

# Open Canvas

project : #Rethink Web Literacy

Project Execution

<b>Problem</b>  1. Many people hear the term Web literacy and think it means learning to code, or STEM (science, technology, engineering, math) education. This stereotypical approach limits young people to learn much needed soft skills for their professional development. There is need to come up with sustainable models to teach Web literacy as an enabler to empower and impact knowledge in the society.	<b>Solution</b>  1. Pilot a PACT model 2. Online activism & offline activism i.e. community outreach & conferences 3. Research - publish white paper via medium	<b>Unique Value Proposition</b>  1. Connect Web literacy to school curriculum 2. Focus only on youth development 3. Establish ambassadors in every community across SA - coordinate curriculum in their local languages. 4. Open to everyone	
	<b>Key Metrics</b>  1. People understand what web literacy is and why it's important, through compelling definition and case studies 2. Case studies drawn from Mozilla Webmaker research + focus group data from Web Literacy Map update. 3. Greater awareness of who's tackling web literacy (Mozilla + allies) and how	<b>User Profiles</b> Target audience and early adopters  1. Youth below 20 2. Local communities in Cape Town townships (Khayelitsha)	<b>User Channels</b>  1. Social Media 2. Blog post 3. Meetups
<b>Resources Required</b>  1. Working space (Online & Offline) 2. Website 3. Laptop 4. Budget e.g. events, materials. 5. Endorsement from key stakeholders		<b>Contributor Profiles</b> Contribution types and ideal contributors  1. PACT leaders 2. Youths below 20 3. Advisors, mentor & stakeholders above 30 years	<b>Contributor Channels</b>  1. Mozilla Reps 2. Volunteer contributors 3. Online & Offline activism

Product

Community