



by IYF

## Conectadas LAC, El Salvador: Empowering Young Women in the ICT Sector

### The Opportunity to Transform the Future

El Salvador's Information and Communication Technology (ICT) sector is growing steadily. Between 2018 and 2022, **employment in this sector increased by more than 6% annually, with over 5,179 new jobs created in 2022 alone.**

This dynamism offers a unique opportunity to **strengthen local talent and reduce inclusion gaps in a strategic and high-demand sector.** However, challenges persist, particularly for young women, who face significant barriers to accessing and thriving in technology careers.



### Conectadas LAC, El Salvador: Closing Gaps and Creating Opportunities

In response to this challenge, the International Youth Foundation (IYF), with support from Google.org, launched the Conectadas LAC El Salvador program. This initiative aims to **close the gender gap in the ICT sector** by promoting the inclusion of young women aged 18 to 35 through technical training, socio-emotional skills development, and career guidance.

Since its inception, the program has transformed the lives of:



who are now better equipped to take on roles in the tech sector.

267 participants successfully completed their training



56% securing jobs in the formal sector.



## An Integrated Approach That Delivers Impact

Conectadas LAC El Salvador employs three key pillars to ensure participants' success:

### Google Professional Certification

Provides training in IT Support, combining online learning with in-person sessions to develop high-demand technical skills.

### Socio-Emotional Skills Development

Through the Mi Carrera, Mi Futuro program and the Discover Your Vocation (DTV) platform, participants build life skills, receive career guidance, and enhance their adaptability to the job market.

### Complementary Activities

Includes workshops and additional resources to prepare participants for job searching, entry, and retention in the formal ICT sector.

With this holistic approach, Conectadas LAC El Salvador not only prepares participants for employment but also **fosters cultural change toward inclusion and gender equity in ICT.**

“I’m thrilled to be part of this program that helps and inspires young people to move forward. Technology is a fundamental part of our lives, and I’m proud to know how to use it, thanks to the GOOGLE LAC EL SALVADOR program.”

**Yaritza Delgado**  
participant at LAC EL SALVADOR program.



## Scaling the Impact

The program's success has paved the way for new initiatives. **In 2024, with support from the National Training and Vocational Institute (INCAF), IYF, and the Ágape Association, 1,000 Salvadoran youth will receive training in technical and socio-emotional skills through the Google IT Certificate and the Mi Carrera, Mi Futuro component. This initiative will not only expand opportunities for young people but also establish El Salvador as a regional leader in tech talent development.**

Conectadas LAC El Salvador is not just transforming lives; it is driving the nation's future and fostering equitable growth across the region. Together, we can build an inclusive, diverse, and prepared ICT sector for tomorrow's challenges.



"I am proud and satisfied to be part of the training process for talented young people like the participants in the GOOGLE LAC EL SALVADOR program. Over 200 youth have been trained and graduated, proving that distance is not a barrier to learning. Technology has the power to transform lives, break down barriers, and open many opportunities."

**Rebeca Dalila Márquez López**  
coordinator of the GOOGLE LAC EL SALVADOR program.



Hear the voices of participants across Latin America.

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