THIS IS OUR MODEL
COMMUNITY PLACEMENT | LEARNS ABOUT LOCAL NEEDS | DELIVERS DIGITAL + SOCIAL ENTREPRENEURSHIP SKILLS TO COMMUNITY | LEARNS ABOUT SUSTAINABLE SOCIAL INNOVATION | DEVELOPS A SUSTAINABLE INITIATIVE
Online Training
Self paced program
Three pathways to choose from
Unleashing the power of youth in designing solutions
Introduction to Social entrepreneurship

Evolving Social Enterprise Business Model
Bridging the Digital Gender Divide
Human Centered Design approach
Using Technology and Innovation as a cross cutting tool
Multi-Sectoral Partnership Model

AFRICA

MENA
AFRICA

PROGRAM

INNOVATION
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<th>STARTING SKILL LEVEL</th>
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STRATEGIC MULTI-SECTORAL PARTNERSHIPS

Republic of Rwanda

Government of Canada

UNDP

UNICEF

UNHCR

World Vision

SAP

Google

Mozilla

Mastercard Foundation

IBM

Cisco
DOT’S PARTNERSHIP WITH THE GOVERNMENT OF RWANDA RESULTED IN

OVER 5,000 YOUNG MEN & WOMEN

TRANSFORMING THE LIVES OF MILLIONS
What is the DIGITAL AMBASSADORS PROGRAM? (DAP)

Innovation and collaboration among government, civil society and private sector

5,000 young Digital Ambassadors transforming Lives of Millions of citizens through digital skills and adoption of e-services to drive digital inclusion

Transform young job seekers into job creators as they deliver digital skills programs in their communities

Create new opportunities for girls, women and those who are excluded in their communities

Promoting women and girls as digital champions and increase their role, participation and benefits from digital inclusion and the new digital economy

Bringing content that is relevant to them and help them develop a safe digital identities

Ensuring they are provided access and opportunities to build digital skills
# DAP

**Proof of Concept**
*(Emerging Insights)*

## Increasing demand for the DAP Program beyond the launch site

- Local Leaderships Owning the program
- Need to conduct more decentralized community awareness

## The Digital Ambassadors are fully engaged

- Providing training
- Liaising with local leaders
- Supporting the citizens inside & outside the training hours

## Upon realizing the added value of digital devices, many citizens have begun to express interest in buying smartphones

- Engage financial service providers and telecoms device providers
- Support the increase in demand for affordable smartphones
DAP
Proof of Concept

Digital Literacy Training given to

13599
Citizens to-date

53% Male

47% Female
DOT’S PARTNERSHIP WITH UNICEF IN LEBANON RESULTED IN OVER 3,000 YOUTH EQUIPPED WITH EMPLOYABLE DIGITAL SKILLS
A ripple starts with a DOT

Our programs work on creating Digital Champions that become change agents in their communities.
Our programs work with girls and women to enhance the digital skills and integrate them into the digital economies of their societies. We create awareness about the importance of adopting digital tools in women’s daily lives from a very young age.
Our programs work with youths on enhancing the digital skills required in the 21st Century allowing them to be integrated in the workforce of today and compete with well equipped youth on digital positions from around the world.
Professional Development is also at the core of the unit where field officers undergo technical and practical workshops to build their monitoring and evaluation capacities.

Data collection tools are validated through pilot phases, stakeholders’ feedback and are constantly improved based on field practices.

Utilization of online assessments for ICT skills provides robust evaluations about the trainees’ acquired skills and suggests course corrections where needed.

We train our youth on M&E & its application.
MEASURING THE IMPACT

ACTION PLAN FOR MY DREAM

- Mechanical work
  - Restaurant
- Good Communication
  - Problem solving
  - Confident
  - Relationship building
  - Committed
  - Hardworking
- Jitaga pool
- Kampala
- Industrial area
- Others

List of what I am good at:
- Mechanical work
  - Restaurant
- Station
- Poultry work

List of skills I have
- Preferred location
  - Place of work

Target of list of companies of contacts

WANT TO START A GARAGE AND A MECHANICAL WORKSHOP

List of options
- Get a job to raise capital

WANT TO START A GARAGE

- Grow
- Get skills
- Meet people
- Make friends
- Improve
- Earn
- Save

List of what I need
- Money
- Help
- Tools
- Learning
- Experience

List of what I want
- Modern garage
  - Weapons
  - Tools
  - Equipment
  - Computers
  - Education
  - Woodwork
  - Digital
  - Others

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Robust measures to evaluate acquisition of digital skills

Online summative assessment measuring trainee’s knowledge and skills in digital literacy

Accessing the use of technology by all the beneficiaries (TVET Teachers, TVET Students, Community beneficiaries)

Post training analysis for business startups

Combined analysis of all the results obtained provides valuable insights about the programme’s impact and suggests course correction when needed.
THE LESSONS WE LEARNED
THE LEARNED* 

Participatory training and learning is effective when empowering youth

Creating locally relevant learning content is the key to success

Partnering with relevant government institution is key for scaling

*The lessons learned were relevant at multiple levels of the programme
THE RESULTS IN NUMBERS
LAST YEAR, DOT PROGRAMS HAVE RESULTED IN

OVER 5,800 NEW BUSINESSES

MORE THAN HALF OF THEM RUN BY WOMEN
FEEL EMPOWERED TO
IDENTIFY OPPORTUNITIES
IN THEIR COMMUNITIES
THAT THEY PREVIOUSLY DID NOT BELIEVE EXISTED

85%
70%

LAUNCH AN INNOVATION THAT SOLVES A COMMUNITY PROBLEM
OR SCALE THE IMPACT OF AN EXISTING INITIATIVE
70% report that their day-to-day decisions have better results.
MORE THAN HALF ARE MAKING CONTRIBUTIONS TO PUBLIC POLICY DEBATES AND DISCUSSIONS THAT CONCERN THEIR COMMUNITY