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Q1: Respondent details

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Q2: Country or Customs territory

CAMBODIA

Q3: Organization

Other (please specify) Social Enterprise

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Q4: Title of case story

Digital Divide Data and Impact Sourcing

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

Digital Divide Data is a social enterprise that started operations in Phnom Penh, Cambodia with a team of ten people in 2001. Digital Divide Data's model is based on "impact sourcing," through which it employs people in developing countries to provide high-quality digital content services to local and international businesses. Digital Divide Data's model is unique in that employees have the opportunity to complete higher education while they gain work experience. As such, their model has developed a growing network of young professionals and propelled hundreds of families out of poverty. Since 2001, Digital Divide Data's program has increased lifetime earnings for youth in Cambodia, Laos and Kenya by a projected total of more than US\$300 million. Today, Digital Divide Data successfully delivers work to hundreds of international and local clients from four operation centers in Cambodia, Laos, Kenya and the US.

Q7: Who provided funding?

Private sector

Q8: Project/Programme type*Respondent skipped this question*

Q9: Your text case story

Starting with its first operation in Cambodia in 2001, Digital Divide Data pioneered and evolved an economically sustainable approach to alleviating poverty that has come to be known as “Impact Sourcing”, through which it employs people in developing countries to provide high-quality digital content services to local and international businesses. Digital Divide Data’s model is unique in that employees have the opportunity to complete higher education while they gain work experience. As such, this model has developed a growing network of young professionals and propelled hundreds of families out of poverty. Since 2001, Digital Divide Data’s program has increased lifetime earnings for youth in Cambodia, Laos and Kenya by a projected total of more than US\$300 million.

Digital Divide Data's model creates jobs and develops a workforce capable of competing in the global economy. Its approach to Impact Sourcing is based on a comprehensive program of training, employment and higher education that enables young people to identify and attain their goals. The structured program that Digital Divide Data offers enables youth to develop their skills, grow personally and improve the socio-economic well-being of their families. Digital Divide Data’s work/study program participants have gone on to careers in government, law, telecommunications, and non-profit companies, or into management roles at Digital Divide Data.

In that regard, the following video entitled “True Stories of the Connected: Closing the Digital Divide in Cambodia” provides insight into the life of a Cambodian man, Socheat Keo, whose IT training and education is allowing him to advance his career and make a better life for himself, his family and his community. Socheat Keo first started at Digital Divide Data as a data entry operator in 2001 and is now overseeing 400 people. In the video, he speaks about his experience and how Digital Divide Data has helped him and other people learn, work and connect in Cambodia.

Please see video here: <https://www.youtube.com/watch?v=bNu0rjkkvTU>

Q10: Lessons learnt

Respondent skipped this question
