

SUMMARY OF THE PROJECT IN DESIGN * (*)

JOBECAM The workplace diversity booster

PITCH ELIGIBILITY DATE		COUNTRY(IES)
01/31/2023		Brazil
ALIGNED WITH COUNTRY STRATEGY?		
Yes		
PARTNER(S)		
Jobecam		
PRELIMINARY CLASSIFICATION ENVIRONMENTAL AND SOCIAL IMPACT		
C (**)		
TOTAL BUDGET	IDB Lab	LOCAL COUNTERPART AND COFINANCING
US 700,000	US 350,000	US 350,000
DESCRIPTION		

The problem There is a strong business case for gender and ethnic diversity at corporate level. In “Diversity Wins: how inclusion matters”, McKinsey analyzed different performance indicators and found that companies in the top quartile of gender diversity were 25% more likely to experience “above-average profitability” than companies in the fourth quartile. The percentage increases to 36% in the case of ethnic and cultural diversity. This positive correlation has also been validated in other settings: an academic report from 2020 found strong evidence that US companies with LGBT-friendly corporate policies have higher profitability and higher stock market valuation, and the report “Women Count 2021”, which analyses gender balance on FTSE companies in UK, found that those companies with greater women representation at executive and board levels, achieved higher profit margins during the COVID crisis. Similar conclusions exist regarding the degree of innovation in companies. The most innovative enterprises tend to have more women in their boards than their industry peers. However, achieving a diverse workforce remains a challenge. With regards to gender, for example, it is well documented that persisting social norms and stereotypes continue relegating women to certain roles, hindering their economic empowerment, perpetuate access gaps in different domains (income, labor markets, property, health, education, STEM careers, to name a few) and major caregiving responsibilities. In Brazil, key factors of economic inequality relate to racial and gender issues. In 2022, Brazil stood on the 94th position (out of 146) in the World Economic Forum’s Global Gender Gap report, being the third worst positioned country in Latin America after Belize and Guatemala. Although women represent 51% of the country’s population, their labor participation rate is 49% compared to 68% for men, with an estimated 25% pay gap and 16% of women participation in corporate boards. In terms of ethnicity, afro-decedents account for 53% of the population, but have low participation in both middle management and executive positions.

The solution [Jobecam](#), one of the proposals selected from the [gender and artificial intelligence challenge](#), is an HR Tech platform that helps companies to reduce unconscious bias through anonymized video interviews (pre-recorded or live) and resumes, while also helping to optimize the recruitment and selection process itself. Jobecam technology, which can be used native or integrated with any HR system, applies Artificial Intelligence (AI) to anonymize interviews from candidates. The interviews are then presented to the recruiters with an unidentifiable image (an avatar) and an altered voice (not gendered). The candidates will only be revealed after

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**The IDB categorizes all projects into one of six E/S impact categories. Category A projects are those with the most significant and mostly permanent E/S impacts, category B those that cause mostly local and short-term impacts, and category C those with minimal or no negative impacts. A fourth category, FI-1 (high risk) Financial Intermediary (FI)’s portfolio includes exposure to business activities with potential significant adverse environmental or social risks or impacts that are diverse, mostly irreversible or unprecedented, FI-2 (medium risk) FI’s portfolio consists of business activities that have potential limited adverse environmental or social risks or impacts, FI-3 (low risk) FI’s portfolio consists of financial exposure to business activities that predominantly have minimal or no adverse environmental and social impacts.

being promoted to the following phase. The technology also allows real time interactions with the evaluators in the case of live interviews, where candidates are anonymized through robotic voices, image represented by an avatar and to be named in relation with cities or countries. Moreover, the AI allows to rank video interviews through word matches, between recruiter's requisitions and candidates' speeches. Jobecam encourages recruiters to avoid personal questions and to focus on technical skills and competences. By changing the candidate's voices and names using avatars, the stereotypes and bias related to non-objective characteristics such as gender, race, age, among others, are avoided. Jobecam started operations in 2020 with a B2B SaaS business model that demonstrated good traction within the country. In the following years, Jobecam is planning to consolidate its operations in Brazil, being the leading provider and start operations in Latam during 2024 and USA during 2025. To achieve these goals the company needs to consolidate its commercial and customer experience models, strength communications, public relations and reporting to clients and candidates.

The beneficiaries The proposal is oriented to benefit women, but also will benefit minority groups in the workforce such as black people, LGBTQ+, people with disabilities, people living in impoverished areas, people over the age of 50, indigenous people, immigrants and migrants, etc.

The partners Jobecam was founded in 2016 by [Camila Yochabell](#) and focused specifically on talent selection. In 2018 a blind interviews platform was launched, with the purpose of reducing bias in recruitment and selection processes.

The IDB Lab contribution IDB Lab's contribution proposed is a Contingent Recovery Investment Grant of US\$350,000 (a SPARK operation) to be matched by counterpart resources

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