



EMP SERVE ANNUAL REPORT 2024

Innovate • Create • Impact

ABOUT EMP SERVE

Empower and Serve Kenya (EmpServe) is a young, early-stage, and dynamic youth-led NGO registered in 2016 with the Kenya NGO Coordination Board under certificate number OP.218/051/15-205/10154.

We support and build the capacities of youth, women, and local communities to develop solutions that have a social impact. EmpServe places emphasis on technical and life skills, enterprise development, and linking the youth and women to available opportunities locally and beyond. .

Our Mission

Empowering youth to be the change they want by building their knowledge, nurturing innovation, fostering networks and creating opportunities for positive impact in communities

Our Vision

A society of vibrant young men and women (actively) involved in community development.



EmpServe is dedicated to advancing sustainable development, youth empowerment, and innovation through impactful programs and strategic collaborations. Over the past year, the hub through the support of Women's World Wide Web (W4) has transformed lives by equipping young women and girls with basic and advanced ICT skills, life & social entrepreneurship skills, and through workshops & seminars in ICT and STEM capabilities for real-world applications.

EmpServe's work directly contributes to Kenya's socio-economic growth by empowering young women to participate fully in the economy. By bridging the gender gap in technology and entrepreneurship, EmpServe fosters sustainable development that benefits entire communities.



"The gaping digital divide around the world is a clear marker that technological progress can exacerbate already existing inequalities especially for women. We need to shine a spotlight on this divide... and find urgent solutions..."

**Message by Martin Irungu
Executive Director
International Women's Day, 2024**

This report showcases EmpServe's commitment to nurturing young talent, fostering personal and professional growth, and contributing to socio-economic development of girls & young women. The report celebrates stories of resilience and success, highlighting the transformative power of technology and the determination of the youth served.

EmpServe's journey, powered by collaboration and innovation, is a testament to the power of technology in driving change. Through continuous support and strategic partnerships, EmpServe remains committed to its mission of transforming lives, one girl at a time.



Cohort 12 Graduation at the W4-EmpServe Social Innovation Hub



Social Entrepreneurship Field Visit at Somo Hub

EMPOWERING YOUTH AT

W4 - EMPSERVE

SOCIAL INNOVATION HUB

In 2024, the W4-EmpServe Social Innovation Hub continued to serve as a beacon for youth empowerment in Kenya. Through strategic support from W4 and local partners, the Hub provided training in Basic, Intermediate, and Advanced ICT and Social Entrepreneurship skills to young people in Nairobi and Kajiado counties. The Hub also hosted high-impact digital skills workshops and celebrated milestones through formal cohort graduations.

The anchor program designed to bridge the skills gap among girls & young women from 18-25 years in informal settlements, equipping them with innovative solutions and technology to address grassroots challenges.

81

GRADUATES

Participants graduated in 2 cohorts in April and November

300+

WORKSHOPS & WEBINARS

Delivered in themed sessions on Web Development, AI, Cybersecurity & Career Talks

BASIC ICT TRAINING

COHORT 11 & 12
45 participants trained in Basic and Intermediate ICT skills in partnership with W4 .

SOCIAL ENTREPRENEURSHIP TRAINING

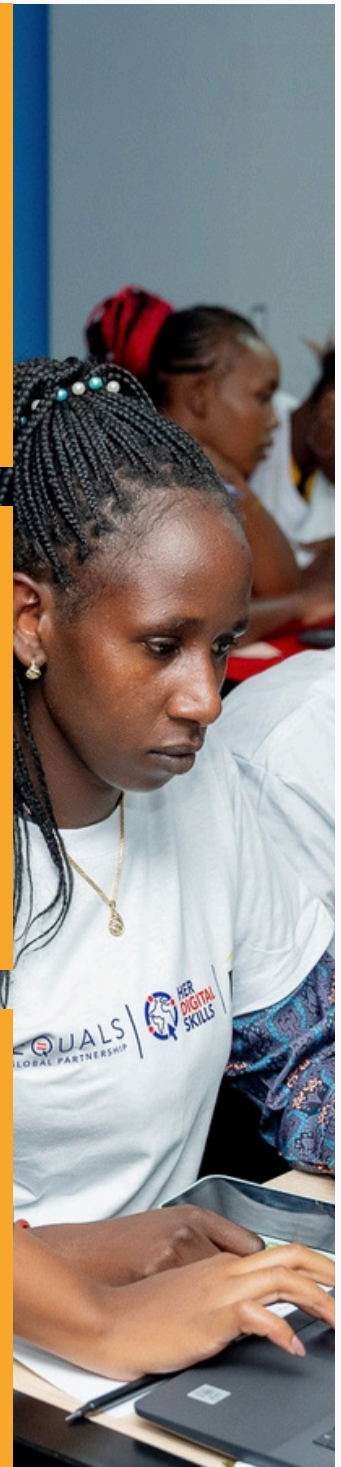
40 youth empowered with business modeling, innovation, and financial skills in partnership with W4

CURRICULUM REVIEW

Internal curriculum enhancement to include AI, Cybersecurity, and remote work

ADVANCED ICT TRAINING

W4, Naamal. Ajira, ICT Authority, USIU
36 participants trained in Advanced ICT skills including Cybersecurity, Digital Marketing, Database, and Network Security.



ALUMNI TESTIMONIALS

ELIZABETH ATIENO

ANTI-MONEY LAUNDERING SPECIALIST AT SAFARICOM

At 25, I found myself at a crossroads after graduating with a criminology degree, uncertain about my next steps. Without practical experience, I struggled to find direction in the job market. Joining Empower & Serve Kenya in 2024 was a turning point—it gave me access to essential IT skills in software development, AI, and digital marketing, along with social entrepreneurship training that refined my critical thinking and leadership abilities. Being part of a supportive community of young women in tech boosted my confidence and helped me navigate career opportunities with clarity.

Today, I work as an Anti-Money Laundering Specialist at Safaricom, applying the digital skills I once thought were beyond my reach. With the right opportunities and support, we can unlock new possibilities, grow beyond limitations, and turn our aspirations into reality.



EMMACULATE OMUCHENI

VIRTUAL DATA VERIFICATION SPECIALIST AT KEPSA

My name is Emmaculate Omucheni, a Virtual Data Verification Specialist at SME Data Consultancy Firm under KEPSA—a role I secured in 2024 after my journey through the W4-Empserve Social Innovation Hub. Growing up in a modest community where girls' education faced barriers, I dreamt of becoming an IT specialist. Joining Empower & Serve Kenya changed everything, equipping me with digital skills and social entrepreneurship training. Over two years, I advanced from basic computer literacy to coding, web development, cybersecurity, and project management, with support from EQUALS Her Digital Skills, W4.org, and EY STEM.



The Social Entrepreneurship Class inspired me to create ECODYE CREATIONS, a tech-driven community project. With mentorship, I pitched it to investors and am now working towards launching a digital marketplace through the Digital Incubation (DI) program. Today, I am self-reliant, support my family, and empower women in my community with tech skills. My journey taught me that tech isn't exclusive—anyone willing to learn can thrive. I hope my story inspires others to take that first step and transform their lives.



CHAMPIONING EQUAL ACCESS WITH HER-DIGITAL SKILLS INITIATIVE.



Through the Equals Partnership initiative, we promote gender balance in the technology sector by championing equal access, skills development, and career opportunities for girls. In 2024 we implemented 3 components of the Equals Partnership Initiative; EY STEM App, E-Mentorship & Life Skills and Her Digital Skills (HDS) workshops.

Her Digital Skills workshops.

The Her Digital Skills workshop series empowers young women aged 18 to 25 to overcome gender barriers in accessing digital technologies and pursue STEM careers. By inspiring participants to explore tech as a viable career option, the program fosters economic empowerment and diverse industry perspectives. This year, 12 workshops on Artificial Intelligence, Mobile App Development, Website Development, and Cybersecurity, equipping 300+ young women & girls with essential skills and exposure to opportunities in the tech sector.



EY STEM App Workshops

The 21 EY STEM App workshops held, empowered 500+ young women aged 15-28 with digital STEM knowledge through a gamified mobile application by EY (Ernst & Young). These workshops increased awareness and interest in STEM careers, promoted inclusivity and diversity in STEM education, and supported broader societal goals aligned with the UN Sustainable Development Goals (SDGs).



E-Mentorship

E-mentorship program connects young women aged 18 to 25 years with overseas professional mentors to enhance their employability, confidence, and career readiness. Last year, 20 participants in Kenya gained valuable soft skills such as problem-solving, time management, leadership, and teamwork while receiving personalized guidance to navigate career challenges and broaden professional perspectives.

EMPOWERHUB: INNOVATION, BPO & JOB PATHWAYS

EmpowerHub, EmpServe's digital innovation arm, advanced its role as a talent accelerator and BPO platform in 2024. It provided remote work training, built SME capacity, mentored interns, and connected graduates with job markets.

Empower Garage is a transition model that supports W4-EmpServe hub alumni with employability and enterprise development. It fosters peer networking, offering co-working spaces for up to six months, complete with free internet, computers, and office utilities to aid remote work and startups.

STRENGTHENING INTERMEDIARY RESILIENCE

25 SMES

in the Kenyan Innovation Eco-System strengthened in CyberSecurity and digital safety capacity in partnership with GFA, GIZ, Assoc. of Countrywide Hubs (SKIIVE)

JOB TRANSITION, ECONOMIC GROWTH AND SUPPORT

15 + JOB TRANSITIONS

Participants secured jobs in key Businesses; Safaricom, Kepsa.

EMPOWERHUB PLATFORM LAUNCH

Online platform empowerhubs.net launched for skills training, HR tools, and BPO matchmaking launched for public access

EMPOWERGARAGE WEBINAR SERIES

200+ SMES

engaged through 3 THEMATIC WEBINARS on cybersecurity, digital marketing, finance increasing capacity among entrepreneurs

STRENGTHENING INTERMEDIARY RESILIENCE

3 CLIENTS

Provided digital services including social media and web design for 3 Clients Steward School, Exquisite Graphics, BestCount Foods engaging youth and generating revenue

DIGITAL JOB PREPAREDNESS

25+

youth trained in CV branding and email marketing for remote job readiness and freelancing opportunities in partnership with Ajira, EqualReach, Naamal

INTERNSHIP MANAGEMENT

6 INTERNS

engaged for project delivery and client management building capacity in real-world project execution

STRENGTHENING INTERMEDIARY RESILIENCE

13 COLLEGE TRANSITIONS

Students from ICT/ STEM training programs joined IT/BBIT programs at public universities



SIEVE MILESTONE TIMELINE

The Social Innovation Eco Village Enduata (SIEVE) project is EmpServe's flagship initiative and a scale up of our DigiLab model in Kajiado County which aims to empower over 10,000 youth annually and reach 10 additional counties. The SIEVE Project is designed to align with global and local policies and blueprints such as the African Union Agenda 2063, Kenya's Vision 2030 and the County Integrated Development Plans. It also aligns well with global trends in technology including artificial intelligence (AI), climate action, localization, and the Sustainable Development Goals (SDGs)

JAN 2024



COMMUNITY NEEDS ASSESSMENT

conducted community engagement processes such as community entry, community needs assessment and stakeholder engagement to better understand community needs and aspirations, and goals

ECO & LIVE FENCING

to secure the land, fencing was done using eco poles and planting of a live fence planted all around the Eco Village.

JUL 2024



JUL 2025



ROAD CLEARING

this was a community activity aimed at clearing the access road to SIEVE Project

CROWDFUNDING PLATFORM

the SIEVE project was vetted by Global Giving to receive donations from both local and international supporters of the project.

AUG 2024



SEP 2024



LAUNCH OF MASTERPLAN

the launch of the SIEVE Master Plan brought together key stakeholders to unveil the vision of the project, share the project's information and call for partners to collaborate with.

COMMISSIONING EVENT

this event happened in March 2025 and was marked by a ground breaking activity to kickstart and commission project activities including mapping out key sections of the Eco Village and labeling them.

MAR 2025





Empower and Serve Kenya is part of the Charter for Change(C4C) Kenya Working Group which is an initiative that was launched in the World Humanitarian Summit 2016 as a coalition to execute global commitments on localization and advance more locally led interventions. Mr. Martin Irungu took over leadership of the The C4C Kenya Working Group as the chairperson.

Localisation needs to be felt and not explained. Localization is more of a practice and not a policy.

Martin Irungu
Kenya C4C WG Chair & ED
EmpServe

The C4C Kenya Working Group held its annual dialogue conference in November 2024 which had the aim of facilitating exchange of knowledge and information on localization practices, push for impactful localization interventions and foster strategic pathways for the future of localization. This annual dialogue brought together participants from **77 local, national and international organizations**. This annual dialogue helped in identifying challenges in advancing the localization agenda such as INGOs commitment to achieve direct funding to local organizations have not been met, funding for administration budgets is still limited, lack of a harmonized framework for due diligence on local organizations and bureaucratic barriers to multilayer funding for local organizations. The dialogue also analysed some key progress made on fostering the localization agenda such as enhanced inclusion of local actors in decision making, improved partnerships among stakeholders and progress in advancing localization practices.





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