



The information and communications technology (ICT) sector in Colombia is expanding rapidly. Companies have significantly increased their investments in digital tools and services, recognizing the exchange and management of information as fundamental pillars for organizational success.

A study by the Ministry of Information and Communications Technology (MinTIC) revealed that ICT companies in Medellín and Bogotá experience annual growth rates of 3% and 4%, respectively.

However, this dynamism faces a crucial challenge: the gap between the demand for talent in the sector and the supply of skilled professionals.

In 2020, the ICT sector generated 36,184 job openings, but only 26,017 students possessed the necessary competencies to fill them. This highlights the urgency of promoting technical and professional training to ensure more young people can access these opportunities, and companies can meet their talent needs.



Conectad@s: The Response to the Challenge

To bridge this gap, IYF implements Connected, an innovative initiative that equips young people aged 18 to 29, who have completed secondary education and are interested in working in the IT field, with the technical skills, confidence, and comprehensive preparation needed to excel in the ICT sector.



What does Conectad@s: offer?



Intensive Training

300 hours of training distributed over 12 to 14 weeks, with daily 4-hour sessions from Monday to Friday.



Virtual Modality

Synchronous and asynchronous sessions, with support from specialized tutors to ensure learning.



Result-Oriented Approach

A training program designed to directly address labor market needs, connecting participants with real employment opportunities.



Thanks to the support of the **PriceSmart Foundation and Google.org**, this program is implemented in Medellín, Bogotá, and their metropolitan areas. Conectad@s aims not only to reduce the human talent gap but also to promote gender equity and diversity in the ICT sector.

The program addresses the human skill gap through three components:

Google Professional Certificate

A training program to obtain a professional Google certificate in IT Support, Data Analysis, Project Management, or UX Design, through a combination of online and in-person courses.

Socioemotional Skills

A curriculum that develops socioemotional and life skills, as well as career guidance through IYF's "Discover Your Vocation" (DTV) initiative.

Complementary Activities

Activities and skill-building opportunities to help young participants consolidate knowledge and prepare for job searching, entry, and retention in the formal IT sector.



74%

Already Employed in the ICT Sector

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When I was selected for this course in IT Support offered by Google, I said, 'One day I'll work at Google.' This is just one more step. When I finish this course, I see myself in a company where I can grow, where I can start from the bottom and work my way up to get a good job that allows me to provide a quality life for my family.

Magdalena Vanegas

Results Transforming Lives and the ICT Sector

 **1,150**
Young People Enrolled

Each participant represents a story of overcoming obstacles and a step toward a future full of possibilities in the ICT sector.

 **113%**

of Women Inclusion Goal Achieved

More than half of the enrolled participants are women, promoting diversity and inclusion in the sector.

 Near **3/4**

graduates are applying their skills directly in the labor market, bridging the gap between training and employability.

79%

of those who started the program successfully completed their training, exceeding the initial goal and reaffirming the program's effectiveness.

907

Graduates Ready to Lead Change



The PriceSmart Foundation is proud to support the Google IT Project because it provides opportunities for young people from vulnerable environments in Medellín to prepare for the competitive labor market by training them in information technology and offering vocational guidance. By including young women equally with men, this project promotes gender equality and inclusion in the IT sector, contributing to a more diverse and representative workforce

Angie Venza
Director of the PriceSmart Foundation

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