THE GIG ECONOMY IN EAST AFRICA
A gateway to the financial mainstream
FOREWORD

A commitment to making a positive difference

With about 40% of US and European workers expected to be independent contractors by 2020 [1], the term ‘gig economy’ may bring to mind the image of millennials zipping about on ride shares balancing contract jobs with a rich social life. However, the reality is that it has been the single most significant source of financial independence for many people who have tapped into its potential across the world.

In East Africa, for instance, the informal sector has long assumed economic importance due to the sheer number of people who are a part of it. For instance, it was responsible for about 90% of all new jobs created in 2018. [2]

For the average gig worker, a mobile phone becomes the most effective means of entering this sector digitally, paving the way for an entry into the workforce. It enables youth to utilize economic opportunities, become entrepreneurs, and do flexi-work. The result is not just improved work-life balance but improved living standards as access to gigs provides a stable income.

In this context, digital inclusion, powered by connected devices, has emerged as a vehicle for inclusion and development. Bridging divides between urban and rural, rich and poor, it facilitates the connection of individuals with peers, information, opportunities, and services.

To better understand the drivers and impact of the gig economy, especially in countries and regions where its socio-economic benefits are needed most, Mastercard commissioned a survey of gig workers in Kenya in January 2020. The outcomes of the survey corroborate some of the assumptions related to jua khali, as the informal sector is referred to in Kenya. More importantly, however, it underscores the immense need for upgrading physical and social infrastructure that supports and strengthens this sector in order to improve lives and livelihoods.

For many of the workers who agreed to be interviewed for the survey, gig work is the first point of entry into the workforce after completing high school or higher education. It provides them with an income of anywhere between $100 and $300 a month. This becomes dependent on several factors along the jua khali value chain – ranging from the affordability of smart devices to availability of work and the assurance of full and on-time payments.

While Kenya’s gig economy is nascent, buoyant and continues to grow with more than 60% of gig workers entering the ecosystem between 2017 and 2019, uncertainty of gigs and irregularity of income also
excludes such workers from the financial mainstream of benefits and loans, something that not only makes their lives better but also helps them expand their business.

Mastercard’s involvement and experience in the economies where each gig is a stepping stone to a better quality of life show that effective partnerships between governmental, social and multi-national organizations are the key to unlocking the benefits of the gig economy and transitioning such workers into the financial mainstream.

This is achieved in multiple ways, such as enabling low-cost digital payments through Mastercard QR or contactless payments on merchant devices. Also relevant is enabling small and micro entrepreneurs to buy and sell overseas using Mastercard Send for cross-border payments, and also enabling access to e-commerce through instant virtual cards and smartphones/ internet access through Pay on Demand.

Stakeholders working together can unlock the benefits of the informal sector by ensuring that digital and financial infrastructure becomes more inclusive and reaches all participants of this vibrant economy. Mastercard welcomes the opportunity to work with governments, financial institutions, mobile network operators and equipment manufacturers who share this vision and commitment to making a difference.

Amnah Ajmal
Executive Vice President
Market Development, Middle East and Africa
Mastercard

“Effective partnerships between governmental, social and multi-national organizations are the key to unlocking the benefits of the gig economy for its participants.”

CITATIONS
The Gig Landscape in East Africa

He is about 30 years old, speaks Swahili and English, has a high school degree, an abiding interest in tinkering with electronics, and a smartphone that helps him connect to daily gigs as an carpenter. He has learnt, over the two years that he has been doing gig work, to keep his expenses flexible because he may earn anywhere between KSh 10,001 and KSh 30,000 ($100 – $300) each month.

His wife, a new entrant into gig work as a nanny-cum-household help, gets called in do chores as well. She enjoys the flexibility she gets from gig work, because she also has to look after their children. If only, the couple says, there was some stability and continuity of income, they would be able to plan their lives around their work – acquire a better mobile device with a more reliable internet connection, train as a driver, perhaps obtain a car on a loan to join a gig platform.

This is the profile of a typical gig economy worker in Kenya in 2020. The informal sector is crucial to East Africa’s economy. Known as jua kali in Kenya, the informal sector is a job creation engine. According to the 2019 Economic Survey by the Kenya National Bureau of Statistics, the informal sector was responsible for 762,100 of the 840,600 new jobs created in 2018. [1]
The gig economy, powered by digital tools, is the latest addition to this sector. The global gig economy is currently sized at $193 billion and it is growing at a projected annual rate of 17.4%. By the end of 2023, it is forecast to be worth $455 billion. It includes 40.7 million freelancers on digital platforms across the globe, generating $193 billion in gross volume and $127 billion in disbursements to freelancers.

More freelancers are entering the gig economy sectors such as ride sharing, professional services, handmade goods and household services and asset sharing. This is likely to accelerate worker participation and financial growth. By 2023, the number of freelancers and gross volume are expected to grow by 12% and 17% respectively. The US enjoys a considerable lead in the gig economy at 44% of global gross value.[2]

In the context of East Africa, gig work acts as a buffer against unemployment. It facilitates youth participation in economic opportunities. Flexi-work opportunities open doors for entrepreneurship. Improved livelihoods are a direct result of access to frequent gigs, which may provide stable incomes.

While gig work creates job, allowing workers entry into the workforce while maintaining a work-life balance, it is also marked by uncertainty and the lack of insurance or a fixed salary.

According to the Lokoja Point survey commissioned by Mastercard conducted in January 2020, Kenya’s gig economy is nascent, buoyant and continues to grow, with more than 60% of gig workers joining the gig economy.

5.13m people are employed by the gig economy in Kenya, which was valued at $19.7bn in 2019

Gig Worker Demographics in Kenya

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What is your highest level of education?

- Secondary/high school degree: 15%
- University/Bachelor’s degree: 14%
- Less than secondary/high school degree: 2%
- Some university but no degree: 15%
- Vocational education/trade school: 14%
- No formal education: 36%
- Master’s degree: 4%
- PhD: 4%

What is your approximate monthly household/family income?

- KSh <10,000: 15%
- KSh 10,001 – 20,000: 38%
- KSh 20,001 – 30,000: 27%
- KSh 30,001 – 40,000: 13%
- KSh 40,001 – 50,000: 4%
- KSh 50,001+: 3%

The Gig Economy in East Africa: A gateway to the financial mainstream

Like much of the informal sector, uncertainty is a fact of life, with more than 50% of gig workers saying that they don’t know how long they would continue working the gig. About 30% said they planned to stop gig work in two to four years. A total of 66% of gig workers said that this was their full-time commitment.

Research estimates in 2019 peg the total size of the Kenyan gig economy at $19.7 billion employing 5.13 million workers in six key sectors: agriculture, manufacturing, trade and hospitality, construction, transport and communications, and community, social and personal services. [3]

Who is the gig worker?
For many respondents, gig work is their first entry into the workforce after completing high school or higher education, making it a natural choice for millennials and Gen Z. Research shows online access to opportunities is preferred by about 60% of gig workers. Less than 20% say they prefer to access gig work offline. [3]

More than 35% of workers always secure new gigs via online platforms, but they may turn to offline or other digital channels once the first contact is made by engaging via WhatsApp messages, phone calls or text messages. Income from gig work fluctuates and a majority (38%) earns anywhere between KSh 10,000 to KSh 30,000 per month ($100 to $300).

Skilled and unskilled workers propel the gig economy
Globally, particularly in markets such as the US, the gig economy is growing on the back of platforms such as ride-sharing, restaurant delivery, professional and creative services, and asset sharing, among others.

In East Africa, particularly in Kenya, artisanal and general services, which includes welders, electricians, carpenters, and domestic work
such as nannying and housekeeping command the largest share of workers, who use local online platforms to find opportunities.

Gig work platforms such as the locally founded Fundis and the Swedish-Chinese Lynk are used to find work. Mastercard research shows that these gigs are the easiest to find through word-of-mouth. The other two segments, automobiles at 13%, and transport and logistics at 10%, also have a similar offering.

The automobile segment allows gig participation via companies such as Mobius Motors Kenya that manufacture vehicles, and Associated Vehicle Assemblers (AVA) that assemble vehicles and motorcyclists who may double as mechanics and tire repairers. In the transport and logistics sector, local company Maramoja and the international ride sharing platform Uber are both used by gig workers.

The gig economy in Kenya is not always online, even if it begins online and is preferred by most. According to the Mastercard research, about 18% find gigs exclusively offline. Close to 65% of workers find work primarily online and about 60% would prefer online gigs to offline.

Currently, the online gig economy is a very tiny portion of the overall gig economy. Research-based estimates in 2019 put the total size of the online Kenyan gig economy at $109 million, employing 36,573 gig workers, with the offline gig economy, comprising 5.1 million workers accounting for $19.6 billion. [3]

Online gig work via platforms is preferred because it enables end-to-end management of the project. A sizeable number (over 35%) said that finding gig work was easier on a platform, and about 30% said platforms made faster payments possible, and also that they helped them connect to other workers.

Research backs the fact that millennials, and by extension Gen Z, work in a technology ecosystem that includes social networking, instant messaging, video-on-demand, blogs and wikis. The digital natives are used to instantly connecting, engaging, and collaborating with cohorts and managers seamlessly, leading to better productivity. [4]

Why gig work?

“Work is something you do, not something you travel to,” this 1995 statement by journalist Woody Leonhard in his book The Underground Guide to Telecommuting: Slightly Askeow Advice on Leaving the Rat Race Behind, typifies the digital native generations, whether millennials and Gen Z, which form the largest portion of gig workers.

Flexibility emerges as the biggest reason that Kenyans choose to start gig work, with close to 70% picking it as a reason above supplemental income (55%), not finding full-time employment (25%), and other factors. The ability to control personal schedules and unlimited compensation caps are drivers that keep workers in the gig economy.

Being your own boss, and working at one’s own pace are powerful drivers, even as the theoretically unlimited opportunity size.
35% of gig workers in Kenya say they always secure a new gig via online platforms
## Why do you use a gig platform?

**Online gig worker:**
- More flexibility to do as much as I want
- No salary cap, earn as much as I want
- Working at my own pace
- Being my own boss
- Flexible work schedule
- Being able to save up for holidays

**Offline gig worker:**
- To connect with other gig workers
- To get paid faster
- To manage jobs
- To be able to do multiple jobs
- To be able to work full-time

## Why do you perform gig work?

- **Can’t find full-time employment:**
  - Flexibility
  - Supplemental income/extra cash

- **Sometimes online:**
  - Insufficient income
d  - Seasonality of jobs

- **Primarily online:**
  - Income fluctuation
  - Insufficient income to cover expenses

- **Primarily offline:**
  - Insufficient income to cover expenses

## What perks or services would you like to receive?

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<tr>
<td>Loans</td>
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<td>Merchant offers</td>
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<td>Insurance and other benefits</td>
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## What are some of your needs/pain-points related to gig work?

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<td>Seasonality of jobs</td>
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<td>Lack of benefits</td>
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## The gig disconnect

Gig workers globally face challenges that come with the benefits of such work. Benefits most sought after by gig workers include: insurance (health, dental, vision, life, disability), financial services (savings, tax support, retirement benefits, salary advance), education (professional training, personal finance education), and perks (paid leave, cashback / merchant discounts). [2]

For gig workers in Kenya, the biggest frustrations are around continuity of income. More than 55% said that not knowing when the next gig is contributes to instability. Close to 60% said that fluctuation in income from week to week is a cause for frustration. Interestingly, fluctuating income is perceived as a bigger problem (reported by about 62%) compared to income being insufficient to cover monthly expenses (reported by about 52%). Clearly, financial planning suffers when income is seasonal and unpredictable.

What can improve a gig worker’s life? Loans, instant payments and insurance are the top three perks desired by gig workers in Kenya, and 55% of them expect to receive these perks at no cost.

### Citations

Cash dominates transactions in East Africa in the strategic sectors of the economy – agriculture, tourism and micro, small and medium-sized enterprises (MSMEs). Connected devices that power the digital economy have proven to be vehicles of inclusion and development in Africa. Bridging divides between urban and rural, rich and poor, they connect individuals to peers, information, opportunities, and services.

The relatively underdeveloped infrastructure, such as roads or electric power, has made the mobile phone a service delivery platform that not only reduces communication and coordination costs but also transforms lives through innovative applications and services. [1]

Strengthening the digital sector facilitates more inclusive growth of the gig economy. The smartphone is already a force to be reckoned with. In 2019, mobile technologies and services generated $4.1 trillion of economic value (4.7% of GDP) globally, resulting from the economic impact of mobile communications on consumers, businesses and nations.

Estimates say that as countries benefit from the improvements in productivity and efficiency brought about by increased take-up of mobile services, this is expected to rise to $5 trillion (4.9% of GDP) by 2024. [2]
Between 2024 and 2034, 5G technologies are expected to contribute $2.2 trillion to the global economy. There will be more than 600 million new subscribers by 2025; nearly two-thirds will be from Asia Pacific and Sub-Saharan Africa. Smartphone connections in Sub-Saharan Africa are expected to double by 2025. [2]

This economic contribution is possible because connected devices facilitate planned urbanization and growth by leveraging the gig economy and providing access to services. A high degree of informality is one of the characteristics of rapid urbanization that African countries are currently experiencing.

In the Mastercard 2020 survey, more than 47% of respondents said they use the mobile phone to schedule gig work. Since mobile phones are used in personal life, they transition easily to being used as tools in the digital economy. The survey found that 80% of gig workers use mobile phones to find jobs, schedule assignments, get paid and manage income.

About 45% of people in the SSA region own a mobile phone. Subscription to mobile services is growing at a compound annual growth rate (CAGR) of 4.6%, one of the fastest in the world. However, the region still lags the global average in ownership of both feature phones and smartphones.

Across the world, 67 of every 100 people have a mobile subscription, and 65 of every 100 own a smartphone. In SSA, 45 of every 100 people have a mobile subscription, and a smartphone. [2]

A World Bank report found that the arrival of faster internet in Sub-Saharan Africa during the late 2000s and early 2010s increased the probability of an individual being employed by 3.1% to 13.2%, depending on the country. Often, higher-quality jobs are listed online, available to those with digital literacy and internet access. [3]
Mobile money is also powering digital transactions. In 2019, the number of mobile money accounts registered globally crossed 1.04 billion. East Africa added 22 million new accounts in 2019. Called the “cradle of mobile money”, it saw the number of active mobile money accounts exceed 100 million. [4]

One of the reasons that the digital economy is being seen as the future of Africa is because of its population mix. By 2030, Africa is expected to hold the world’s largest potential workforce.

With more than 60% of its population under the age of 25, SSA is the world’s youngest region. The continent’s working-age population is set to increase by two-thirds, from 370 million adults in 2010 to over 600 million in 2030. Younger populations are considerably more educated and digitally savvy than their older counterparts. [5]

The rise of digital platforms

Startups are using digital technology to fill talent and service gaps. Andela, for example, trains African software engineers at its campuses in Nigeria, Kenya and Uganda before placing them as part of “distributed teams” to companies in Africa and globally. [6]

Lynk has emerged as a local favorite in Kenya, matching gig work in categories ranging from plumbing and electrical work to yoga lessons and hair care to customers. It also invests in onboarding and up-skilling its members. Lynk has reported a two- to three-fold increase in monthly income for participating workers, in addition to providing them with services such as logistics and warehousing support, material wholesaling and ongoing skill training. [7]

It’s not unusual for small businesses – from chicken farmers to tailors and fashion designers – to run their office entirely from their phones, with access to opportunities and payments. Being connected to the internet makes possible business networking, lifting multiple communities across Africa out of poverty and digital isolation. Micro and small businesses report a positive impact from being able to stay open longer while also connecting more easily with potential buyers and suppliers. [8]

In the Mastercard survey 2020, gig workers said they preferred to use platforms because these enable end-to-end management of their jobs. However, most workers work with only one platform.

Even though most gig workers – offline and online – are focused on general services, the platforms commanding most attention are in the transport and logistics sector. The top three most commonly used gig platforms in Kenya are Uber, Glovo and Bolt. Fundis and Lynk from the artisan and general services sector follow.

Instant payment upon completion of their gig work is the most desired feature on a gig platform demanded by 81% of gig workers in Kenya. The most desirable capabilities in a gig platform are include instant...
The Gig Economy in East Africa: A gateway to the financial mainstream

payment, education trust fund, insurance and a healthcare savings program. Provision of equipment, referrals, free trials, payment efficiency and improved labor standards are key expectations of gig workers for a benefits marketplace platform.

Barriers of cost, access and speed

However, there are still barriers to internet access that need to be overcome to realize the massive opportunity that the East Africa region represents. One is the slower speed of internet data in Africa compared to other continents. SSA lags other regions in 4G adoption, which accounted for 27% of total connections in 2019, compared to the global average of 52%. [2]
Across Africa, the average cost for 1GB data is 7.12% of the average monthly salary. In some countries on the continent, 1GB costs as much as 20% of the average salary, which makes it inaccessible for all except the upper crust. In comparison, the cost of 1GB of data in the United States is 0.15% of the average monthly income. [9, 10, 11]

The Mastercard survey 2020 finds that despite the clear preference for using platforms, these are not the number one source for accessing new opportunities. According to the survey, people also find gig work via social media such as LinkedIn or Facebook, followed by personal networks such as family, word of mouth and advertisements.

81% of gig workers in Kenya say instant payment when a job is finished is the most desired feature of a gig platform

CITATIONS
Unlocking Prosperity: An Intersection of Needs

The downstream benefits of a digital economy can be amplified by strengthening financial inclusion.

According to the Mastercard survey 2020, the key pain points faced by gig workers are the inconsistency of work that makes it difficult to predict cash flow; income fluctuation; costs such as training, data plans, transportation and fuel; delayed payments, which force the gig worker to acquire personal loans from friends and family; availability, cost and quality of internet connectivity; affordability of smartphones; and overcrowded gig platforms that result in high levels of competition.

Each of the players in the value chain – from the platform to the mobile industry and the payments provider – plays a role to ensure that the end-to-end journey of the gig worker is smooth and profitable. It requires a holistic view of the employment journey rather than just the gig bit, or the payments bit, or the connectivity bit.

A collaborative approach is called for to not just create jobs, but also bridge the skills gap, providing incremental learning and training opportunities at every stage of gig work, ensuring better working conditions and benefits.
In September 2020, Mastercard announced the expansion of its world-wide commitment to financial inclusion, pledging to bring a total of 1 billion people and 50 million micro and small businesses into the digital economy by 2025. As part of this effort, there will be a direct focus on providing 25 million women entrepreneurs with solutions that can help them grow their businesses. [1]

The key solutions on which stakeholders - including the government and private sector entities - need to focus on include:

1. **Enhanced market access via digital acceleration**
   The biggest challenge for gig workers is continuity of gigs and income. According to the Mastercard 2020 survey, a large number of gig workers are still excluded from the digital economy. MNOs and digital platforms have the potential to enable gig workers to access consumers at scale.

   Data can be a key driver for accelerating the onboarding of gig workers across multiple platforms, especially as the scrutiny increases on the reliability of gig workers.

   Access to affordable internet will also be fundamental to this shift. Partnering with an enabling gig platform to grow is key to driving more opportunities for gig workers.

2. **Platforms connected through gig-worker identity**
   Access to credit and benefits are key for gig workers to survive when business is slow. Currently, however, it is difficult for a single platform to provide such a service, as gig work is platform agnostic, allowing workers to move from one platform to another. A way to establishing an identity for gig workers across platforms can enable their temporary
The Gig Economy in East Africa: A gateway to the financial mainstream

Employers to contribute to their well-being while also enabling lenders to have an overview of the gig worker’s overall cash-flow. A legal framework for gig work is being discussed globally to ensure recognition of the fact that independent workers use gig work as full-time employment and are entitled to register for government benefits and private services via platforms that may be mandated to open their systems to allow this. [2]

Gig economy platforms share many strategic objectives, such as controlling service quality and dealing with regulation, to be successful. Key goals include improving freelancer retention and engagement where gig workers have numerous platforms available. Critical business needs include the opportunity for third-party innovations from providers such as Mastercard, who can work together to offer value-added incentives to promote loyalty.

3. Efficient payments provide instant access to earnings
Payment service providers (PSPs) are becoming increasingly integral to the growth of the gig economy, facilitating platforms’ compliance with regulations and streamlining the financial journey for gig workers. Partnerships in action

Mastercard works in partnership with multiple market participants across Africa to ensure that the benefits of inclusion in the financial mainstream reach an increasing number of people in the region.

Mastercard partners with Delivery Hero SE, a delivery platform, to fully digitize its payment chain within its ecosystem across all their brands in the Middle East and North Africa (MENA). Announced in September 2020, the partnership impacts more than 650,000 delivery riders in the region who can now receive instant access to their earnings and a wide range of financial services that bring them into the financial digital ecosystem. [3]

Responding to the increasing demand for e-commerce, Mastercard partners with leading brands across Africa to bring exclusive discounts to consumers shopping from home. These include on-demand courier service Glovo, supermarket chain Tusks, Mama Rocks Burgers and Art Caffe Market Place in Kenya, Sakanal in Senegal, and Nairabox, Ulesson and Showmax in Nigeria. [4]

Through its mobile platform Mastercard Farmer Network, Mastercard improves market access, increases price transparency, and digitizes payments to connect small farmers in Kenya, Uganda and Tanzania. East Africa is also served by Kasha, an e-commerce platform optimized for women’s health and personal care, delivering confidentially to both urban and low-income rural areas. [1]

In Uganda, Mastercard launches Kupaa in partnership with UNICEF Uganda and the country’s Ministry of Education, which enables parents and caregivers to pay school fees and other school expenses with their mobile phones securely, easily, and in small payments when they are able, easing the burden of lump sum payments. [1]

Mastercard expands its partnership with Unilever to create Jaza Duka (fill up your store), a digital program created in 2018 for micro-merchants in Kenya with more than 18,000 duka owners already registered. The program provides a micro-credit eligibility recommendation to Kenya Commercial Bank (KCB), which can then assess a retailer’s creditworthiness and extend credit for stock purchases. [1]

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with regulation concerning KYC and payment flows, and to seamlessly disburse funds across geographic markets as platforms expand. PSPs are expanding their and the platforms’ payout capabilities to accommodate a growing range of markets and to provide customized solutions to cater to the specific needs of each platform. A payment solution addressing gig workers’ needs is effective when it provides the convenience of instant settlement as well as access to funds through cash-out mechanisms.

Gig workers live from day-to-day earnings and cite “instant payment after a job is completed” as the most desired feature of a gig platform in the Mastercard 2020 survey.

In step with the prevalent mobile money system, 62% of respondents say they prefer to receive payment through mobile money such as MPESA or Airtel because it is readily available, reliable, easy to manage, secure, and convenient. Other expectations include provision of equipment, referrals, free trials, payment efficiency, and improved labor standards.

4. Cash flow and benefits support

Serving the micro-insurance needs of the gig worker is important. Traditional products may not adequately serve the needs of the gig worker who is at risk from personal accident and injury, loss in revenue from any absence from work, incomplete delivery or payments, and economic volatility.

Loans, instant payments, and benefits such as insurance are the top three perks desired by gig workers in Kenya.

As many 67% of respondents in the Mastercard 2020 survey expect to access these perks and services via the gig platform app they already
work with. About 28% of workers say that they would like to access these via their banking apps. A small percent – 5% – expect to access these perks and services via gig platforms, banking apps, governmental avenues, or savings and credit cooperative societies.

In fact, 98% of gig workers indicate a strong preference for a gig platform marketplace with multiple capabilities.

With 45% of respondents saying they are willing to pay for such benefits and services, there is evidence of the gig worker emerging as a consumer of benefits, rather than a recipient. A quarter of gig workers interviewed said that they would pay KSh 100-300 per month ($1-3) and 26% of gig workers said they would pay KSh301-500 ($3-5) to obtain benefits and loans.

The solution lies in a cover that is:

- On demand and can be flexible based on availability of gig work
- Digitally delivered based on the worker’s usage patterns
- Affordable and dynamically priced with both the platform and the worker contributing toward the cover
- Pooled, based on a peer-to-peer model that covers a pre-determined number of workers at any given point of time, based on the history of active daily workers on the platform [6]

Regular costs such as training, data plans, transportation, and fuel have a negative impact on cash flow of gig workers. In as far as any

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**Source:** The gig economy in East Africa. Lokoja Point survey for Mastercard. January 2020

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**What perks, services would you like to receive as a gig worker?**

- 60% Instant pay-outs
- 40% Loans
- 20% Merchant offers
- 20% Money management tools
- 20% Insurance and other benefits

**What are you willing to pay monthly for perks/services?**

- 60% KSh 100-300 (USD 1-3)
- 40% KSh 301-500 (USD 3-5)
- 20% KSh 501-1,000 (USD 5-10)
- 20% KSh 1,001+ (USD 10+)
- 0% Nothing, it should be free

**Where would you envision accessing the perks/services**

- 28% Bank app
- 20% Platform app
- 20% Both
- 5% Other

**Would you prefer a platform that offers you these in one place?**

- 98% Yes
- 2% No
5. Connectivity
Increased coverage of 3G, 4G, and 5G networks, combined with a higher penetration of affordable smartphones, innovation in mobile financial services, enabling regulation, and advancements in energy supply are some of the pathways to increased participation of the gig workforce in the economy. [7]
Authors

This white paper was written in partnership with Mastercard’s Digital Payments & Labs, Mastercard Labs for Financial Inclusion, and White Paper Media Consulting.

The findings and recommendations presented in this paper were informed by secondary research as well as interviews with Mastercard executives.

The user survey conducted by Lokoja Point on behalf of Mastercard includes 1,500+ in-person interactions with workers in the informal sector across five zones in Kenya, in-depth face-to-face interviews with more than 50 respondents, and market assessment and insight sessions with seven experts on the gig economy.

All images are for representational purposes only.