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DIGITAL
OPPORTUNITY
TRUST

THIS IS OUR MODEL



SCALE
AWARENESS



DEVELOP
SKILLS



Digital Opportunity Trust in AFRICA & MENA

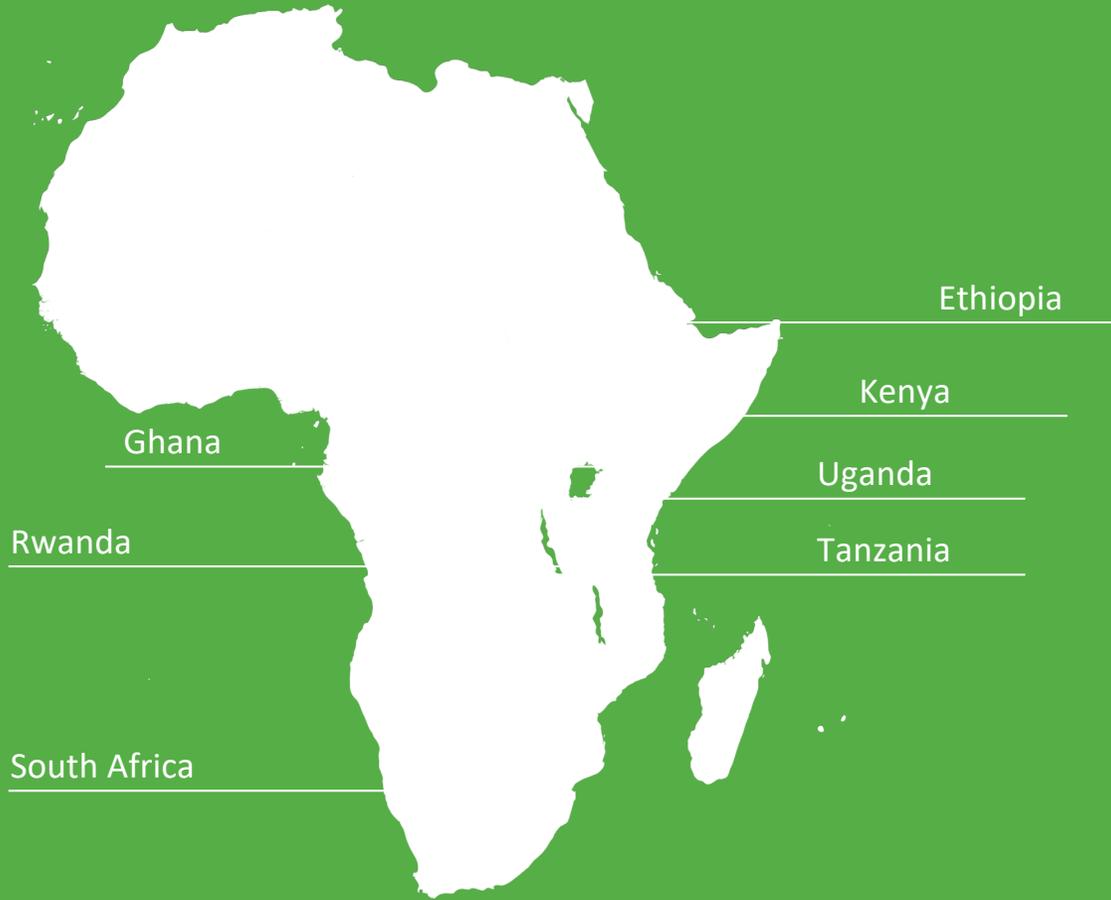
ELIGUARD DAWSON

Tanzania Country Director

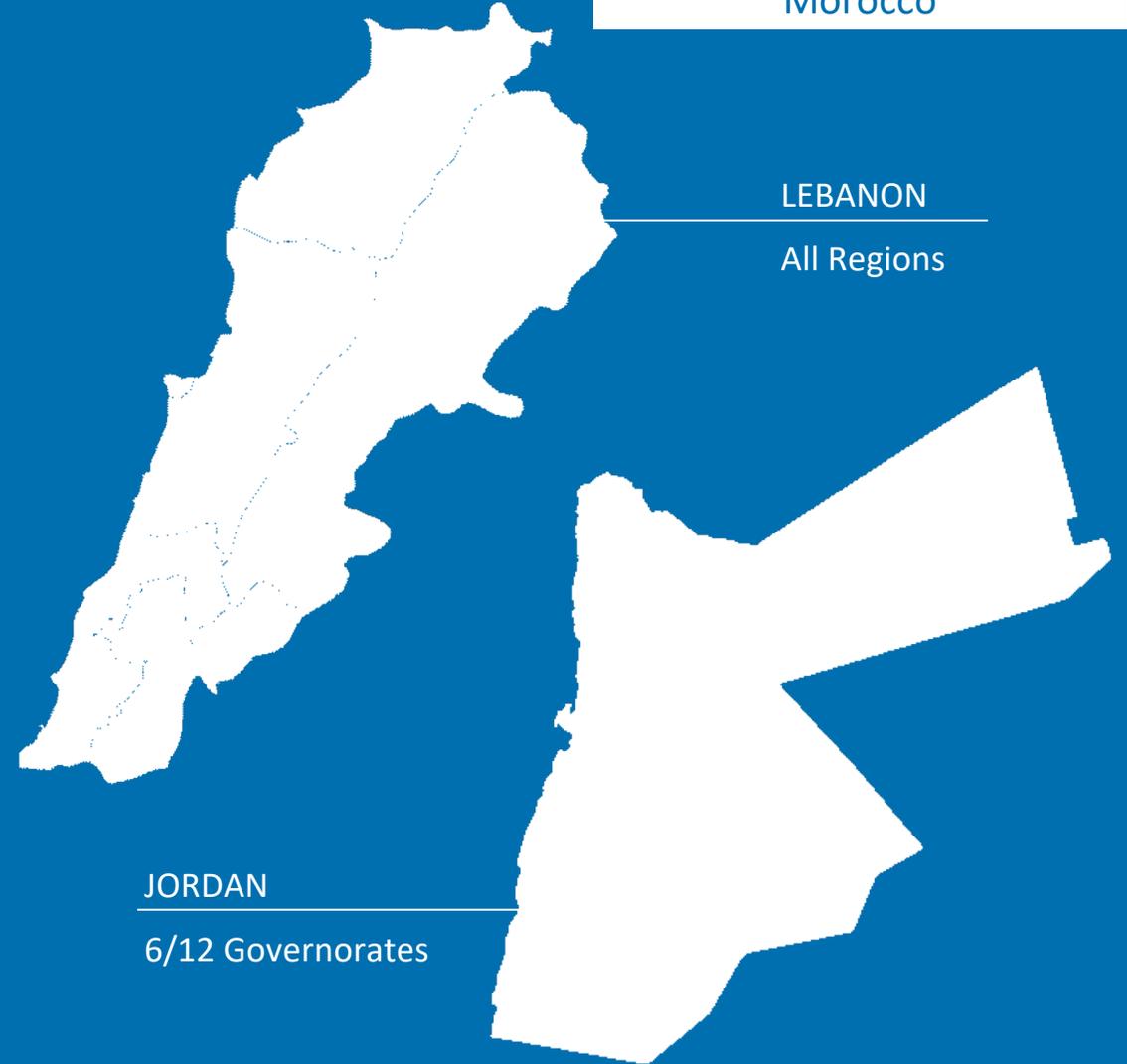




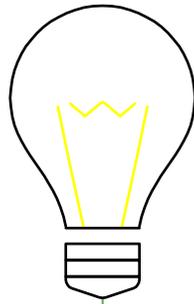
COVERAGE



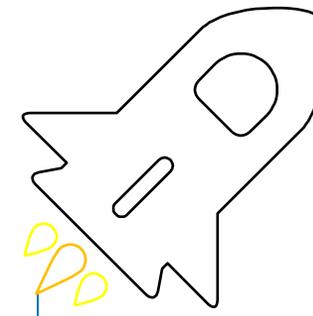
AFRICA



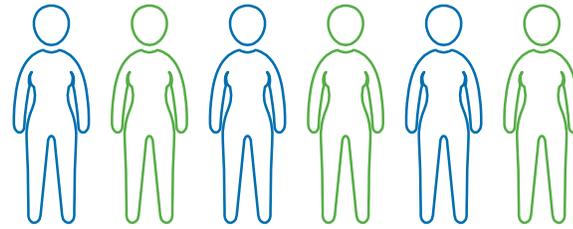
MENA



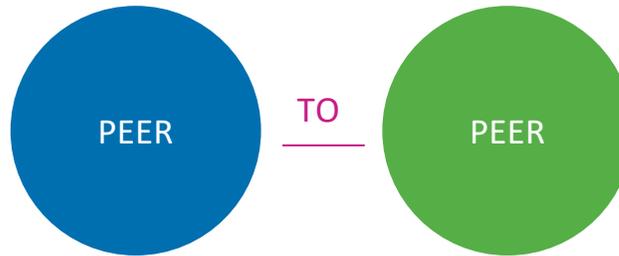
PROGRAM INNOVATION



- Online Training
- Self paced program
- Three pathways to choose from
- Unleashing the power of youth in designing solutions
- Introduction to Social entrepreneurship



Youth Centric



- 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

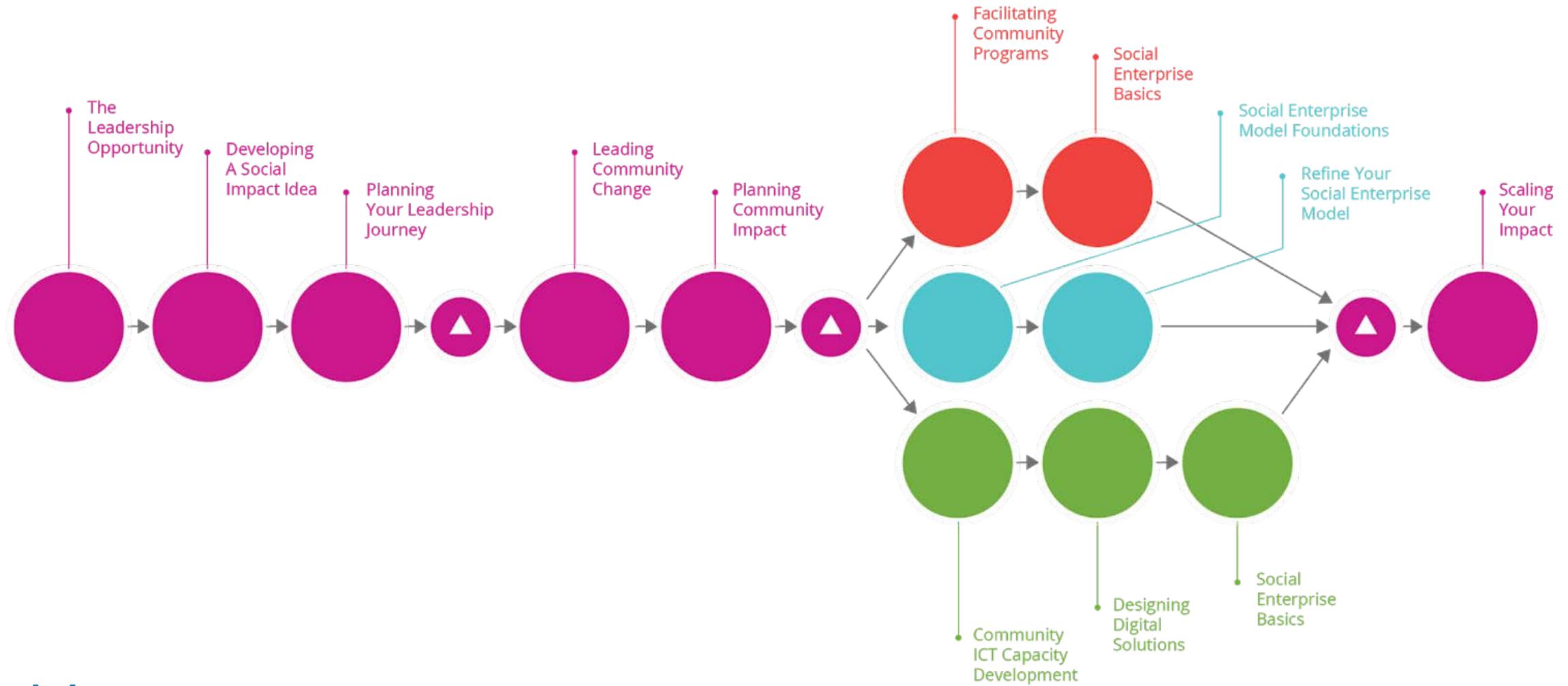
AFRICA

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MENA



PROGRAM INNOVATION AFRICA



PROGRAM INNOVATION

AFRICA

Social Impact	Social Innovation	Business Startup	Scaling Impact	Project Management
Community Leadership	Facilitation	Gender Equality	Environmental Sustainability	Global Citizenship
Digital Innovation	Web Exploration	Web Participation	Web Creation	Connected Classrooms
Personal Empowerment	21st Century Skills	ICT Literacy	Financial Literacy	Career Management

YOUTH TRACKS

STARTING SKILL LEVEL	Basic Literacy & Numeracy	Digitally Aabled	Digitally Advanced	Social Entrepreneur
DOT CURRICULA	Digital & Media Literacy	Mobile Application Development	Microwork	Social Media
INTERNATIONAL CURRICULA	CISCO Introduction to Cyber Security	CISCO IT Essentials	CISCO NDG Linux Unhatched	CISCO Cyber Security Essentials
FINAL PATHWAYS	Employment	Self-Employment	Entrepreneurship	B.O.T.



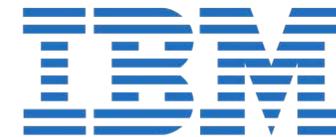
STRATEGIC MULTI-SECTORAL PARTNERSHIPS



Republic of Rwanda
MINISTRY OF YOUTH AND ICT



Government
of Canada





Republic of Rwanda
MINISTRY OF YOUTH AND ICT

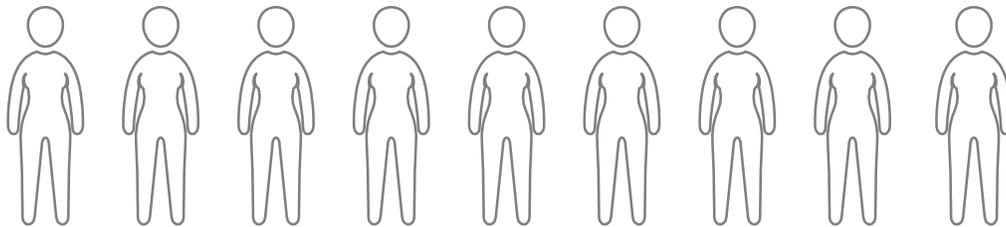
AFRICA

DOT'S PARTNERSHIP WITH THE GOVERNMENT OF

RESULTED IN

OVER 5,000 YOUNG MEN & WOMEN

TRANSFORMING THE LIVES OF MILLIONS



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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

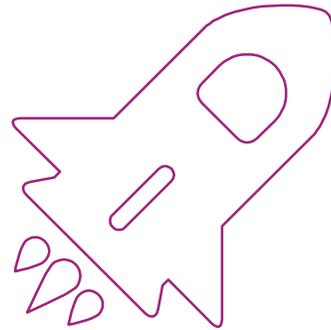
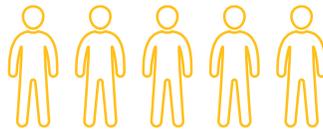
Digital Literacy Training given to

13599

Citizens to-date

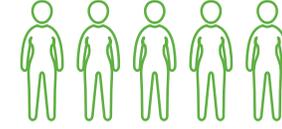
53%

Male



47%

Female

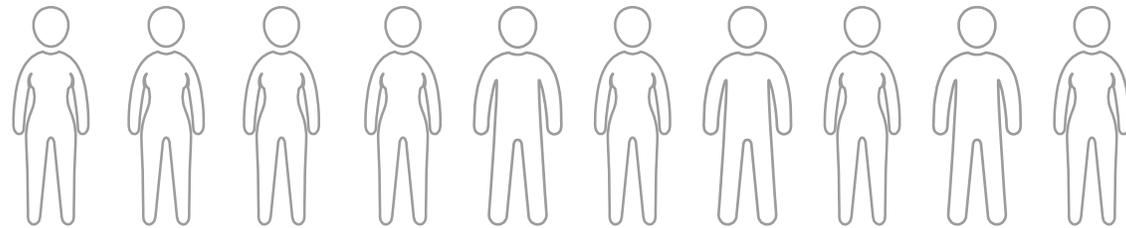
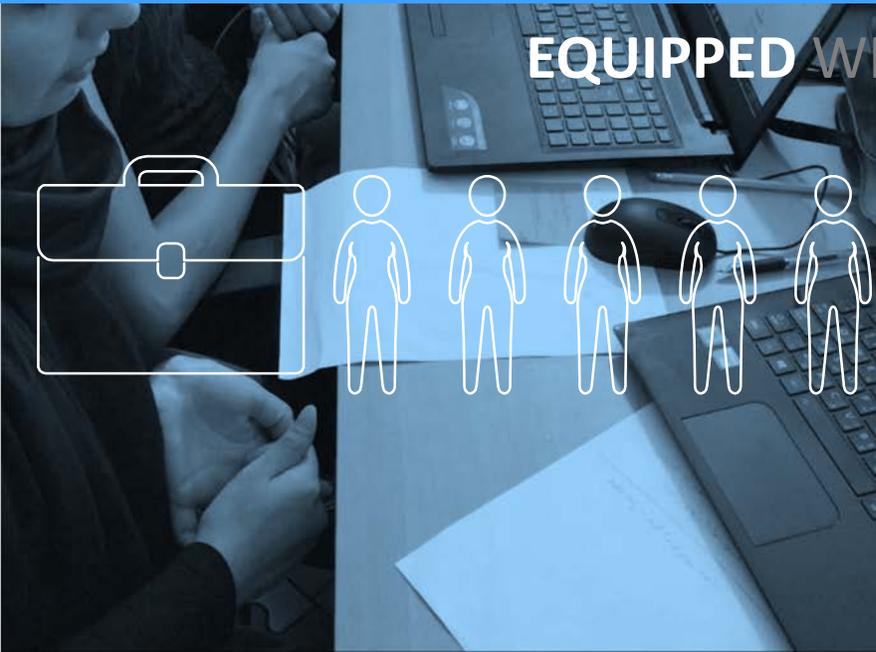




DOT'S PARTNERSHIP WITH UNICEF IN LEBANON RESULTED IN

OVER 3,000 YOUTH

EQUIPPED WITH EMPLOYABLE DIGITAL SKILLS



PROGRAM RELEVANCE

MENA

AFRICA

A ripple starts with a DOT

Our programs work on creating Digital Champions that become change agents in their communities

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PROGRAM RELEVANCE

MENA

AFRICA

Bridging the Gender Digital Divide

Our programs work with girls and women to enhance the digital skills and integrate them in 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.

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PROGRAM RELEVANCE

MENA

AFRICA

Fighting Unemployment

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

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MONITORING & EVALUATION



MONITORING & EVALUATION



Operates within
Research Based Guidelines

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

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.

Research
(Pre and post surveys, FDG)

Needs assessments for program development

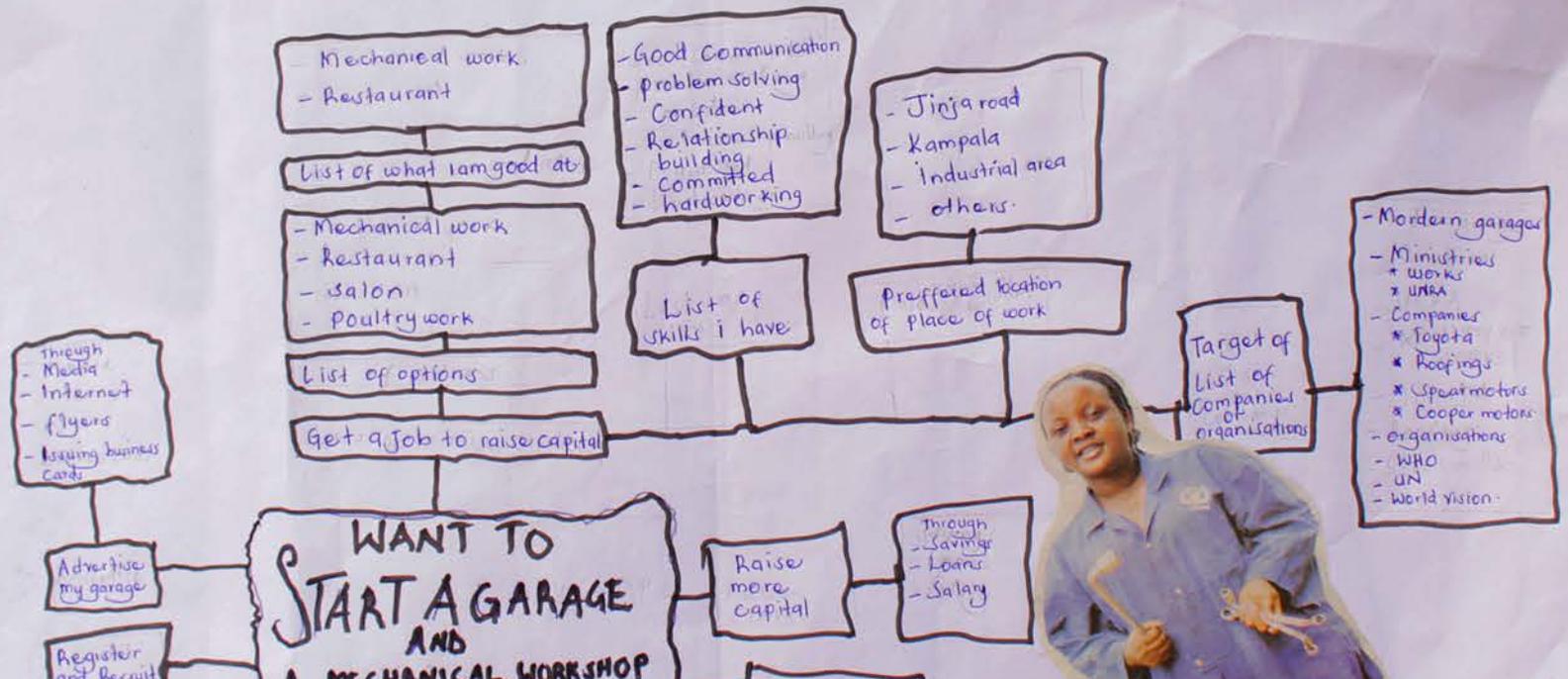
Capacity building
& Theory of Change

We train our youth on M&E & its application

MEASURING THE IMPACT



ACTION PLAN FOR MY DREAM



MEASURING THE IMPACT



Robust measures to evaluate acquisition of digital skills

- Online summative assessment measuring trainee's knowledge and skills in digital literacy
- Assessing 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 LESSONS WE LEARNED*



*The lessons learned were relevant at multiple levels of the programme

- 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 RESULTS IN NUMBERS



LAST YEAR, DOT PROGRAMS HAVE RESULTED IN

OVER 5,800 NEW BUSINESSES

MORE THAN HALF OF THEM RUN BY WOMEN



85%

FEEL EMPOWERED TO
IDENTIFY OPPORTUNITIES
IN THEIR COMMUNITIES

THAT THEY PREVIOUSLY DID NOT BELIEVE EXISTED



70%

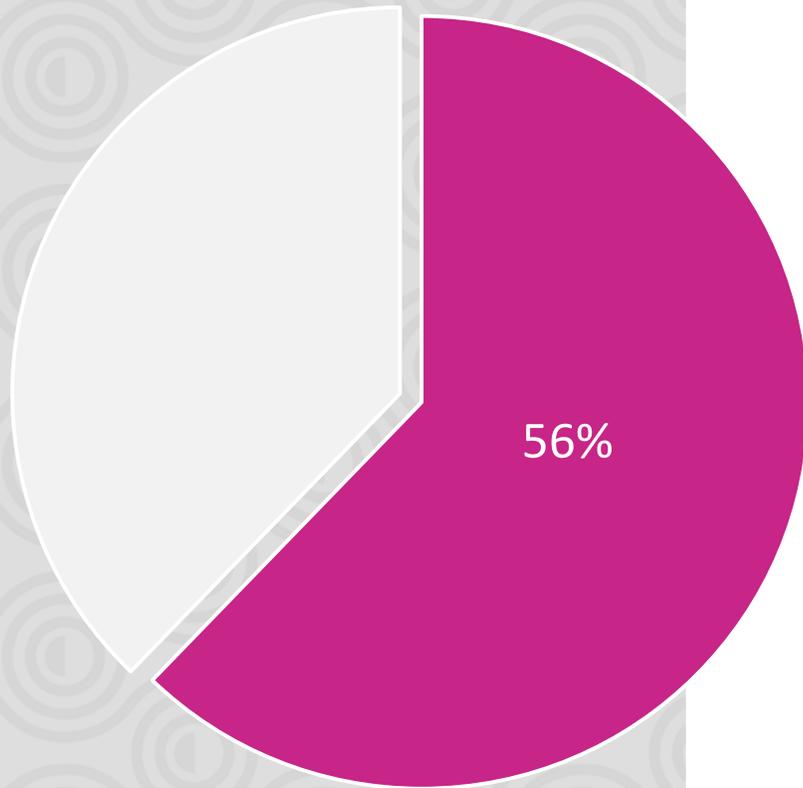
LAUNCH AN INNOVATION THAT
SOLVES A COMMUNITY PROBLEM
OR SCALE THE IMPACT OF AN EXISTING INITIATIVE





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**



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