Executive Summary

This social diagnosis analyzes the labor situation in Uruguay, focusing on the difficulties faced by people seeking employment and small and medium-sized enterprises (SMEs) trying to connect with them. Unemployment and underemployment remain significant challenges, especially among young people, women, and workers with limited education. On the other hand, SMEs—most of the country’s businesses—often lack easy-to-use tools to post job openings and attract suitable candidates.

A key finding is the lack of accessible and specialized channels for job postings. Although there are portals and social networks that can help, they are often expensive, difficult to use, or overloaded with information, making it harder for job seekers to find opportunities and for companies to reach the right candidates.

Another important issue is the digital divide. While some people handle online tools well, others lack access to the internet, devices, or basic digital skills, limiting their ability to secure employment. In addition, many platforms are not tailored to Uruguay’s reality and fail to provide support such as career guidance or digital training.

In response, EmpleoYa emerges as a simple, accessible, and locally adapted digital platform. Its goal is to act as a bridge between job seekers and employers, prioritizing ease of use, low costs, and alignment with the Uruguayan context.

This platform aims to help reduce unemployment, make hiring processes more transparent, and support SMEs, which are vital to the economy. In short, having job vacancies is not enough—there must be simple and appropriate tools to bring people and companies together.