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# Measuring the impact of training interventions

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## The DTC Project in Ghana



- ❑ Targets 17,200 persons living and rural underserved communities (women entrepreneurs, marginalized individuals, schoolteachers, youth and students)
- ❑ Funding from NORAD
- ❑ Implementation from January 2021 to December 2023
- ❑ Major activities include
  - Training of 17,200 citizens
  - Training of 186 master trainers
  - Capacity of 200 community ICT centers built
  - National stakeholder workshop organized
  - Localized and contextualized training content developed
  - At least 10 coding clubs established



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# Project Performance Indicators



Level	Indicator	Means of Verification
<b>Overall Impact:</b>	Digital skills levels in beneficiary countries (SDG indicator 4.4.1)	ITU Statistics
<b>Objective:</b>	Increased use of Internet disaggregated by age and sex (SDG indicator 17.6.1)	ITU Statistics
<b>Outcome:</b>	<b>Percentage</b> of people whose well-being and livelihoods have improved based on the skills acquired	<b>DTC (Ghana) survey reports</b>

- *The impact measurement methodology specifically answers the Outcome Indicator*
- *It will also enable the project to measure other outcomes that are not anticipated in the logical framework.*



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## Learning/Research Questions



What impact does the digital skills training provided by the project have on beneficiaries' ability to seize employment and enterprise opportunities that improve their livelihoods and contribute to improved wellbeing?

- Does enhanced digital skills and knowledge result in improved livelihoods and wellbeing?
- Are there any observed differences in the impact achieved based on the type of beneficiary? What factors are responsible for the differences, if any?

The question focuses on:

- Changes/improvements in beneficiary livelihoods
- Changes/improvements in beneficiary employability
- Changes/improvements in beneficiaries' desire for further digital skills acquisition
- Changes/improvements in the day-to-day lives with newly acquired skills



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## Areas of Anticipated Changes



- Changes/improvements in beneficiary livelihoods
- Changes/improvements in beneficiary employability
- Changes/improvements in beneficiaries' desire for further digital skills acquisition
- Changes/improvements in the day-to-day lives with newly acquired skills



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# Specific Indicators of Interest



- Indicator HH4: Proportion of households with a computer
- Indicator HH5: Proportion of individuals using a computer
- Indicator HH6: Proportion of households with Internet
- Indicator HH7: Proportion of individuals using the Internet
- Indicator HH8: Proportion of individuals using the Internet, by location
- Indicator HH9: Proportion of individuals using the Internet, by type of activity



# Evaluation Design

- ❑ A ***mixed methods design***, comprising the use of ***pre- and post-assessment*** surveys (***quantitative***) and ***focus group discussions*** (***qualitative***).
- ❑ **Pre-Assessment:** This involves collecting detailed information on a sample of project beneficiaries at the start of training (420 persons).
- ❑ **Post-Assessment:** The post-assessment will be a follow-up survey on the respondents from the pre-assessment. The assessment will be undertaken 8-10 months after the training.
- ❑ **Focus group discussions (FGD):** FGDs will also be organized with selected beneficiaries to improve the breadth and depth of understanding and corroboration of the pre- and post-assessment.



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## Sampling Approach



- ❑ The survey targets **15%** of beneficiaries trained in August 2022, amounting to about **450 beneficiaries** across the country.
- ❑ The sample was concluded through a stratified random sampling approach.
- ❑ The stratification takes into consideration sex (male vs female) and the beneficiary category (women entrepreneurs; marginalized individuals; schoolteachers; youth; and students).
- ❑ The sampling approach ensures that we achieve representativeness





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## Anticipated Challenges

- Possibility of attrition within the sample
- Survey response is self-reported by respondents, which is difficult to verify
- The absence of a strong counterfactual





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# Evaluation Schedule



Activity	Timelines
Finalization/Conclusion of evaluation approach	July 2022
Finalization of pre-assessment questionnaire	August 2022
Training of instructors on pre-assessment question	August 2022
Collection of data – pre-assessment	August 2022
Analysis of pre-assessment data	September 2022
Finalization of post-assessment questionnaire	May 2023
Training of enumerators on post-assessment questionnaire	June 2023
Collection of data – post-assessment	June 2023
Focus group discussions	June/July 2023
Analysis of pre- and post-assessment data	July - August 2023
Preparation of evaluation report	July – August 2023
Hold a virtual validation workshop on the evaluation report findings	August/September 2023



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# SURVEY RESULTS – BASELINE

Conducted in August 2022



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# Basic Characteristics of Respondents



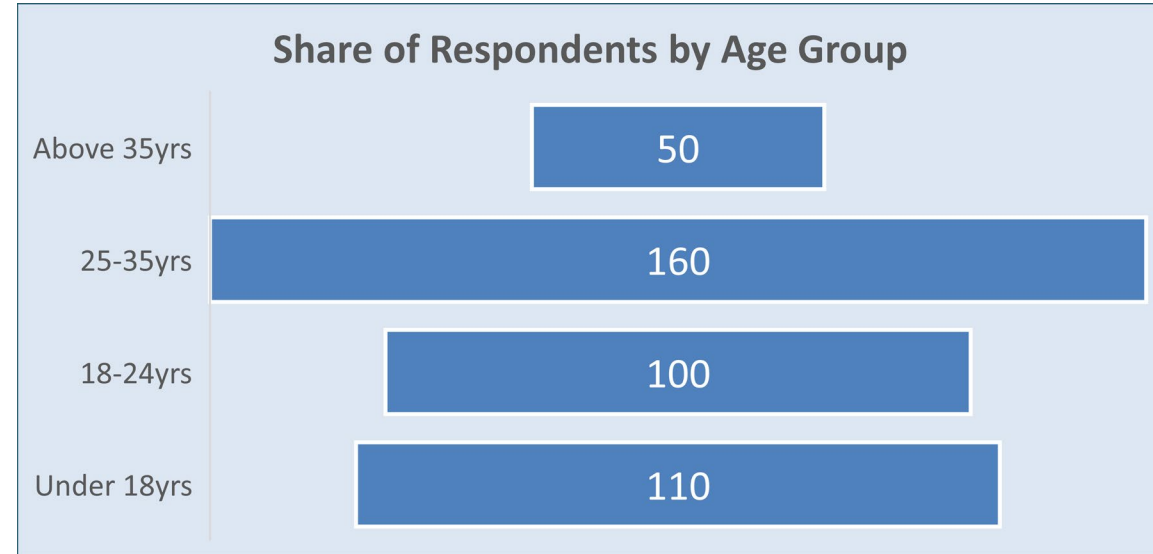


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# Share of Respondents By Age Group



Age Groups	Value	Percent
Above 35yrs	50	12%
25-35yrs	160	38%
18-24yrs	100	24%
Under 18yrs	110	26%
<b>TOTAL</b>	<b>420</b>	<b>100%</b>



	Male	Female	Overall
Average Age	25	25	25
Median Age	24	25	25
Modal Age	25	25	25

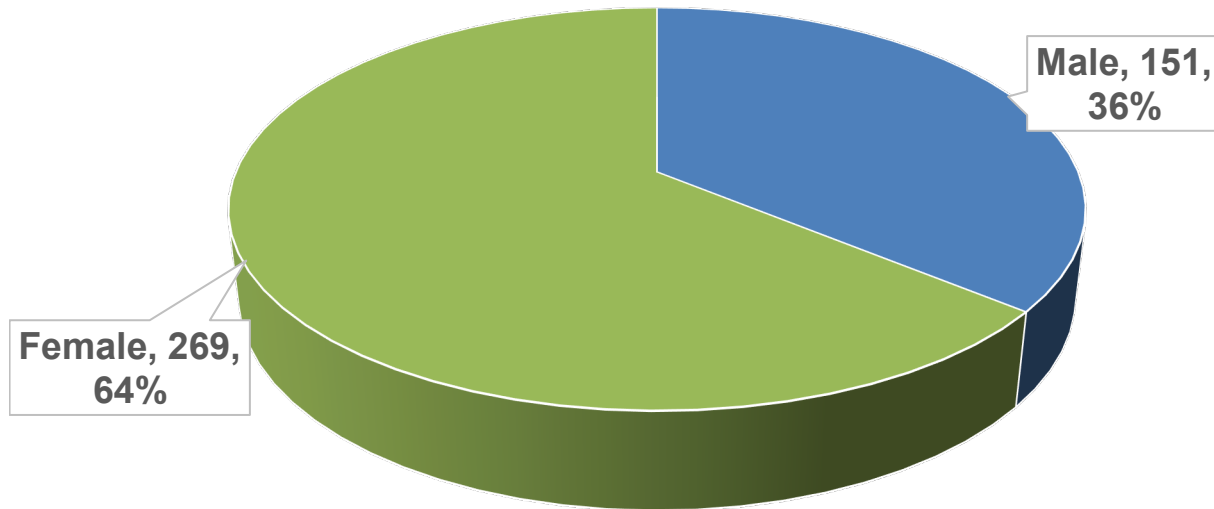


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# Number of Respondents by Sex



Share of Respondents by Sex



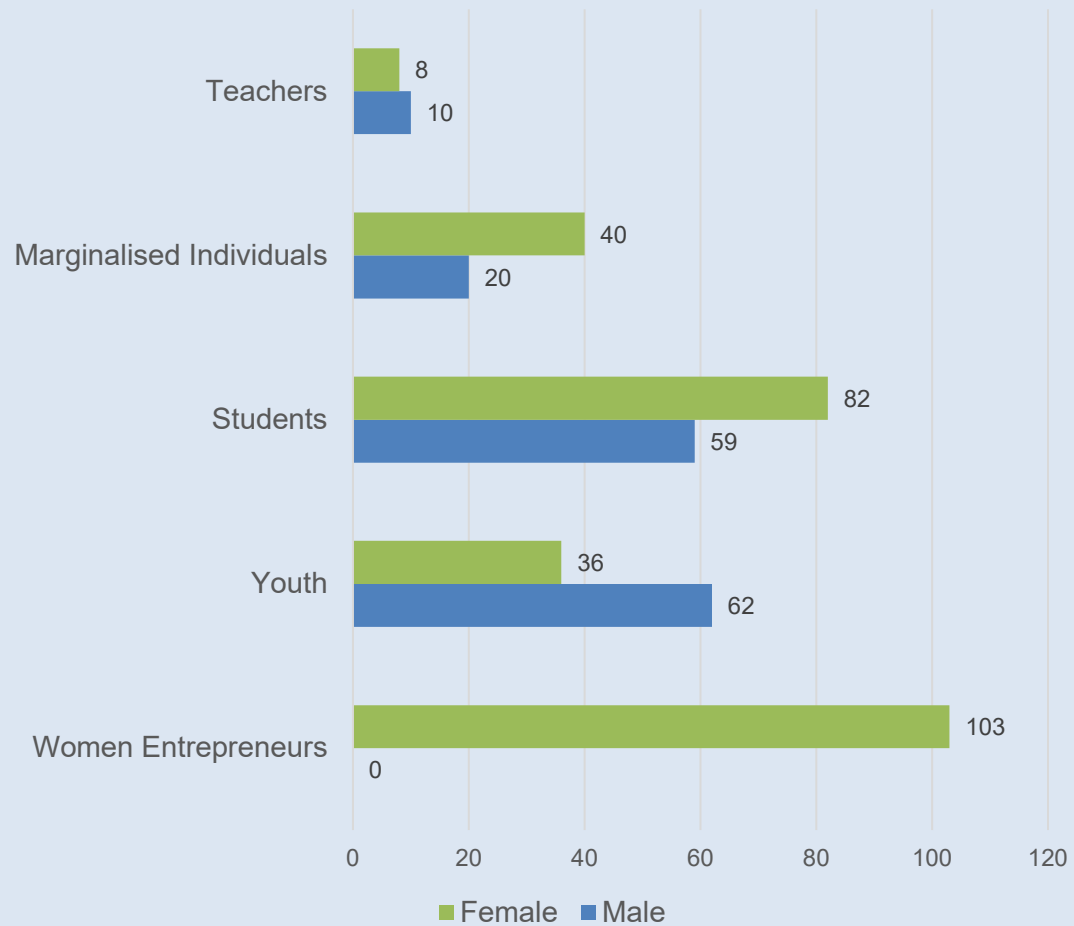
Category	Male	Female	Total
Women Entrepreneu	0	103	103
Youth	62	36	98
Students	59	82	141
Marginalised Individu	20	40	60
Teachers	10	8	18
	151	269	420



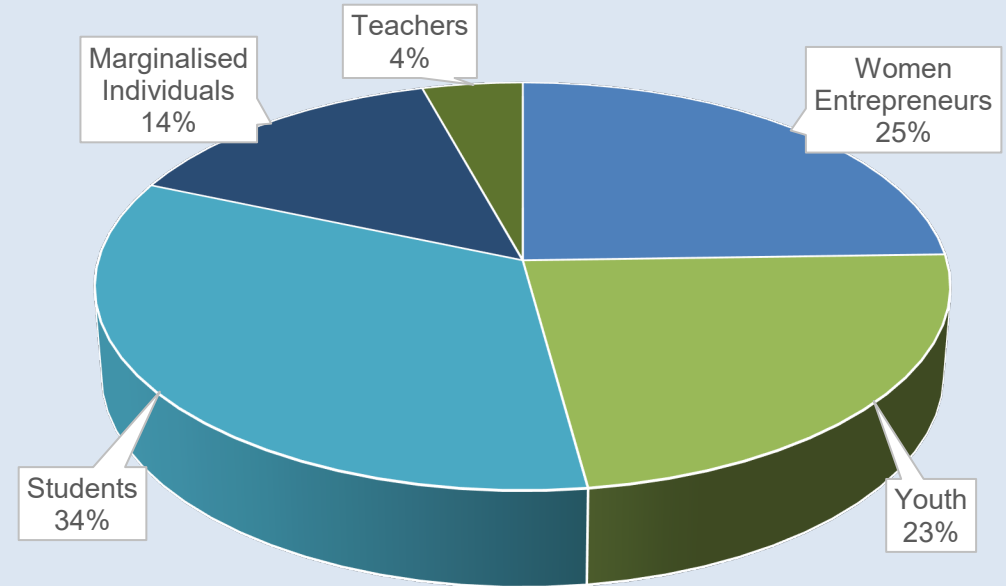
# Number of Respondents by Category of Trainee



### Category of Participants by Gender



### Share of Respondents by Category of Beneficiary





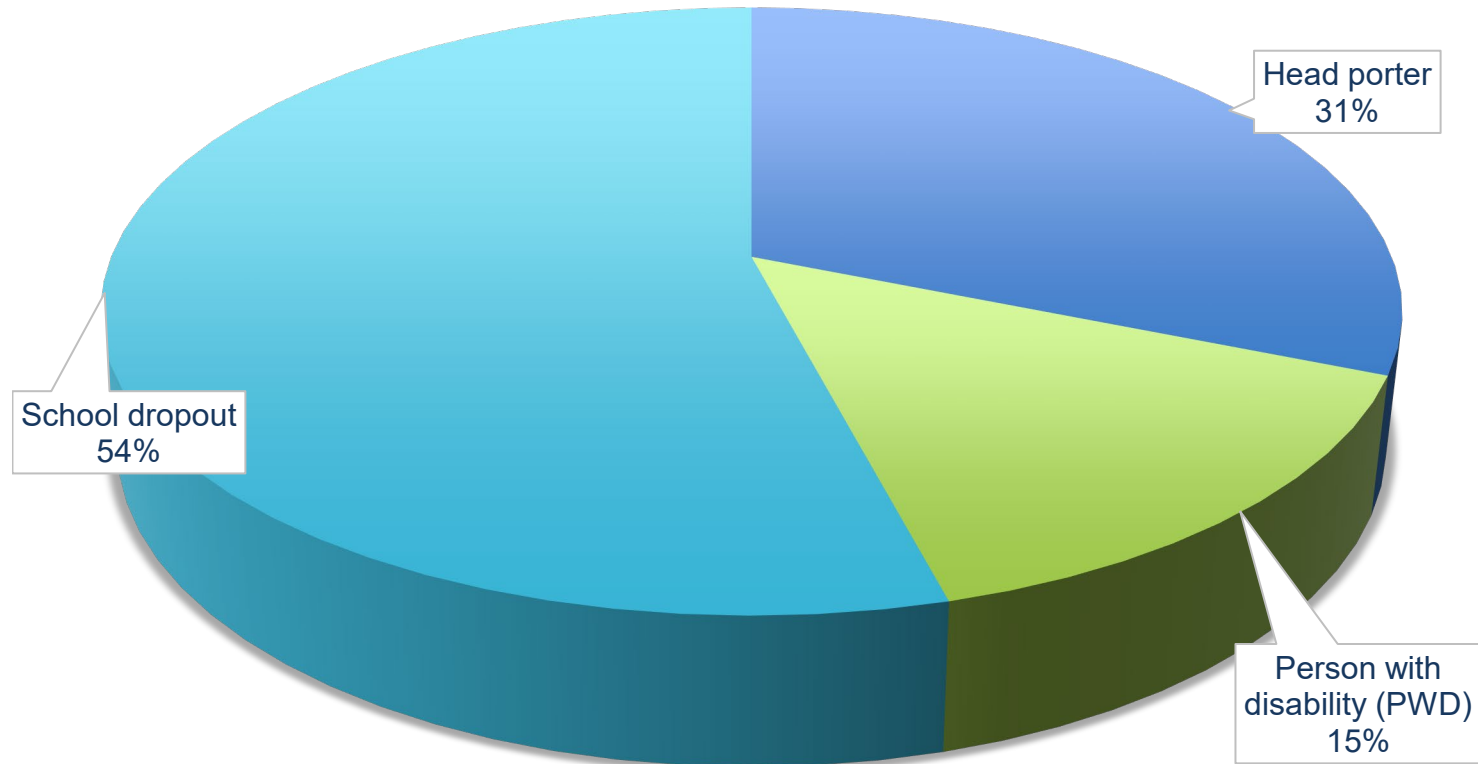


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# If marginalised, describe type of marginalisation



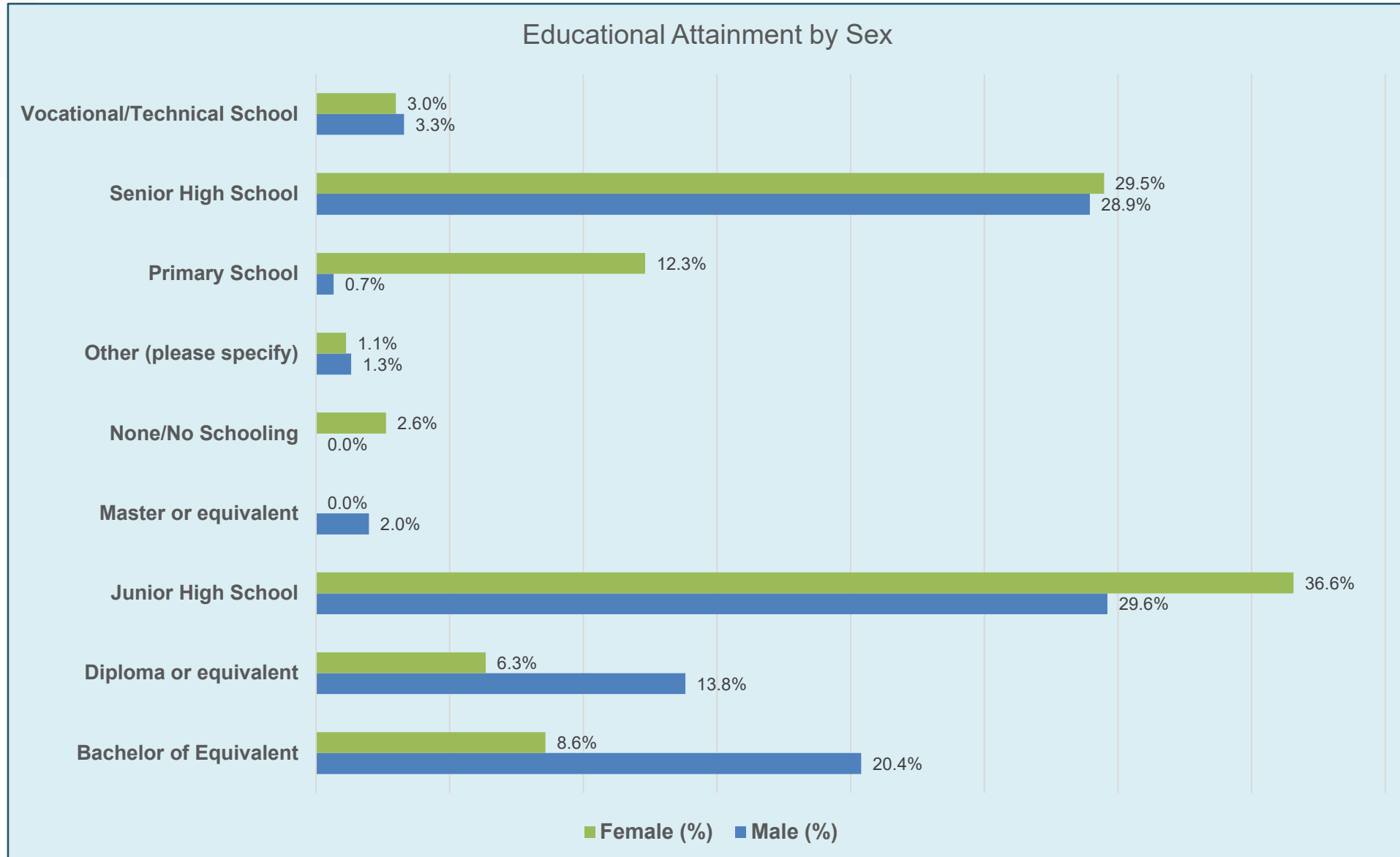
## Type of Marginalisation





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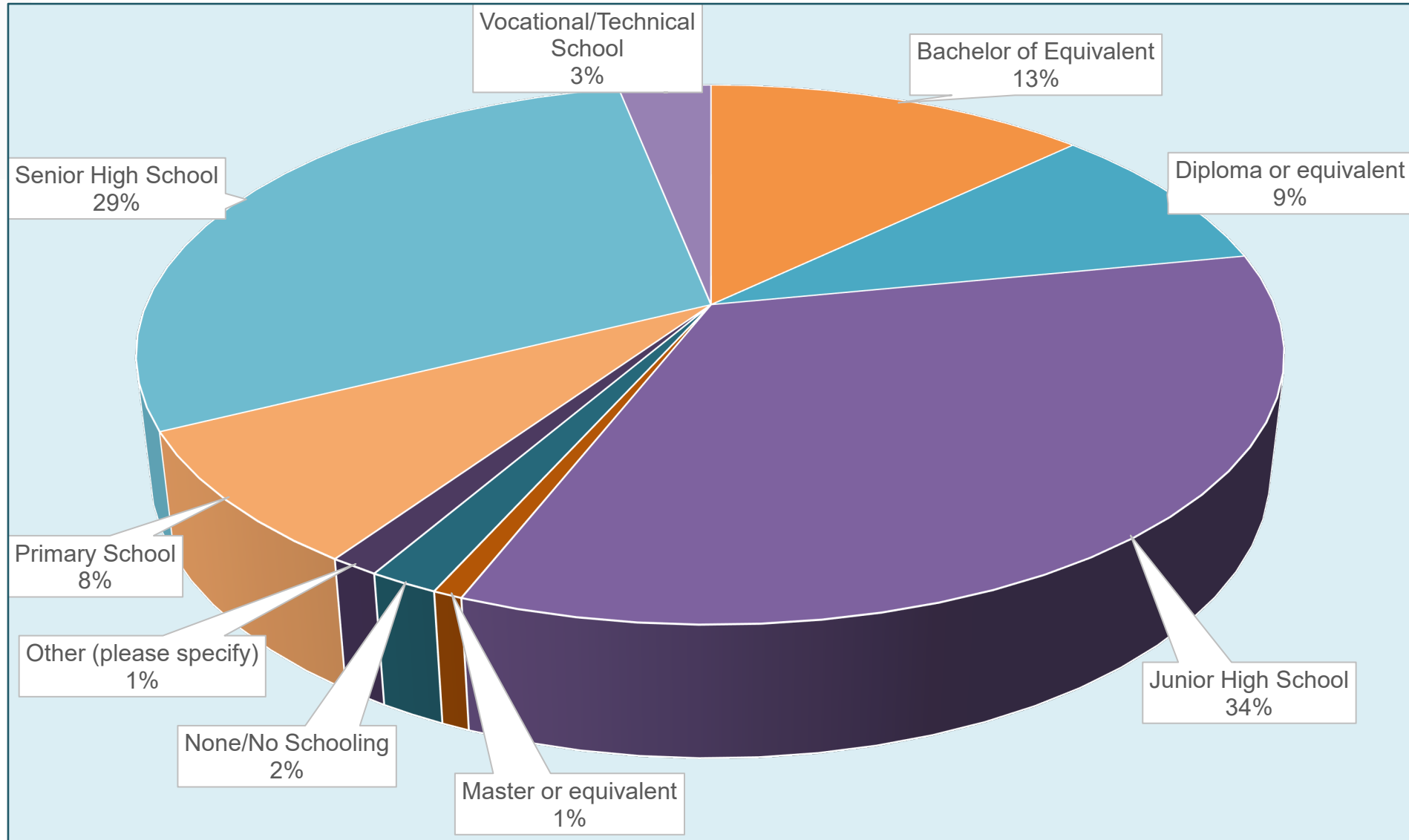
# Highest Educational Attainment by Sex





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# Share of Highest Educational Attainment - Overall





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# ACCESS TO AND USE OF DIGITAL DEVICES AND THE INTERNET





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# Indicator HH4: Proportion of households with a computer



- ❑ Only 37% of respondents live in a household with a computer.
- ❑ A *computer* refers to a desktop computer, a laptop (portable) computer or a tablet (or similar handheld computer).
- ❑ Household with a computer' means that the computer is generally available for use by all members of the household at any time, regardless of whether it is actually used.

Responses	Male	% Male	Females	% Females	Total	Overall
Yes, A desktop computer	26	17%	23	9%	49	12%
Yes, A laptop computer	55	35%	53	20%	108	26%
Yes, A tablet	22	14%	27	10%	49	12%
No	76	48%	187	70%	263	63%



# Indicator HH5: Proportion of Individuals Using a Computer



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- This is the proportion of individual household members who used a computer from any location in the last three months.
- 64% of respondents had used a computer during the reference period
- A *computer* refers to a desktop computer, a laptop (portable) computer or a tablet (or similar handheld computer).

Responses	Male		Female		Total Value	
	Value	%	Value	%	Total	%
YES	120	79%	150	56%	270	64%
NO	32	21%	118	44%	150	36%



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## Indicator HH6: Proportion of households with Internet

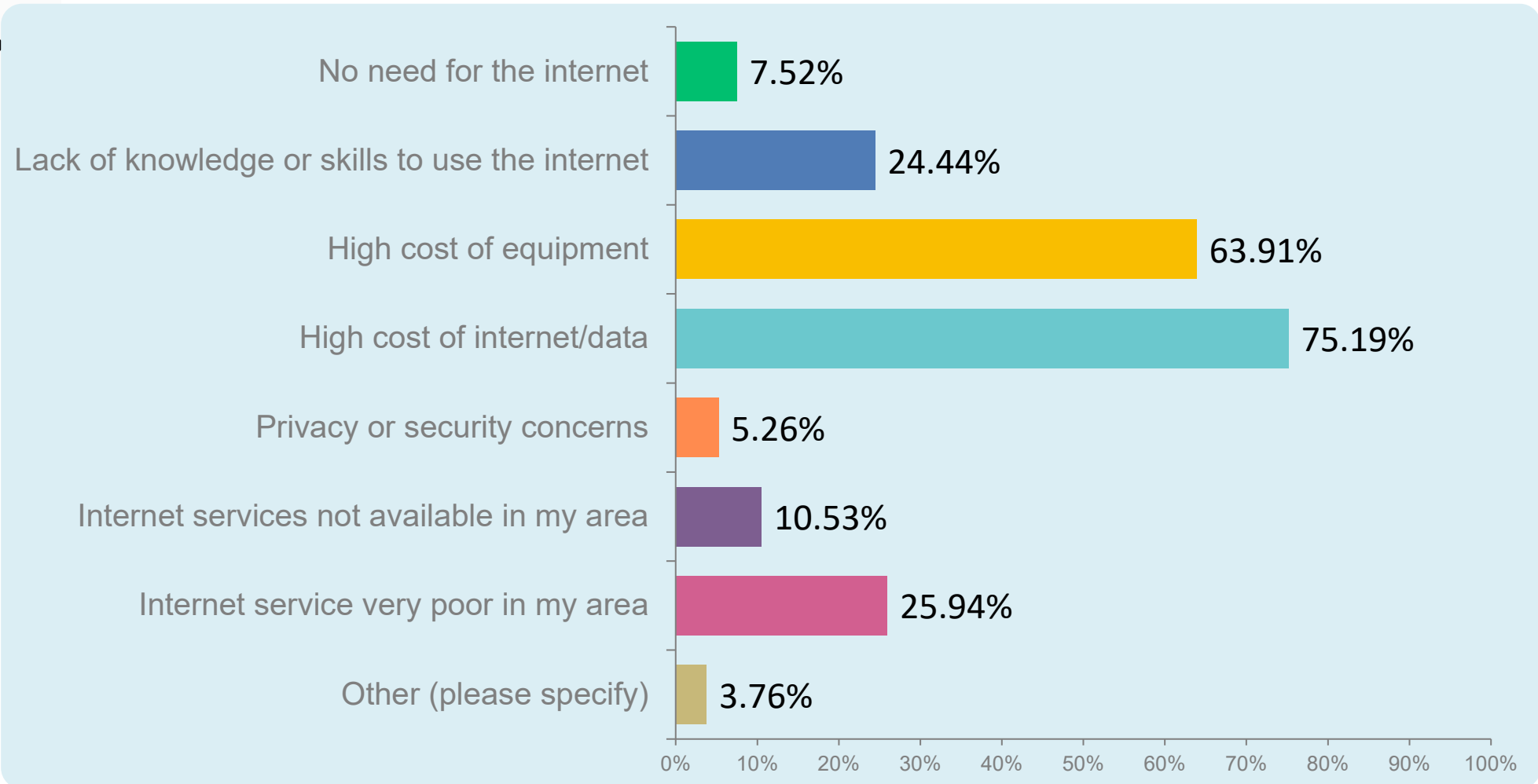


- ❑ This is the proportion of households with Internet access at home.
- ❑ Household with Internet access' means that the Internet is generally available for use by all members of the household at any time, regardless of whether it is actually used.
- ❑ 64% of respondents have internet at home

Responses	Male		Female		Total Value	
	Value	Male	Value	Female	Total	Overall
YES	93	61%	175	65%	268	64%
NO	59	39%	93	35%	152	36%



# Reasons for no internet access at home







## Indicator HH7: Proportion of individuals using the Internet

- This is the proportion of individuals who used the Internet from any location in the last three months.
- Use can be via a number of devices, such as desktop or laptop computers, smartphones, tablet, game machine, digital TV etc
- Access can be via a fixed or mobile network
- 75% of respondents had used the internet during the reference period

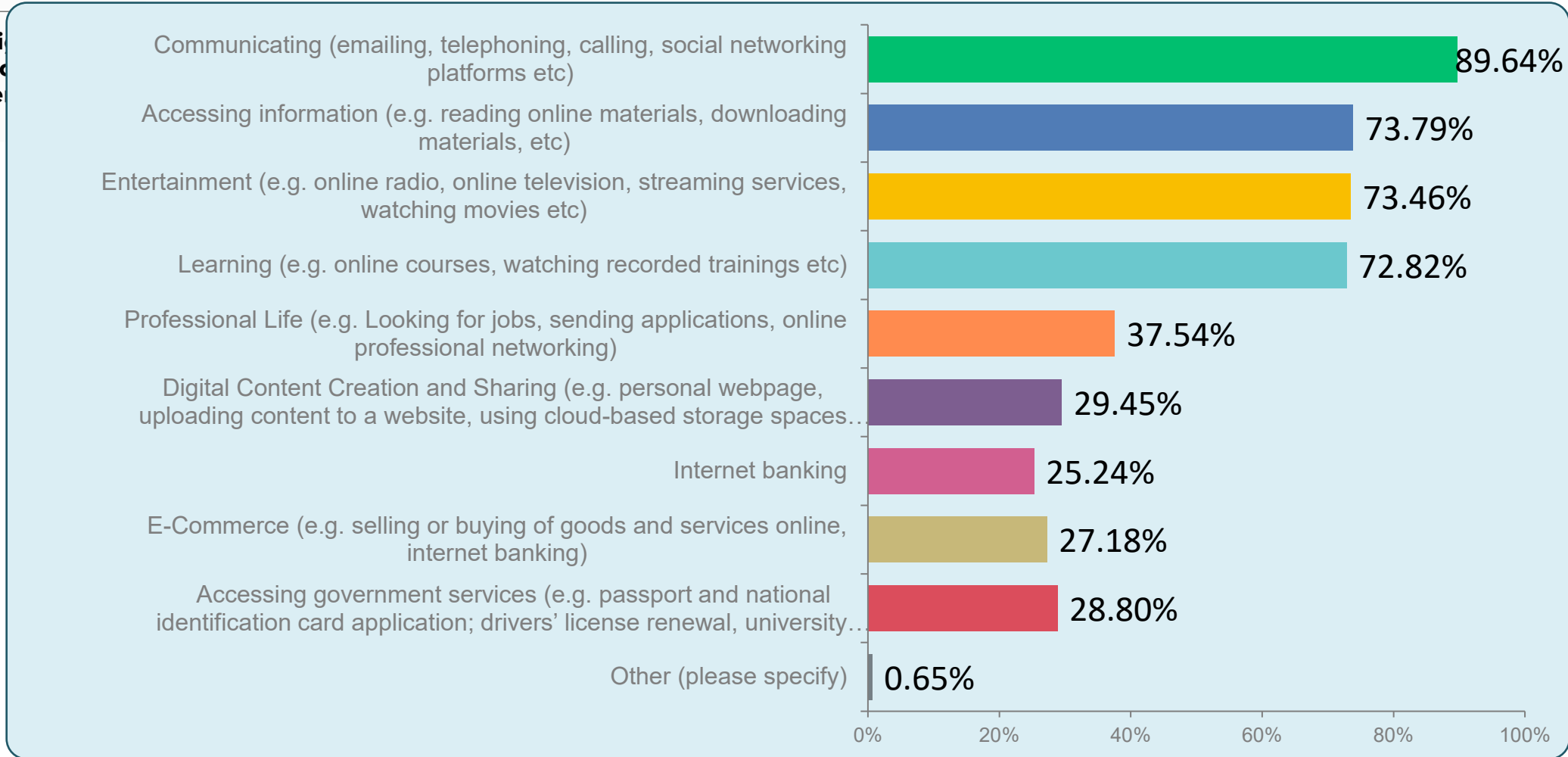
Responses	Male		Female		Total Value	
	Value	Male	Value	Female	Total	Overall
YES	132	87%	180	68%	312	75%
NO	19	13%	86	32%	105	25%



# Indicator HH9: Proportion of individuals using the Internet, by type of activity



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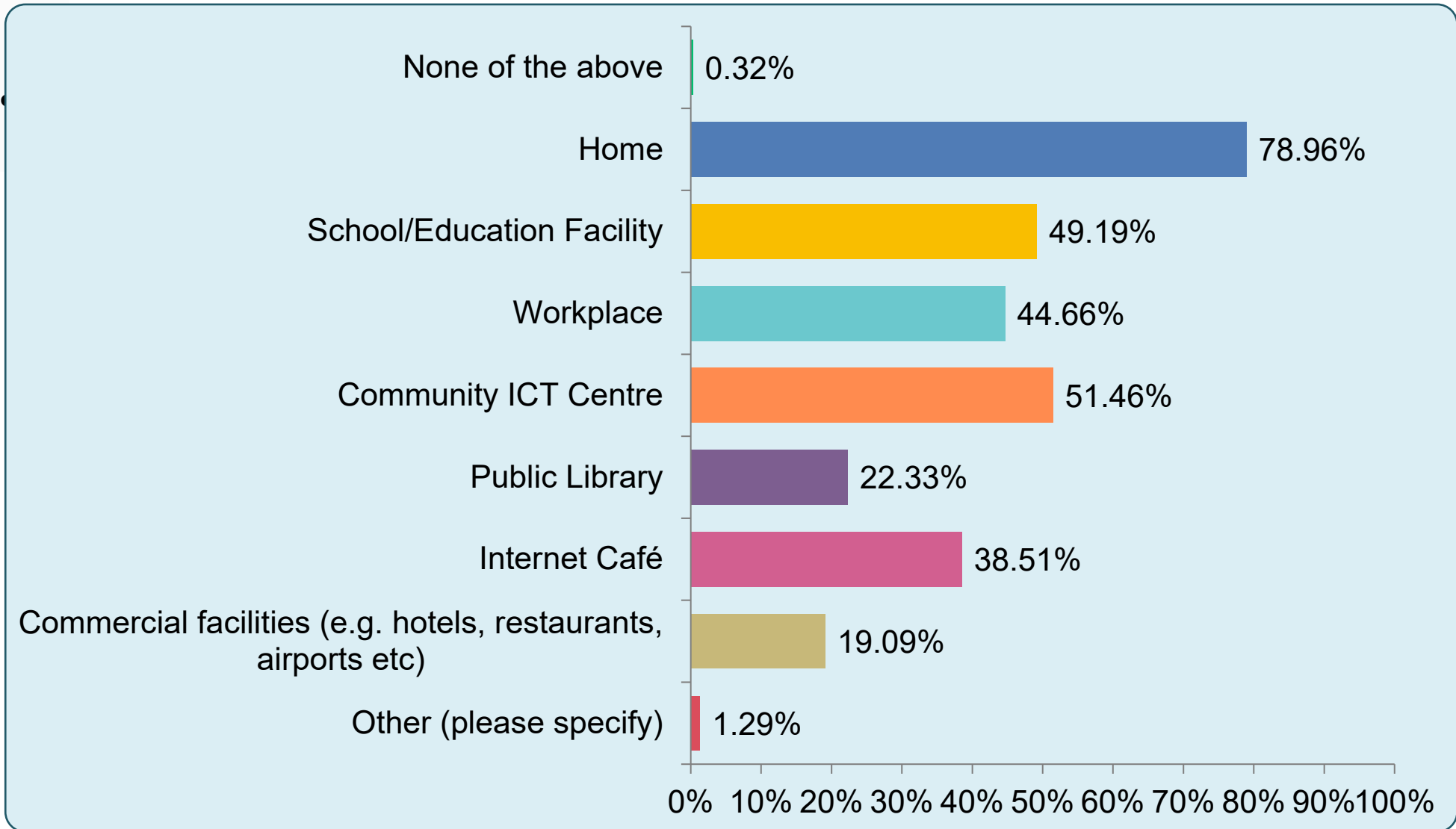




## HH8: Proportion of individuals using the Internet, by location



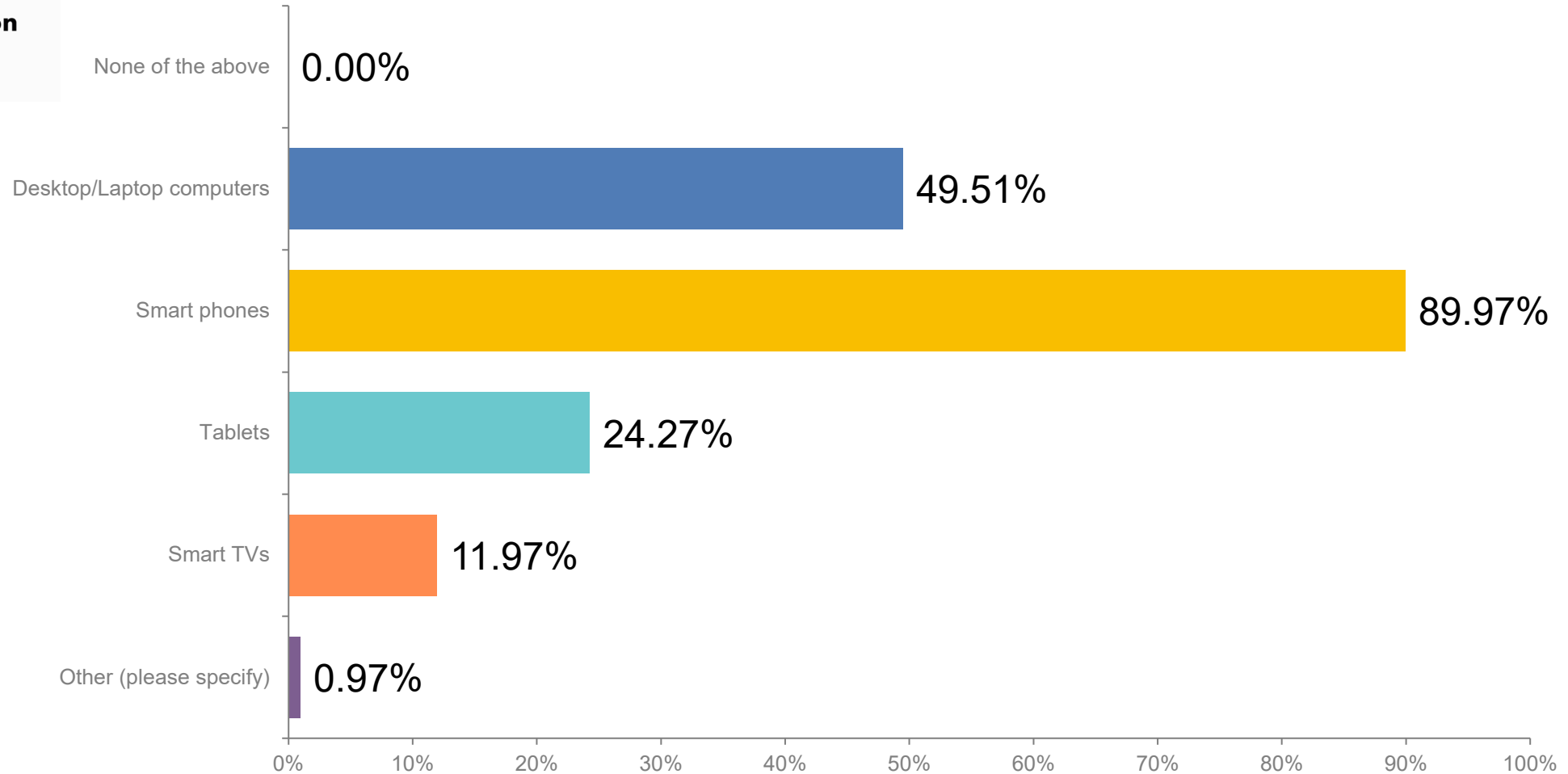
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# What devices do you use to access the internet?





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# WELLBEING AND LIVELIHOODS





# Employment Status

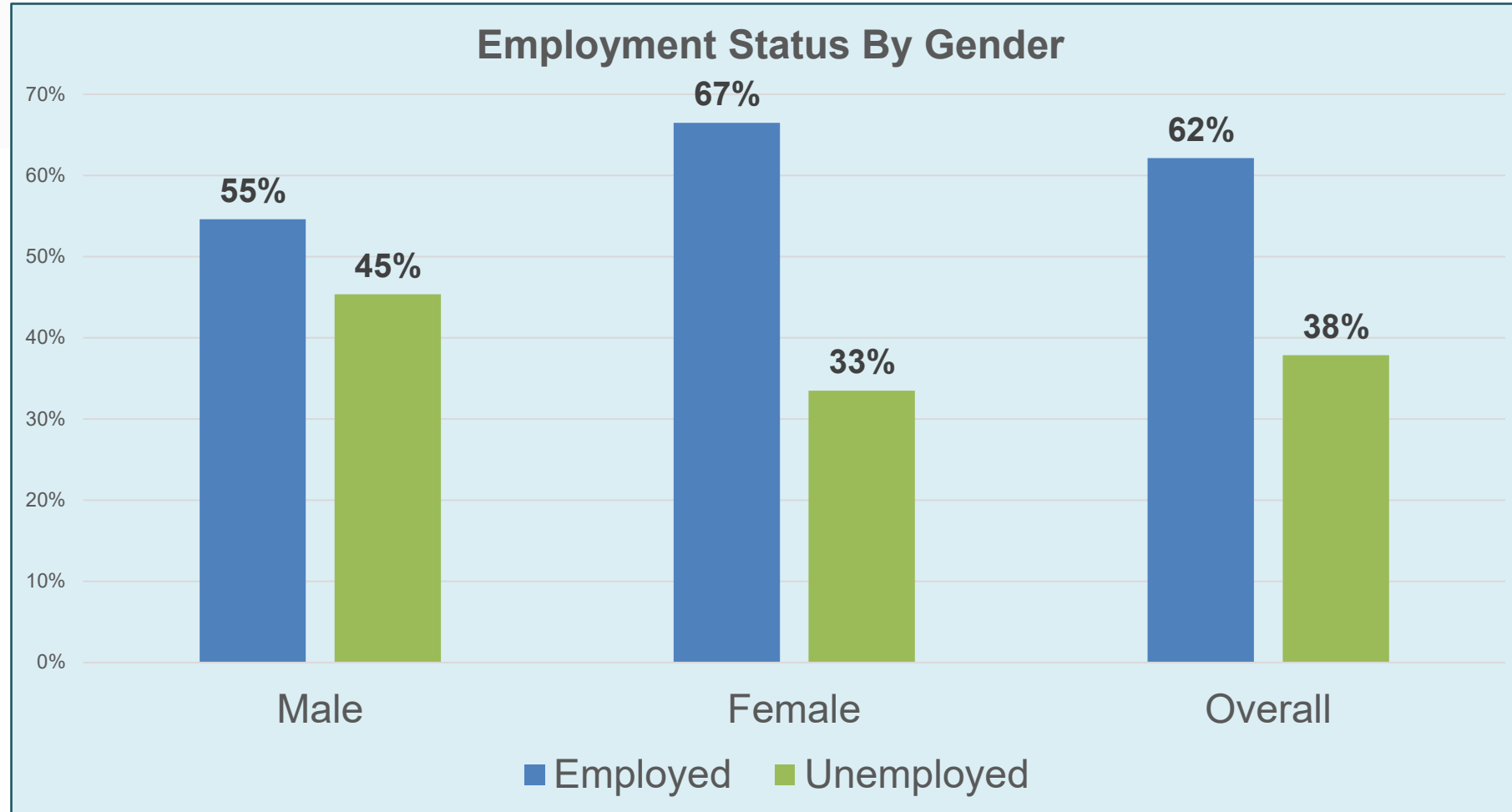
- 62% of respondents of the working age group who were open and available for work were employed during the reference period

Responses	Male		Female		Total Value	
	Value	Male	Value	Female	Total	Overall
Employed	65	55%	137	67%	202	62%
Unemployed	54	45%	69	33%	123	38%
Not available for employment	31	-	56	-	87	-



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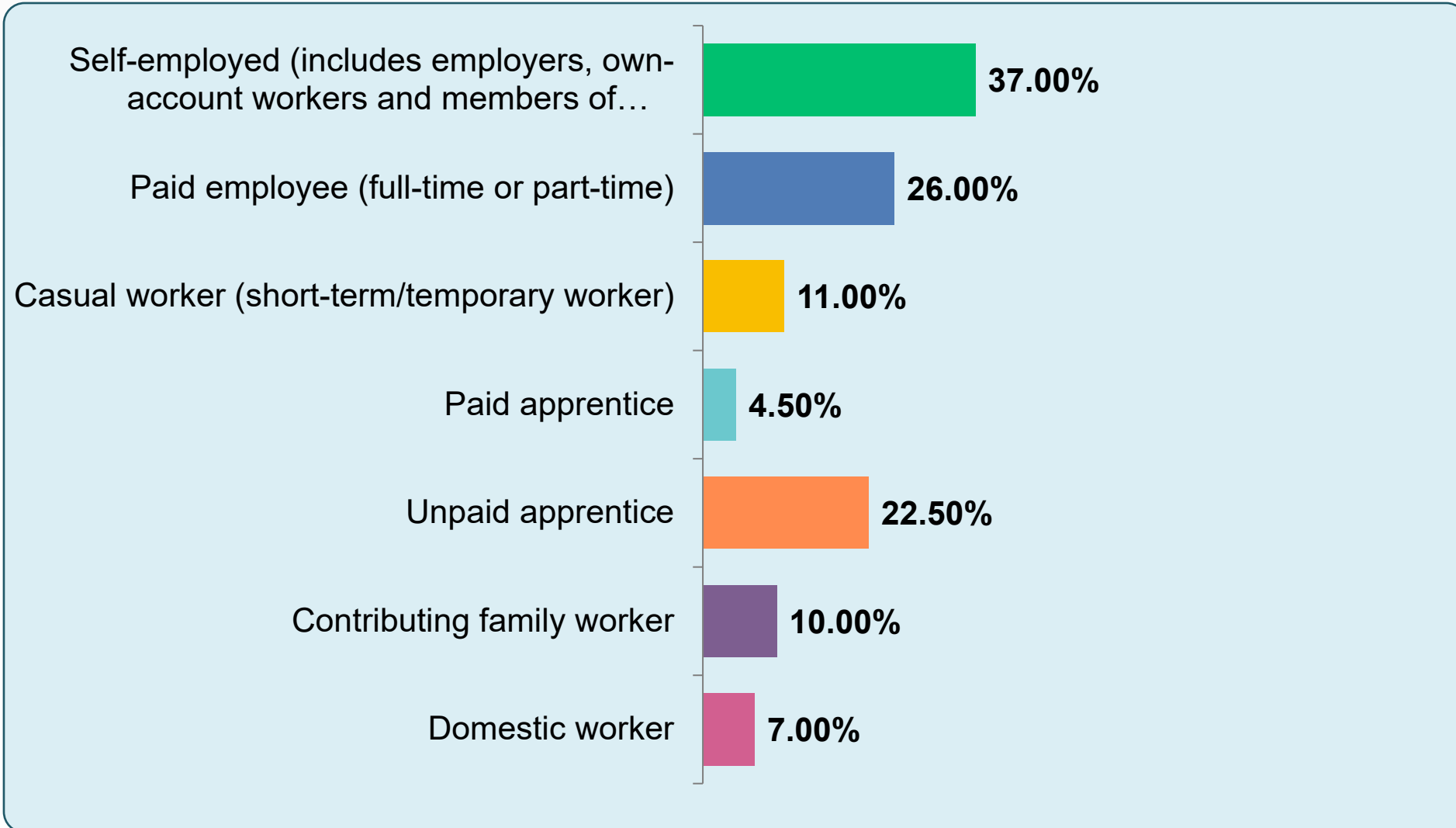
# Employment Status By Gender





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# Type of Employment





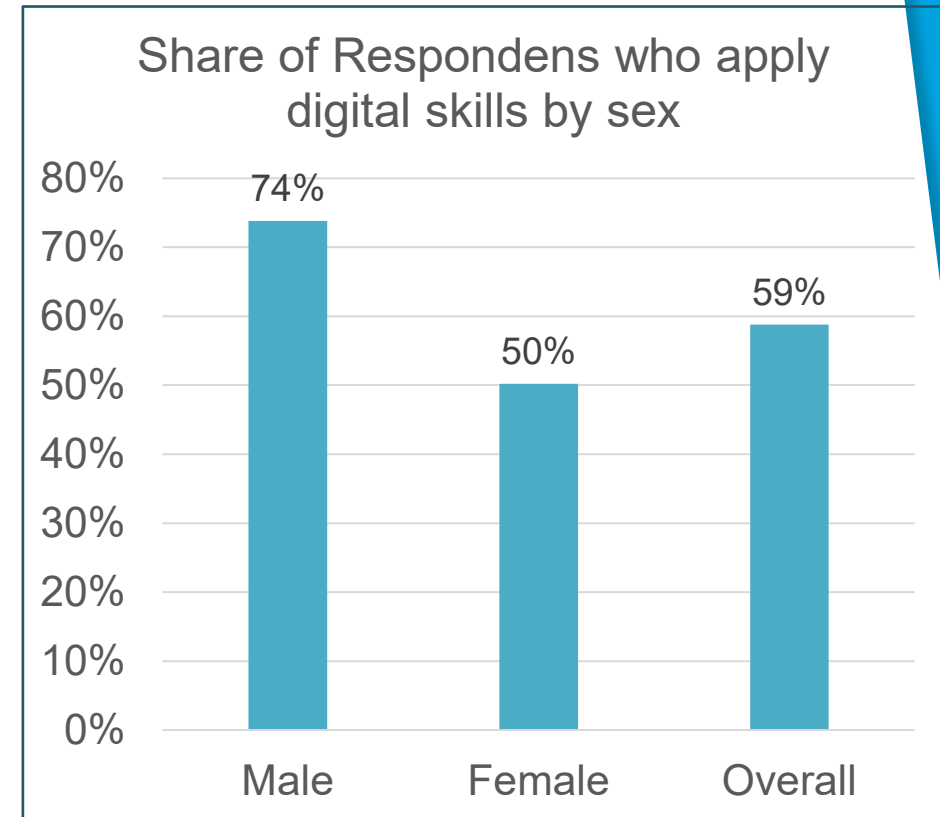


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# Do you use digital skills in anyway in your current job(s), schooling or your daily living?



Responses	Male		Female		Total Value	
	Value	Male	Value	Female	Total	Overall
YES	110	74%	131	50%	241	59%
NO	39	26%	130	50%	169	41%





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For more information,  
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