



Press Release

Digital Employability III Programme Launched

15th March, 2022, Nairobi

The COVID-19 and Digital Employability Phase III – Digital Content Creation Skills Programme, an initiative spearheaded by the Foreign, Commonwealth and Development Office (FCDO) through the British High Commission in Nairobi and the African Centre for Women in ICT (ACWICT) in partnership with the Kenya Film Classification Board (KFCB), among other partners has been launched today, at the Movenpick hotel, Nairobi.

State Department for Broadcasting and Telecommunications, PS, Ms. Esther Koimett, CBS, presided over the launch of the program that targets to train least 2,832 young women aged between 18 and 34 on digital skills and development of local relevant digital media content in a bid to enhance their livelihoods.

Themed: Enhancing Livelihoods for Vulnerable Women Through Digital Skilling, Development of Local Relevant Digital Media Content, the programme also seeks to inspire young women to either join or grow in digital spaces for employability.

Ms. Koimett commended the UK Government for the tremendous support that the Foreign, Commonwealth and Development Office, through the Digital Access Programme, continue to avail to state agencies under the Ministry of ICT, Innovation and Youth Affairs.

The PS lauded the programme, noting that it resonates well with the Government's desire to empower young people for wealth and job creation through Ajira and other relevant projects.

She noted that the digital economy has gained substantial importance within the global economy as a driver of innovation and competitiveness, adding that digital technologies have become the cornerstone of Government and private sector operations as well as a builder of the economy.

“I am glad to note that you are also spearheading the Cyber Hygiene Programme that seeks to create awareness among 30,000 Excluded and Marginalized Digital Populations in Kenya. This shall go a long way in empowering 1,000 upcoming artistes (women) as well as sensitizing them on the regulations governing the creation of audio-visual content,” the PS said.

“As we seek to seize the significant opportunities that digital technologies present us, it is worth noting that the prospects presented by digital spaces and technological advances are extremely immense, hence the need to adopt and adapt to new technologies. The now ballooning global

market and increased connectedness calls for tailored policies that help us exploit online spaces in confidence. The Government remains committed to ensuring the ease and safety of users at all stages,” PS Koimett stated.

The PS urged content creators to arise to the fact that the digital economy is the new driver for innovation and competitiveness, stating that the Ministry of ICT, Innovation and Youth Affairs is in the frontline in ensuring that policies such as the National ICT Policy and Kenya’s Digital Economy Blueprint are in place for the good of the industry.

The Board’s Ag Chief Executive Officer, Mr. Christopher Wambua, thanked the Foreign Commonwealth and Development Office for picking KFCB as among the implementing partners of the programme.

He said the programme is anchored on the Board’s Media Literacy function on consumer advisory aimed at sensitizing digital content producers, exhibitors and distributors on standards of digital content creation, compliance and monetization.

“As part of our engagement in this noble programme, KFCB has already mobilized the targeted 1,000 participants in readiness for the training,” Mr. Wambua said.

ACWICT CEO Ms. Constantine Obuya said that their programmes have reached at least 250,000 women in a bid help them grow in digital skills for employability.

Also present at the launch was Ms. Nicole Gregory representing the British Deputy High Commissioner, Nairobi. She complemented the Government of Kenya through the Ministry of ICT, Innovation and Youth Affairs for a job well done and appreciated them for appreciating to partner with the UKaid through the implementing partners.

Mr. Charles Juma, FCDO, DAP Programme Manager and Advisor commended the programme that is bound to equip young women with skills to navigate social and economic challenges.

Background Notes:

ACWICT is a pioneer women-led Kenya-based ICT for Development (ICT4D) Organization with a regional reach whose mission is to promote women and youth access to knowledge of ICTs as tools for sustainable development.

ACWICT conceived the **COVID-19 and Digital Employability Programme** as a response to the impact of the COVID-19 pandemic amongst young women from urban-informal settlements and rural Kenya. The theme for the Digital Employability Programme III is 'Enhancing Livelihoods for Vulnerable Women Through Digital Skilling, Development of Local Relevant Digital Media Content.'

KFCB as implementing partner:

KFCB is mandated by the *Films and Stage Plays Act Cap 222* of the Laws of Kenya to regulate Film and broadcast content with the aim of promoting Kenya's culture, national values and aspirations as well as to protect children from exposure to inappropriate content.

The COVID-19 Employability III Programme is anchored on the Board's Media Literacy Programme under the consumer advisory function aimed at sensitizing digital content producers, exhibitors and distributors on standards of digital content creation, compliance and monetization.

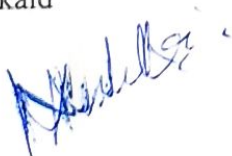
As part of KFCB's engagement in this noble programme, the Board has already mobilized the targeted 1,000 participants (women aged 15-34) in readiness for the training. The Board has also availed a technical team that has been and will continue to provide technical support, expertise and publicity on this programme.

Funding:

The Programme is funded by the Foreign, Commonwealth and Development Office (FCDO) through the British High Commission in Nairobi and Ukaid.

Implementing partners:

ACWICT
KFCB
Ukaid



Nelly Muluka Oluoch
Corporate Communications Manager
Kenya Film Classification Board