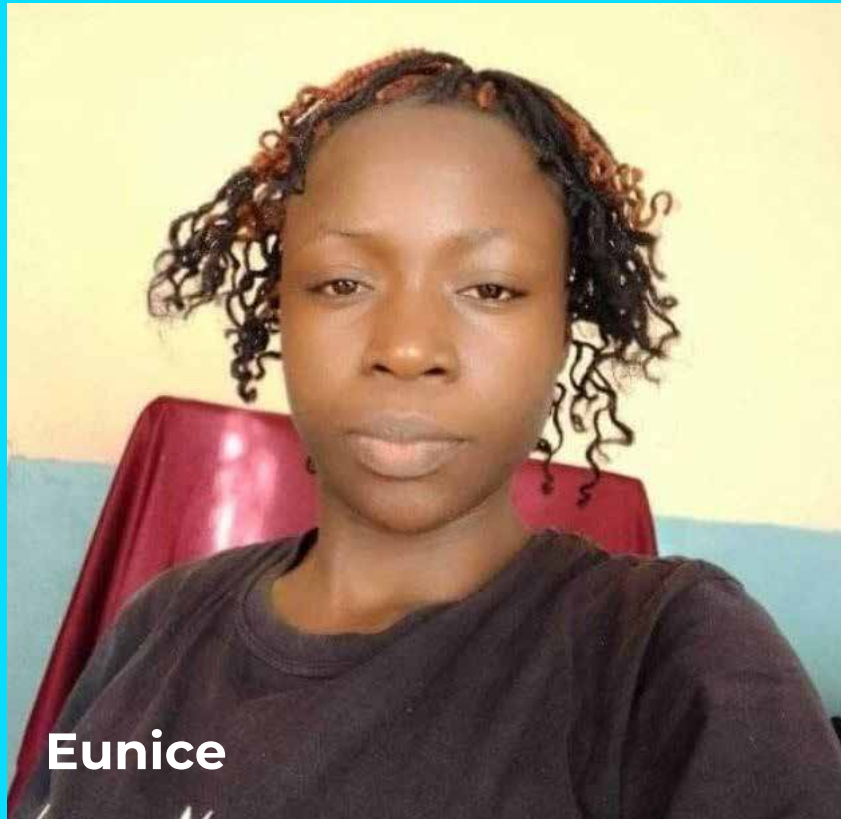
Qualitative Impact

In order to ensure long-lasting success, we knew that empowerment is a function of confidence and that it was essential that the women participating in our program left feeling stronger and more capable. It was extremely important to us that our sessions were uplifting and boosted morale so that participants felt more confident and capable of facing their digital fears.



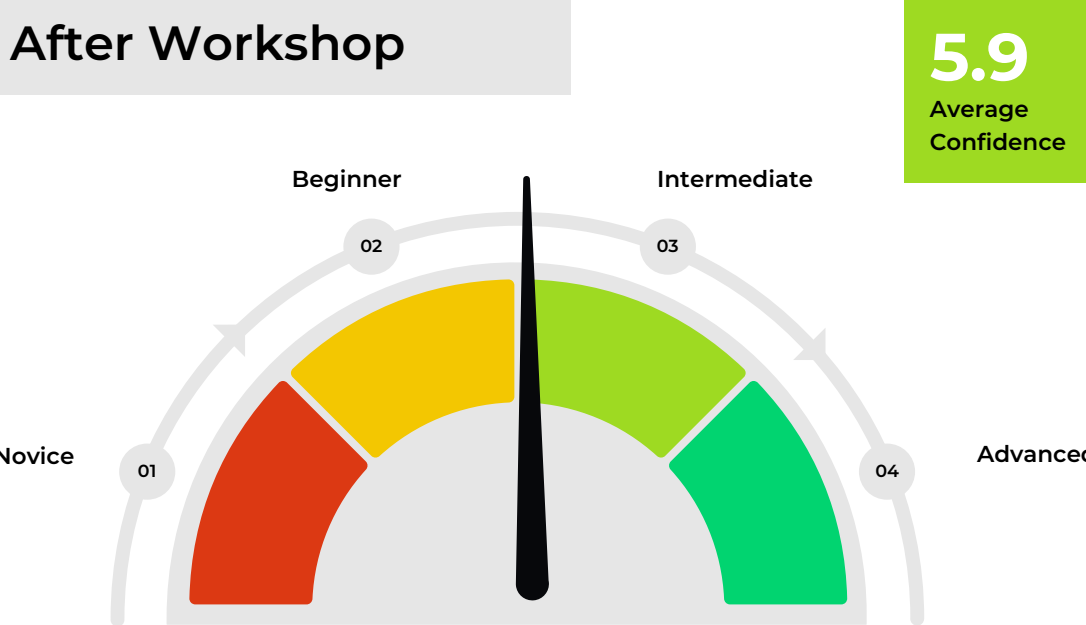
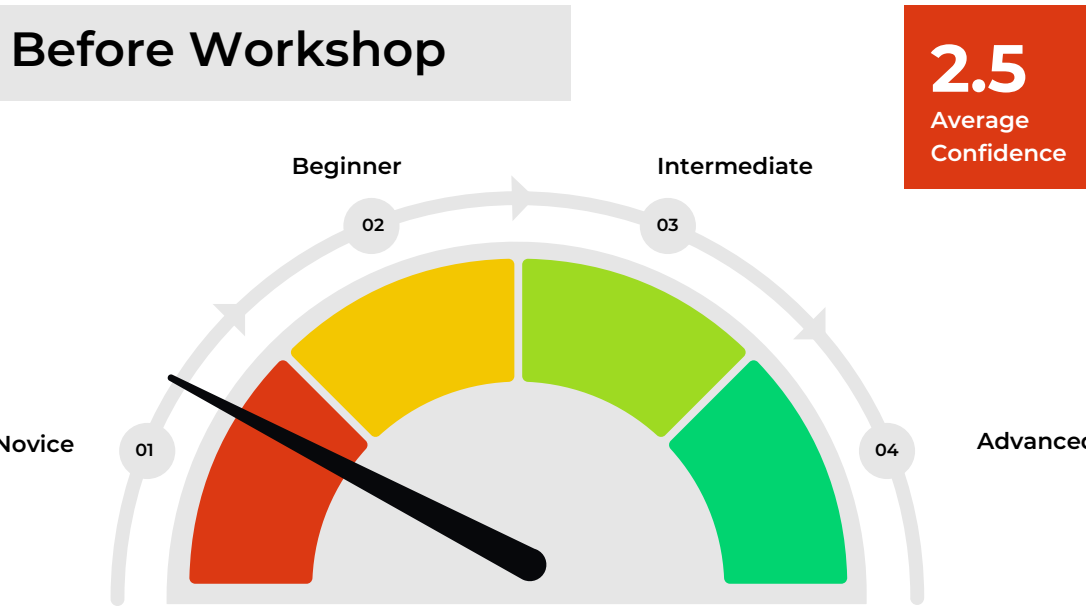
Pamela

Pamela, a woman in the motor rewinding industry, exemplifies this transformation. She created her first-ever business group on Facebook, never imagining she would soon connect with customers from across Africa seeking her expertise. Her group grew from 60 to 972 members in just two months! Now, she's learning how to create and edit videos to showcase her work and effectively manage her online presence.



Eunice

Eunice, a 31-year-old participant, shared her experience: "I sell thrift jumpers by walking around looking for customers. When I attended the workshops, I learned how to introduce my business online and reach a wider customer base."



2.3X increase in participants' average confidence levels, helping them to upgrade their digital competencies from Novice to Intermediate level

A Portfolio of New Businesses Online

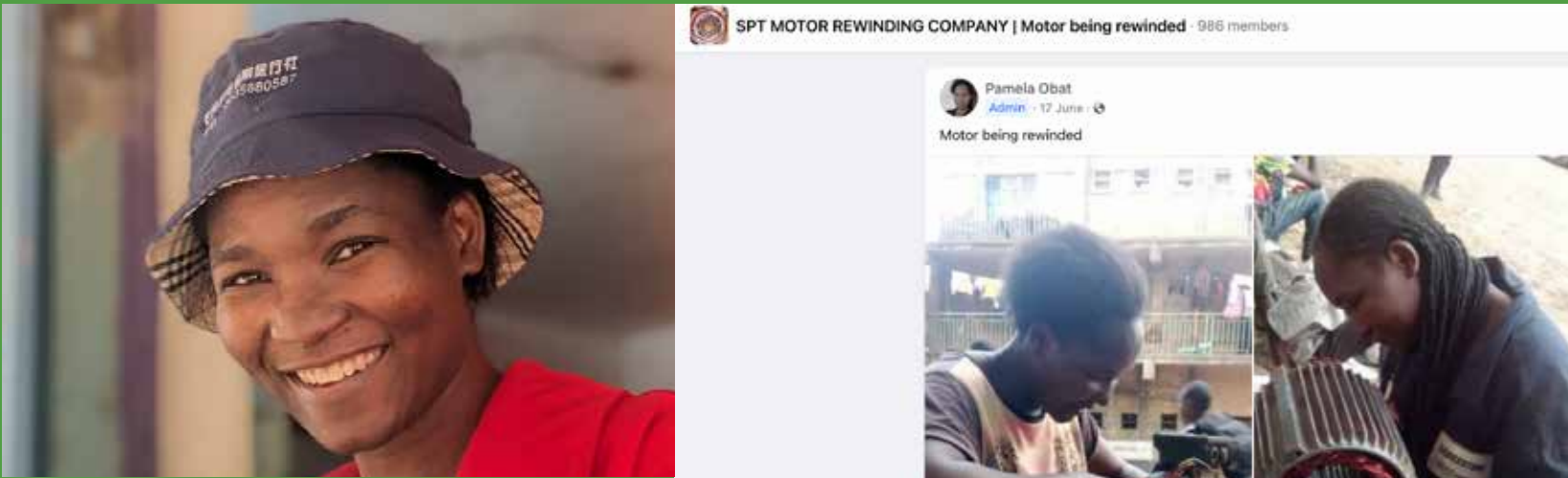
We have curated a portfolio showcasing the online business pages created by our participants, highlighting the tangible impact on their businesses and the broader community.



Sophie Nakuti

Age : 28
Profession : Hustler

 [@SophieNakuti](#)



Pamela Obat

Age : 30
Profession : Service Vendor

 [@PamelaObat](#)



Quinn Mildred Ouma

Age : 26
Profession : Service Vendor

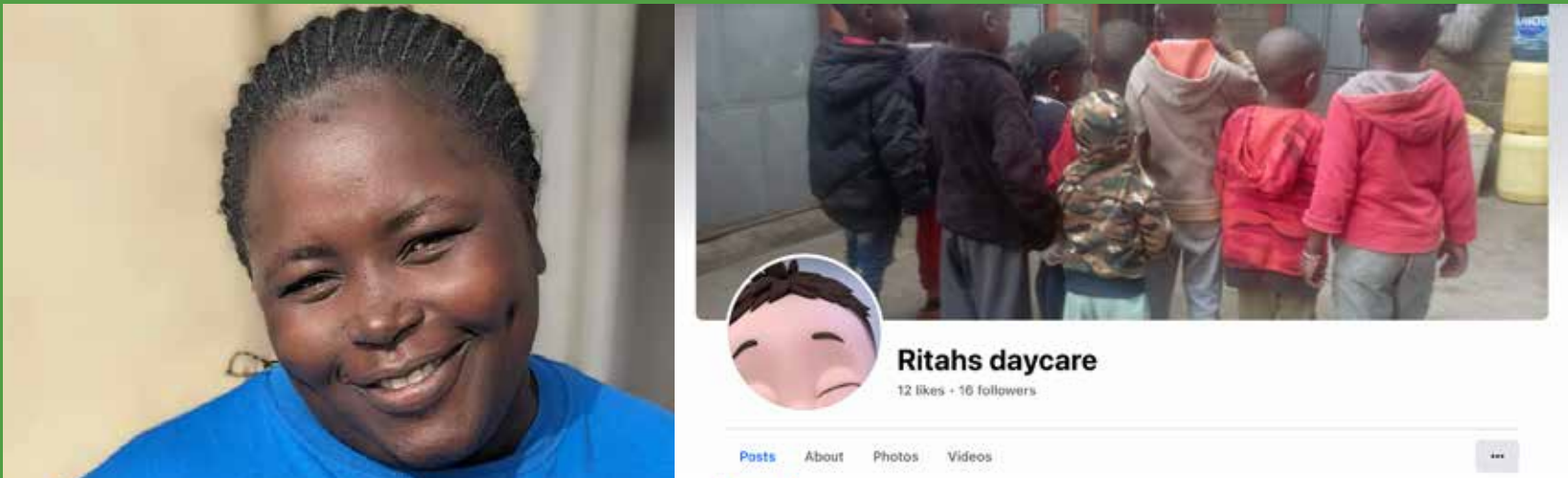
 [@QuinnMildredOuma](#)



Nelly Agisa

Age : 27
Profession : Retailer

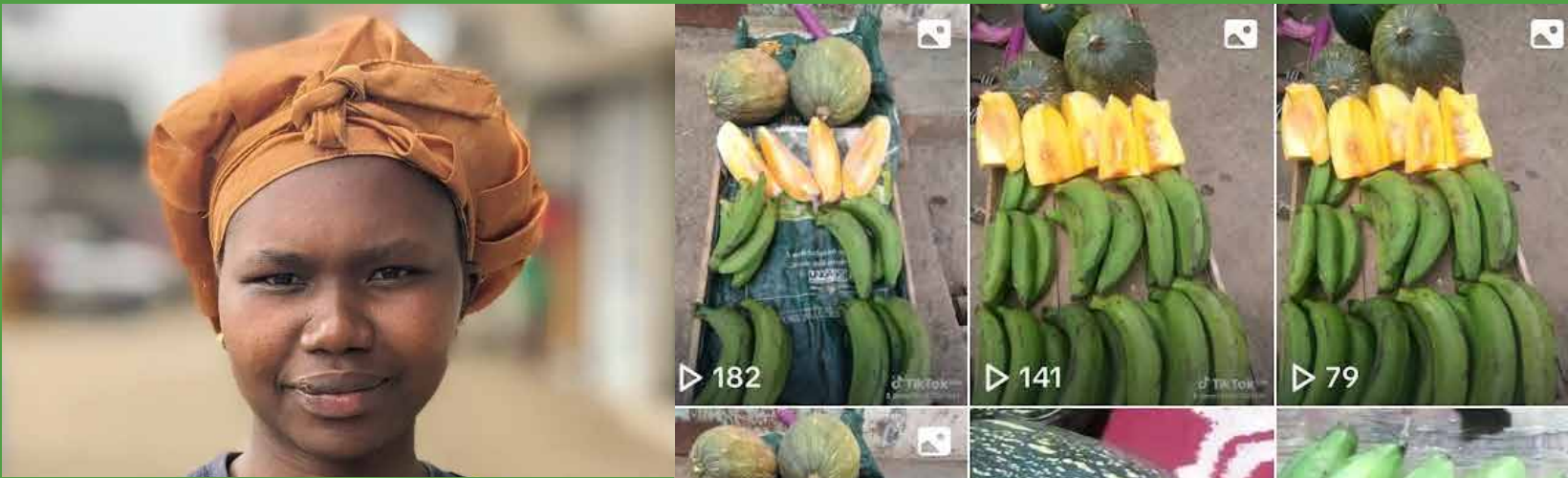
 [@SwifecElectronics](#)



Betty Ondere

Age : 29
Profession : Daycare Attendant

 [@Rita'sDaycare](#)



Janet Omari

Age : 24
Profession : Grocery Vendor

 [@JanetGrocery](#)

What We Learnt

Our experiences with these communities taught us that it's important to **engage in clear and open dialogue with the participants**. This allows us to not only better define how we approach our problem and solution, but also helps **create a common sense of purpose**. This purpose ensure that both our team and the participants were working together to build something meaningful and impactful.

We share some of our key learnings from the experience below. We hope that this is useful to anyone else who might be interested in supporting our mission or pursuing their own program of self-empowerment in their communities.



A Strong Lack of Awareness Exists

All participants were initially unaware of the benefits of having separate business profiles and lacked the skills to create them.

Facebook is still the Dominant Social Media Channel

Facebook emerged as the dominant platform, making it a key focus for digital literacy efforts.

Child-Friendly Spaces are Needed to Encourage Mothers to Participate

Mothers were much more inclined to participate in these workshops when they realized they could bring their children along. To address potential barriers in the future, we are exploring avenues to engage the children more during the workshops.

“I want to be an Entrepreneur”

Homemakers showed a strong interest in starting businesses, demonstrating that entrepreneurship transcends circumstance.

Digital Tools were Underutilized

Smartphones and internet access were primarily used for entertainment rather than business or skill development, highlighting an untapped potential for digital tools.

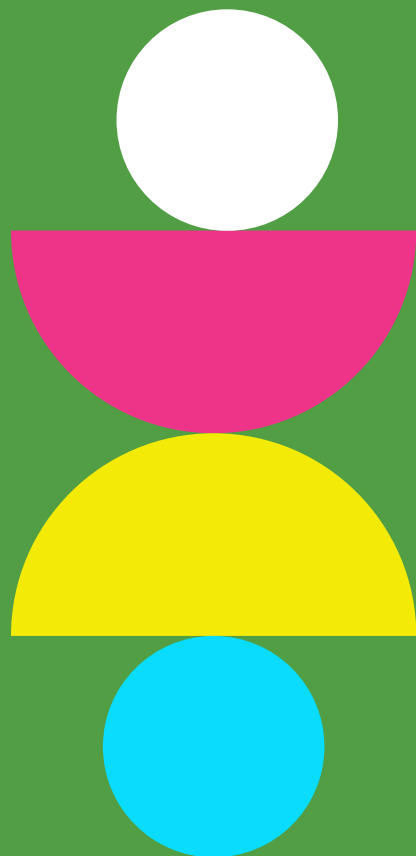
Accessibility is Key to a Successful Workshop

Feedback indicated that the comfortable, supportive environment of the workshops was crucial in encouraging participation.



Where We Faced Challenges

While the workshops were successful, and generally very positively received, we did have our share of struggles along the way. Some of the key challenges we faced were significant, and forced us to adapt and develop bespoke solutions to mitigate them in the communities we worked in.



Value Perception

Many women did not initially understand the value of digital literacy for their businesses.

This was facilitated by first building credibility with the community through a **history of success and empowerment** (through previous projects), and leveraging **word-of-mouth recommendations** and **testimonials** to establish social proof. By seeing evidence of how their peers succeeded through the program, new participants were much more positive to engage and learn with us.

Childcare & Schedule Management

Balancing childcare responsibilities and busy schedules made it difficult for some women to attend the workshops. We had to ensure that our workshops were flexible enough to accommodate evolving needs, which forced us to develop much more agile workshops that could be built up and broken down very quickly.



Confidence Barriers

Some participants hesitated to join due to a lack of confidence in their abilities. We learned that this lack of confidence tended to stem from a fear of the unknown - having had **very limited exposure to digital tools and services**, the idea of creating online businesses seemed extremely overwhelming at first. However, when we were able to explain it to them in simple practical terms, and by helping them focus on smaller, more tangible goals, we were able to encourage them to take their first step with us.

Another key element to building up their confidence was the **interactive nature of the workshops** themselves, and the **support of their peers**. By being part of a group that was going through the same journey, and ensuring that each one of them had their concerns addressed, we were able to **create a mini-community** that was focused on coming together to drive success as a group.

What did Edna Think?

When Edna joined the Digital Literacy Workshop, she was filled with a mix of hope and nervousness. Her smartphone, once a symbol of connection and progress, had become a source of frustration. The internet's vast potential seemed just out of reach, tangled with fears of making mistakes and stories of online risks. However, from the first day of the workshop, Edna felt a sense of possibility. **“It felt like a door was opening,”** she shared. **“I realized I wasn’t alone, and that these were other women just like me, trying to figure out how to make technology work for them.”**

Empowerment Through Learning

Throughout the sessions, Edna quickly became immersed in the learning process. The workshop’s hands-on approach allowed her to practice new skills immediately, which was pivotal in building her confidence. **“I was so excited when I learned how to create a business page on Facebook,”** Edna recalled. **“Before, I thought it was something only big businesses could do. Now, I see that I can use it to promote my small shop and reach more customers.”**

Edna particularly appreciated the collaborative environment, where she could share experiences and learn alongside other women facing similar challenges. This interaction significantly boosted her confidence. **“I was surprised by how much I could do once I got the hang of it,”** she said.

“When I first started, I was afraid of making mistakes, but the instructors were so patient and encouraging. They made sure we understood everything, no matter how many questions we asked.”

Overcoming her Fears

One of Edna’s biggest challenges before the workshop was her deep-seated fear of using the internet. She had heard stories of others having negative experiences online, which made her hesitant to explore its potential. The workshop addressed these fears directly, teaching participants about online safety, privacy, and how to navigate the internet with confidence. **“I used to be scared of the internet because of all the bad things I’d heard,”** Edna shared.

“But now I know how to protect myself and my business online. That fear isn’t holding me back anymore.”

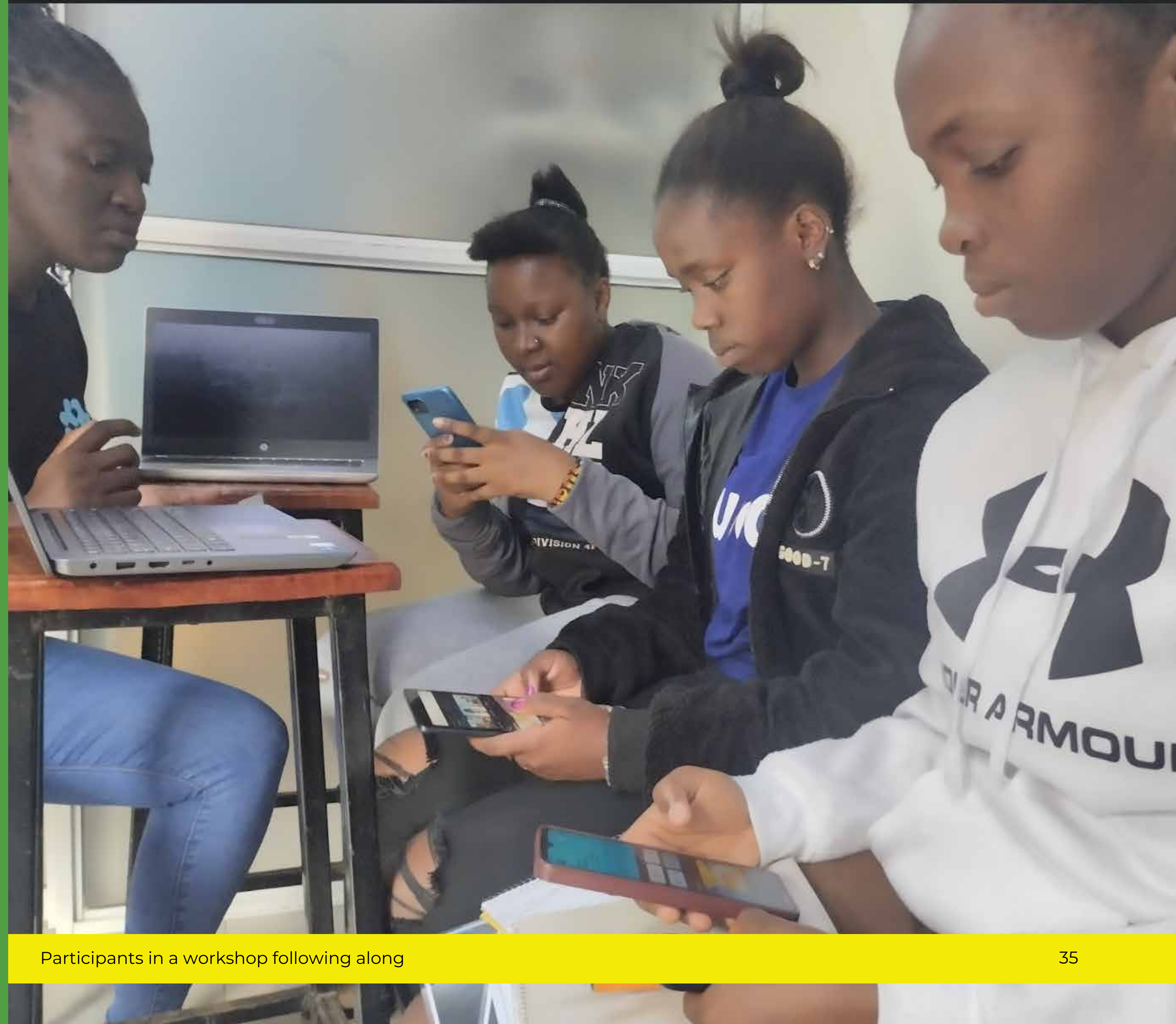
As her confidence grew, so did her willingness to establish an online presence for her business. With the skills she gained from the workshop, Edna set up a Facebook business page and learned how to manage it effectively. **“Learning how to stay safe online and still reach customers was a huge relief,”** she said.

“Now, I can do more with less, and I feel empowered to grow my business in ways I never thought possible.”

Looking at the Future with Hope & Possibility

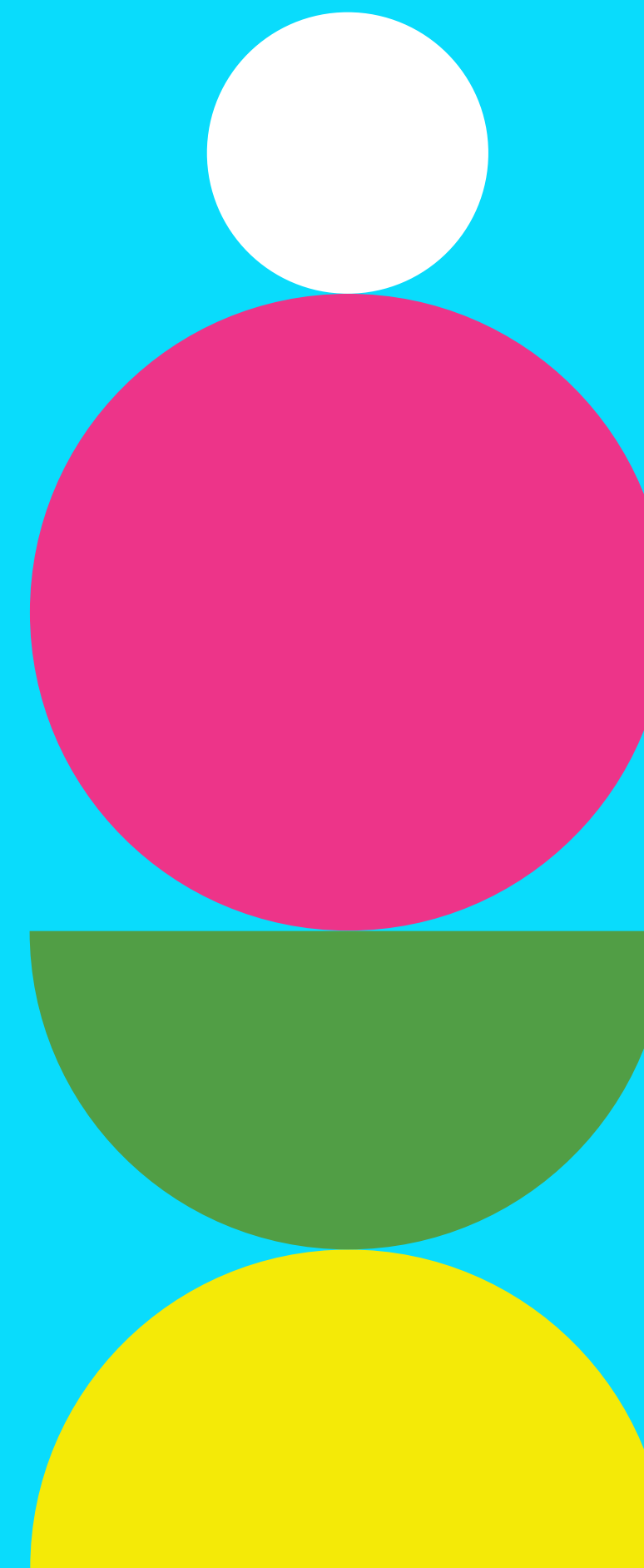
By the end of the workshop, Edna's outlook had transformed. She not only gained the digital skills she needed but also overcame her fears and embraced the internet as a powerful tool for economic empowerment. **"I'm no longer afraid,"** she said with pride. **"I feel like I'm taking control of my life and my business. And these are skills I can share with my family and help them grow and be safe as well, which makes me so happy."**

Edna's journey through our Digital Literacy Workshop has not only opened new doors for her business but has also equipped her with the tools to secure a better future for her family. **"This workshop has changed my life,"** Edna said with a smile. **"Now, I'm not just surviving—I'm growing, and so is my business."**



Participants in a workshop following along

The Future.



What Next

The success of our Digital Literacy Workshop marks only the **beginning of a much larger journey**. We have seen firsthand how empowering women with digital skills can transform their lives, unlocking new opportunities for personal and economic growth. As we move forward, our immediate goals are to expand the curriculum and reach even more women across Nairobi and beyond.

Our Immediate Next Steps

Our next steps include taking the workshops to new locations and **refining our growth plan to accommodate the increasing demand**. We aim to expand our reach by establishing more **workshops in underserved neighborhoods**, ensuring that every woman who wishes to learn has the opportunity to do so.

We're also committed to expand into a more comprehensive curriculum that addresses the diverse needs of our

participants, from basic digital literacy to advanced online business strategies.

Building a Long-Lasting Community of Support

Central to our vision is the **creation of a supportive 'sisterhood'** where women can share experiences, offer guidance, and inspire one another. This community will serve as a lasting resource for participants, fostering a network of help and support long after the workshops conclude.

By building these connections, we hope to **create a ripple effect of empowerment**, where each woman not only improves her own life but also **contributes to the well-being of her community**.



Our workshops encourage participants to learn from and support each other

We believe that for lasting impact, we need to partner with like minded organisations that will help accelerate our growth and scale the impact.

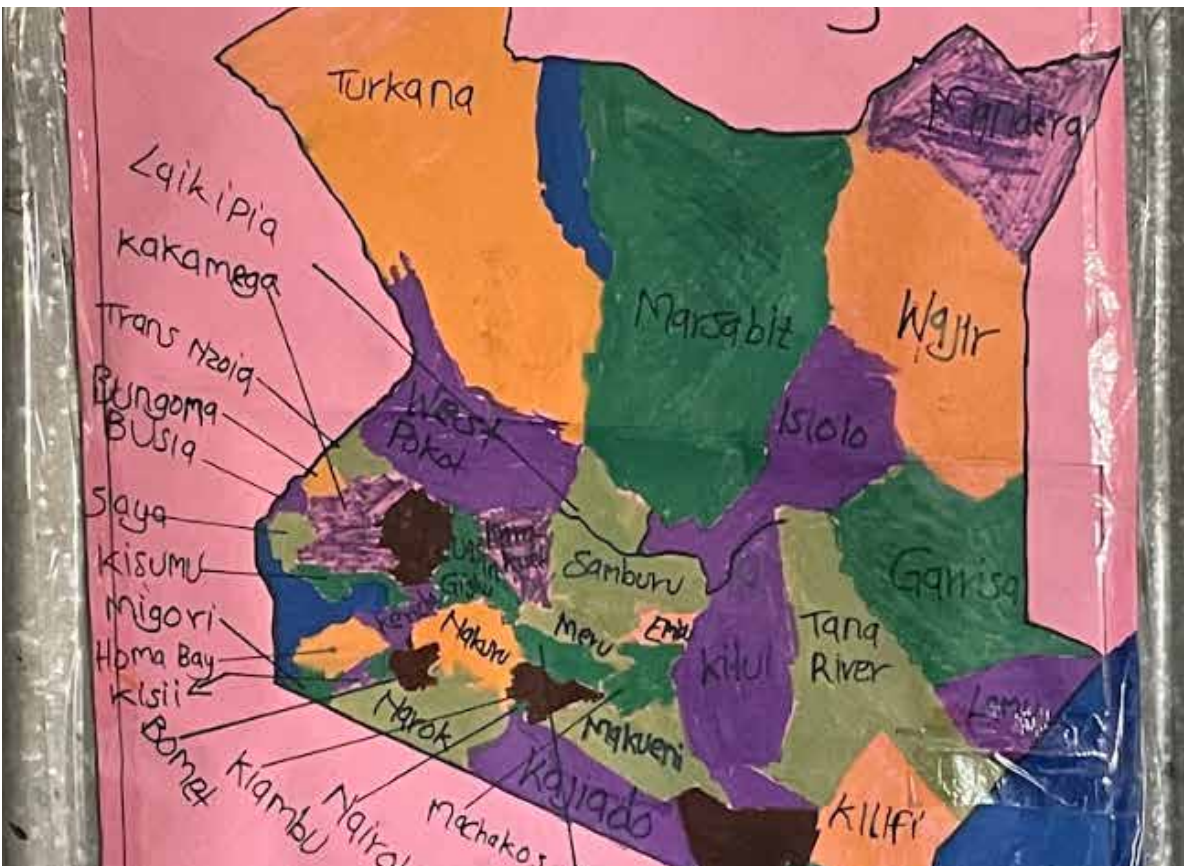
Our partnership with KOKO Networks provides us access to a network of 3,000 partner shop locations and a customer base of more than 1 million households across low income urban neighborhoods in Kenya.

A Long Hard Journey Ahead

In the long term, we envision a **future where digital literacy is accessible to all women, enabling them to leverage technology for economic independence and social empowerment.**

However, we are mindful of the challenges ahead. To achieve these ambitious goals, we will require additional resources.

- As we expand, we foresee the **need for larger, more accommodating spaces that can support childcare facilities**, making it easier for mothers to participate without worrying about their children.
- We also recognize the **need for more devices** to ensure that every participant has the tools they need to succeed.
- To further enhance the impact of our workshops, we plan to **offer certifications** that will add value to the skills our participants acquire.
- Additionally, **incentives and prizes** will be introduced to **encourage participation and celebrate achievements**, making the learning process both rewarding and motivating.



Despite these challenges, we are determined to expand our efforts. Our future plans include **launching pop-up workshops** in various locations, **training participants to become facilitators** themselves, and **reaching out to more communities** where the need is greatest.

We believe that by empowering women, we are laying the foundation for stronger, more resilient communities.

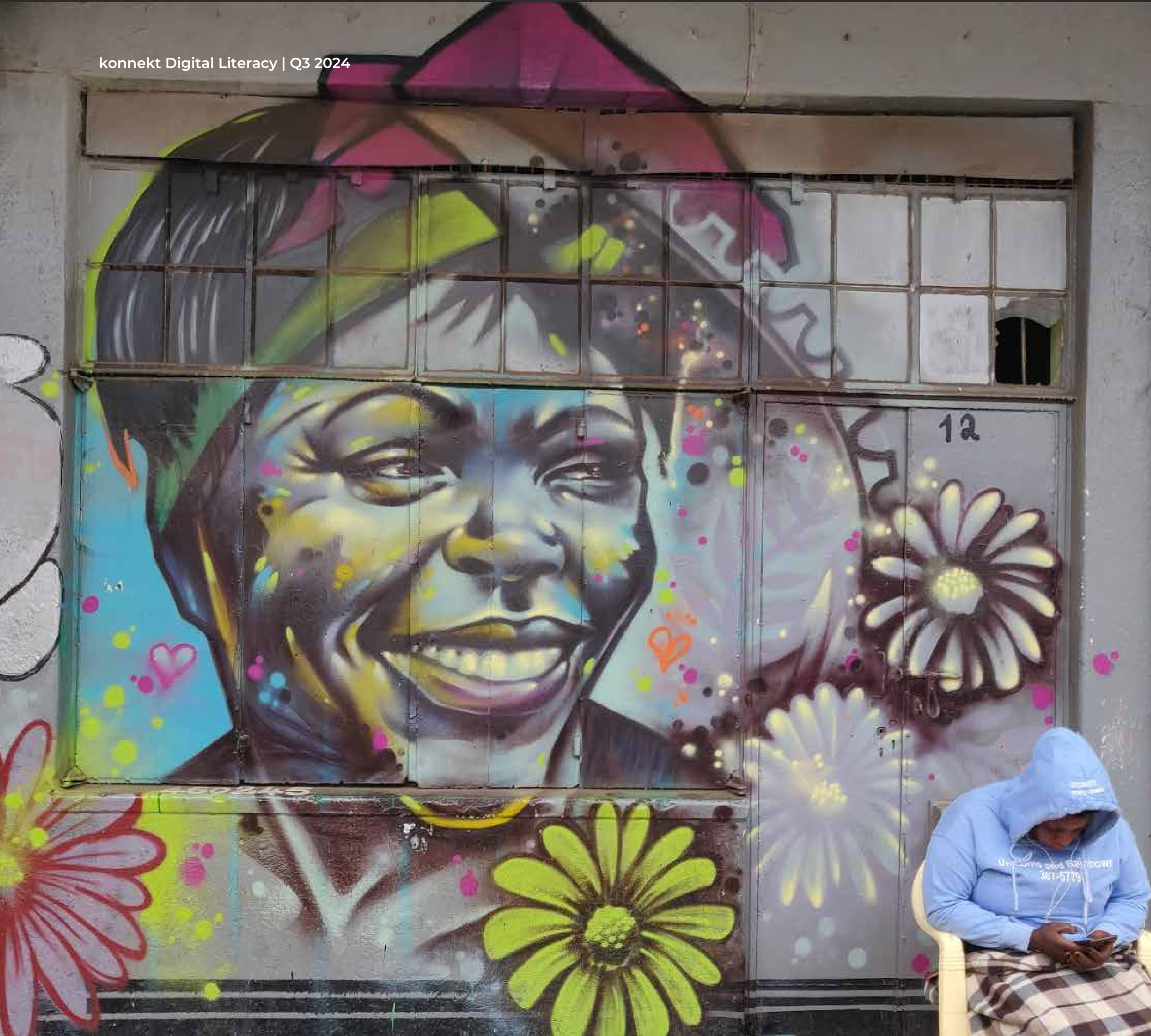
Join Us in Our Journey to Women Empowerment

We cannot do this alone. The success of our program depends on the continued support of partners, investors, and community members who share our vision.

We invite you to get involved - whether through funding our initiatives, offering resources, or simply spreading the word. Together, we can make a tangible difference in the lives of countless women, helping them to break free from the limitations of their circumstances and realize their full potential.

Join us in this mission. Let's build a future where every woman has the skills and confidence to thrive in the digital age.

Your support can make this vision a reality.



For more information
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