

Digital Learning to Earning Pathways

ESARO Education Case Study
in partnership with



Executive summary

In partnership with Yoma, Country Offices, and local governments, we are laying the foundation for digital literacy and demonstrating the effectiveness of digital learning to earning pathways that support young people, especially women and Youth on the Move, to acquire digital skills and become economically active.

Digital Literacy

In 2022/23 we supported the Uganda Country Office and Ministry of Education to develop a digital competencies framework, inspired by DigComp 2.2.

We developed a toolkit with facilitator guides and learning material which is currently being rolled out and tested in 15 schools in Uganda with a goal of it being incorporated into the national curriculum in 2024.

Based on interest from other countries, we are expanding this to a regional framework and toolkit to support other countries in the region as they include digital skills in their curriculums.

Digital Learning to Earning Pathways

In 2023/24 we are scaling up our digital learning to earning pathways in Ethiopia, Kenya, Uganda and South Africa reaching **5,000 young people**, prioritising women and youth on the move.

In our pilot, we conducted operational research to understand how best to support young people to complete their learning and become economically active with a focus on identifying and overcoming the barriers facing the most vulnerable learners.

We are looking for Country Office and local partners to join us to increase our impact.

Digital Competency Framework & Toolkit developed in partnership with Uganda Ministry of Education & Sports

Localise DigComp 2.2

The DigComp 2.2 framework was aligned with Uganda's unique cultural, social, and economic landscape in close collaboration with the government



Localise Training Material

We've developed training materials that resonate with Ugandan learners by incorporating local examples, language nuances, and context-specific challenges and opportunities



Test, Iterate, Digitise

In collaboration with local facilitators, we are testing and refining the content based on feedback and learner performance, ensuring its relevance and efficacy



Practical Digital Skills & Life Skills are the focus of the material

What does 'netiquette' mean?

Case study

A girl (Lily) posts on her Facebook profile a photo after receiving her first dose of the vaccine against Covid 19:



Olly: Maybe the vaccine will make your brain grow too!

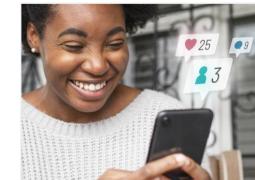
R: Emily: People who don't want to be vaccinated are very intelligent... 00
R: Olly: MY BODY, MY CHOICE
R: Emily: Your choice not to take the vaccine is selfish! If everyone decided not to vaccinate, the situation would still be terrible.
R: Steven: People who don't vaccinate deserve to get sick



Billy: I think everyone is free to choose for themselves 😊

R: Emily: Yes, but they should not attack people who have decided to be vaccinated!
R: Olly: didn't attack anyone, I just expressed MY OPINION
R: Emily: It is impossible to talk to a DONKEY!
R: Olly: Fxxxk off Emily
R: Billy: Please, don't think we should argue about this. There are many people who have different opinions. Let's try to respect each other!
R: Thank you Billy. agree with you. I am very happy

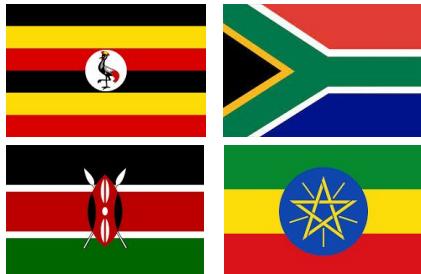
1. The teacher invites learners to reflect on the text, then asks these questions:
 - a) What do you think is bad netiquette in these comments?
 - b) How would you have reacted to Olly's comment?
 - c) Do you think Emily answered to Billy properly?
 - d) Who do you think acted appropriately in these comments?
 - e) Can you find bad and good examples of netiquette in the text?
 - f) Why do you think it is easier to be mean online than in reality?
 - g) Have you ever been a keyboard warrior?
 - h) What do you do when you recognize that someone is using mean behaviour online?



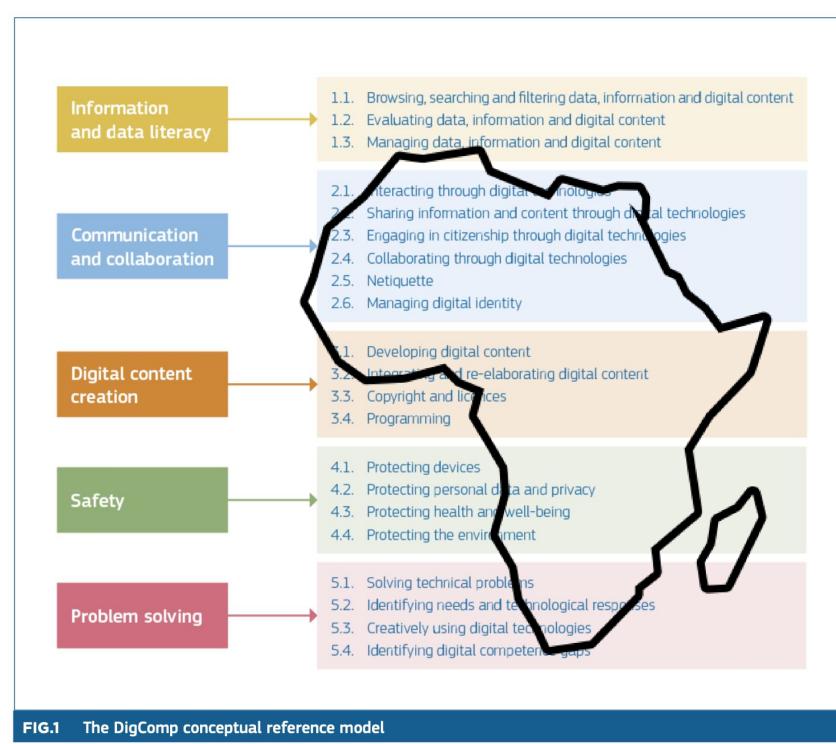
WE ARE ON THE PATH TO:

An African DigComp

FRAMEWORK + TOOLKIT



Capitalising on the success and learnings in Uganda, we are now scaling this initiative to a broader regional framework and toolkit, working with other country offices and local governments to enhance digital competencies across East and South Africa.



yoma is our community connecting youth to opportunity

1 billion + young people are expected to enter the workforce by 2030. They need access to opportunities for learning and earning.

Yoma leverages an **ecosystem of partners** and **user-centric mobile technology and offline support** to scale access to opportunities, reaching youth everywhere.



200,000+
COMMUNITY

10+
PARTNERS

158
COUNTRIES

Strategic Partners:



GOODWALL



Umuzi and the African Coding Network are Yoma's partners for digital learning to earning pathways

We piloted digital learning to earning pathways in Uganda, Kenya, Nigeria and South Africa prioritising **Young Women** and **Youth on the Move**

>5,000 learners in training in 2023
66% female



UNICEF Uganda •
9 August · ...

Are you a youth with interest and ambition to pursue a digital career?? We are happy to announce the launch of an intensive digital skills training programme in partnership with the [African Coding Network](#). This programme is specifically designed to develop the capabilities of youth in Uganda, help them nurture the most in-demand digital skills and qualify them to enter the digital labour market. Apply by 15 August 2022, 23:59 (EAT) at <https://bit.ly/3PcoJ0j> #InvestInUGchildren

#Digital skills Uganda

Online learning scholarships for youth in Uganda: women, refugees and youth with disabilities

Apply Now!

Grow with Google yoma African Coding Network unicef for every child

2.6K 9 comments 5 shares

Like Comment Share

African Coding Network

We leverage the Yoma network's unique set of capabilities to build an inclusive and impactful learning journey

"BEST IN AFRICA" and **"TOP 3 GROW WITH GOOGLE PROGRAMME GLOBALLY"** - Coursera



Convenes and oversees Yoma, its partners, and funders



Designs and manages digital learning to earning pathways



Coordinates local partners to offer on-the-ground support

Reach & Select

MARKETING &
RECRUITMENT

APPLICATION
& APTITUDE
TEST

18,740 applicants assessed

Train

INITIAL
UPSKILLING

SPECIALISATION

2,057 learners in training

Accelerate

EMPLOYABILITY
SPRINT

DESIGN THINKING
SPRINT

WORK
EXPERIENCE

125 internships funded



Grow with Google



Meta



Engages young people at scale

Provides world-class learning & certification

Provides access to global economic opportunities

Our pathways:

Grow with Google

Professional certificates with flexible online programmes designed to help people learn job-ready skills in high-growth career fields available on Coursera. No relevant experience or degree required.



Our pathways:



The [Meta Professional Certificates](#) create opportunities so that anyone regardless of education, background or experience can learn high-quality skills to land a high-growth career—no degree or experience required to get started.



Meta Social Media Marketing

Launch your career as a Social Media Marketer. Build job-ready skills for an in-demand career and earn a credential from Meta. No degree or prior experience required to get started.



Meta Marketing Analytics

Launch Your Career in Marketing Analytics. Build in-demand skills and gain credentials to go from beginner to job-ready in 5 months or less. No degree or prior experience required.



Meta iOS Developer

Launch your career as an iOS developer. Build job-ready skills for an in-demand career and earn a credential from Meta. No degree or prior experience required to get started.



Meta Back-End Developer

Launch your career as a back-end developer. Build job-ready skills for an in-demand career and earn a credential from Meta. No degree or prior experience required to get started.



Meta Front-End Developer

Launch your career as a front-end developer. Build job-ready skills for an in-demand career and earn a credential from Meta. No degree or prior experience required to get started.



Meta Android Developer

Launch your career as an Android app developer. Build job-ready skills for an in-demand career and earn a credential from Meta. No degree or prior experience required to get started.



Meta Database Engineer

Launch your career as a Database Engineer. Build job-ready skills for an in-demand career and earn a credential from Meta. No degree or prior experience required to get started.

Our pathways:



Educate to Employ – four exciting career pathways

We are partnering with SAP to upskill thousands of learners in order to prepare them for careers in the SAP ecosystem, including 100 guaranteed jobs in Nigeria, Kenya, South Africa and the Philippines.



S/4HANA Consultant Associate - Logistics

An associate in this role focuses on implementing and configuring the logistics aspects of SAP S/4HANA, streamlining clients' supply chain, manufacturing, and order processing to increase efficiency.



SAP Developer Associate

As a developer associate, one engages in the technical creation and maintenance of SAP software, tailoring solutions to fit unique business requirements and supporting application lifecycle management.



S/4HANA Consultant Associate - Finance

This professional implements finance modules, ensuring accurate financial reporting and efficient management of financial operations, including accounting and asset management.



SAP Customer Support Associate

This role involves direct engagement with clients to troubleshoot and support SAP product usage, aiming to resolve issues and maintain a high level of client satisfaction through expert assistance.

Our pathways:

SAP Educate to Employ - General training for all pathways

Learning Block 1	Productivity Skills	Technology at Work	Accenture
		Get started with Microsoft Teams	Teams
	Technology Foundational Knowledge	Understanding Technology	Accenture
		Digital Transformation Foundations	LinkedIn Learning
	Social Emotional Skills	Business Communication	Google
		Communicate your ideas through storytelling and design	Google
		Emotional Intelligence	Accenture
		Solving Problems	Accenture
		Thinking Critically	Accenture
	Attitudes & Values	Embrace who you are	EY workshop
		Learn how to learn	EY workshop
		Learn how to learn	Google
		Lifelong Learning	Accenture
	Attitudes & Values	Tech for Good: The Role of ICT in Achieving the SDGs	UN
Learning Block 2	Coursera block	All Coursera Courses relating to selected stream	
Learning Block 3	SAP Training block	All SAP Courses relating to selected stream	
Exam Block	SAP Exam & Certification		
Learning Block 5 (Work Readiness)	Employability Skills	Create your CV Resume	Accenture
		Practice your interviews skills	
		First day at work	
		Success in Work	Accenture
		Practice Interview	Pramp
Learning Block 6 (Internship)	Internship		
	Cloud Skills	Deploying SAP on Google Cloud	Coursera
		Microsoft Certified: Azure for SAP Workloads Specialty	Microsoft
		Provision and Administer Databases in SAP S HANA Cloud	SAP LSC



Educate to Employ - Logistics Consultant specialisation

S/4HANA Consultant Associate - Logistics					
Skillset	Course Title	Source	Order	Duration	Total Hours
Business Foundational Knowledge	Introduction to Software, Programming and Databases	Coursera	1	10.00	542
	Supply chain Management	Coursera	2	72.00	
	SAP Technology Consultant	Coursera	3	84.00	
	Business Foundations Specialization	Coursera	4	56.00	
	Microsoft 365 Fundamentals	Coursera	5	80.00	
	Google Project Management Certificate	Coursera	6	240.00	
Attitudes & Values	Professional Skills for the workplace	Coursera	7	39.00	188
	Work Smarter, Not Harder: Time Management for Personal & Professional Productivity	Coursera	8	10.00	
	Ethics, Technology and Engineering	Coursera	9	19.00	
	Ethical Leadership Specialization	Coursera	10	120.00	
Cloud Skills	Deploying SAP on Google Cloud	Coursera	11	4.00	4
					734



Educate to Employ - Finance Consultant specialisation

S/4HANA Consultant Associate - Finance					
Skillset	Course Title	Source	Order	Duration	Total Hours
Business Foundational Knowledge	Introduction to Software, Programming and Databases	Coursera	1	10	297
	Business Foundations Specialization	Coursera	2	56	
	Corporate Finance Essentials	Coursera	3	13	
	Understanding Financial Statements: Company Performance	Coursera	4	12	
	Financial Management Specialization	Coursera	5	122	
	SAP Technology Consultant	Coursera	6	84	
Technology Foundational Knowledge	Introduction to Digital Transformation 1 & 2	Coursera	7	8	
Productivity Skills	Microsoft 365 Fundamentals	Coursera	7	80	240
	Project Management Certificate	Coursera	8	160	
Social Emotional Skills	Professional Skills for the workplace	Coursera	9	39	49
	Work Smarter, Not Harder: Time Management for Personal & Professional Productivity	Coursera	10	10	
Attitudes & Values	Ethics, Technology and Engineering	Coursera	11	19	139
	Ethical Leadership Specialization	Coursera	12	120	
Cloud Skills	Deploying SAP on Google Cloud	Coursera	13	4	4
					729



Educate to Employ – Developer Associate specialisation

Developer Associate					
Skillset	Course Title	Source	Order	Duration	Total Hours
Technology Foundational Knowledge	Introduction to Software, Programming and Databases	Coursera	1	10	42.00
	Introduction to Software Engineering	Coursera	2	14	
	Web application Development: Basic Concepts	Coursera	3	18	
Programming Skills	Applied Software Engineering Fundamentals Specialization	Coursera	4	60	216.00
	Software Testing and Automation Specialization	Coursera	5	72	
	SAP Technology Consultant	Coursera	6	84	
Business Foundation Knowledge	Microsoft 365 Fundamentals	Coursera	7	80	147
	Introduction to Agile Development and Scrum	Coursera	8	9	
	Professional Skills for the workplace	Coursera	9	39	
	Ethics, Technology and Engineering	Coursera	10	19	
Attitudes & Values	Ethical Leadership Specialization	Coursera	11	120	120.00
Employability Skills	Software Developer Career Guide and Interview Preparation	Coursera	12	11	11
					536



Educate to Employ - Customer Support Associate specialisation

Customer Support Associate						
Skillset	Course Title	Source	Order	Duration	Total Hours	
Technical Foundations Knowledge	Introduction to Technical Support	Coursera	1	12	117.00	
	Technical Support Fundamentals	Coursera	2	21		
	SAP Technology Consultant	Coursera	3	84		
Business Foundation Knowledge	Business Foundations Specialization	Coursera	4	56	56.00	
Social Emotional Skills	Negotiation, Mediation, and Conflict Resolution	Coursera	5	9	53.00	
	Teamwork Skills: Communicating Effectively in Groups	Coursera	6	11		
	Feedback Loops: Horizontal Feedback	Coursera	7	10		
	Customer Service Fundamentals	Coursera	8	23		
Productivity Skills	Microsoft 365 Fundamentals	Coursera	9	80	90.00	
	Work Smarter, Not Harder: Time Management for Personal & Professional Productivity	Coursera	10	10		
	Ethics, Culture, and Global Perspectives	Coursera	11	14	14.00	
						330

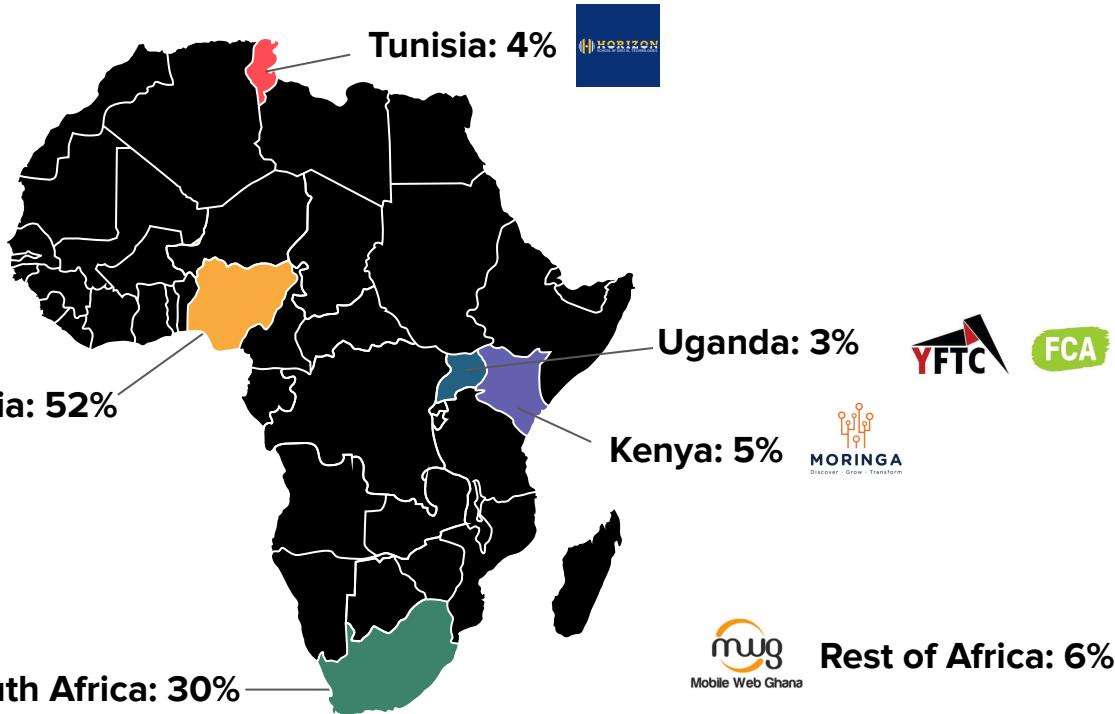
Specialisation & Certification further enhance young people's employability & economic opportunities

Learners who complete the initial upskilling can go on to **additional learning opportunities** to specialise and get certified



Local Partners: Crucial allies in scaling our digital pathways

Collaborating closely with local partners, we significantly expand our reach and capacity to support learners, leveraging their local knowledge, networks, and credibility to ensure our digital learning-to-earning pathways are accessible, relevant and effective.



JOIN US – WE ARE LOOKING TO EXPAND OUR LOCAL PARTNER NETWORK

Scaling, Elevating, and Expanding: Our Next Steps

In 2023/4 we are expanding the programme in close collaboration with ESARO, SAP, the country teams in Ethiopia, Kenya, South Africa, and Uganda, as well as other potential countries in the region:

1. **Promotion:** Drive digital career interest through targeted campaigns.
2. **Localization:** Adapt processes and partner locally to reach marginalized youth.
3. **Piloting:** Support more Country Offices to launch digital learning to earning pathways.
4. **Addressing Barriers:** Identify and address challenges for marginalized youth participation.
5. **Private Sector Engagement:** Intensify partnerships to ease learners' transitions into employment.
6. **Monitoring and Assessment:** Develop tools tailored to assess digital skills outcomes.
7. **Regional Collaboration:** Foster cross-country collaboration for a unified Digital Competencies standard.

Interested in partnering with us?

Join us in our mission to empower young people, particularly those in marginalized communities, with digital skills for the future. Whether you're a UNICEF Country Office looking for a digital skills programme, or a local partner seeking to boost your existing learner community, we invite you to collaborate with us.

UNICEF Country Offices

Enhanced Impact: Leverage our established digital competency frameworks, learning pathways, and operational research to amplify your programming impact.

Regional Collaboration: Join a network of Country Offices committed to fostering digital skills development, enhancing knowledge exchange and unified strategies.

Local Relevance: Offer proven solutions and partnerships that can be adapted to local requirements and integrated with other youth initiatives (U-Report).

Local Partners

Community Engagement: Offer your community more value through digital skills learning to earning pathways at no cost.

Quantified Impact: Access to dashboards and reporting showing each of your learners progress & results.

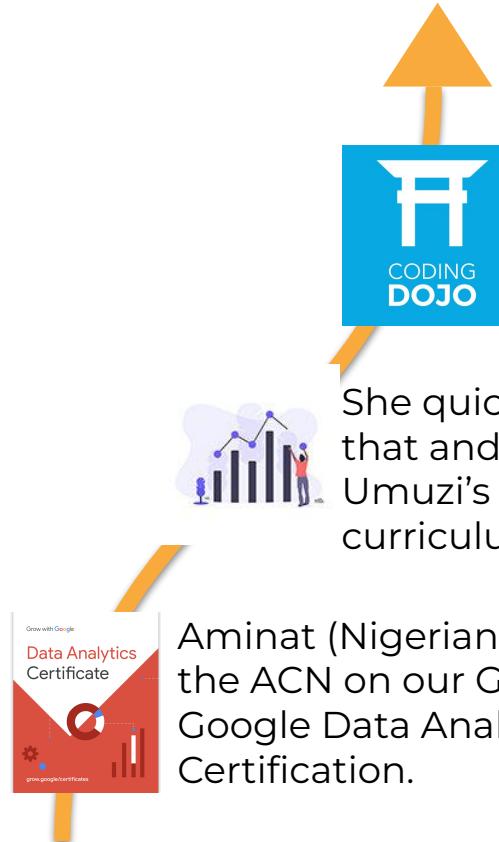
Mutual Growth: Learn from our successes and challenges, share your own, and collectively improve our approaches and outcomes.

We're excited about the possibilities of what we can achieve together! Reach out to us and let's explore how we can jointly shape the digital future of young people in Africa: [Andrew Levy <\[andrew.levy@umuzi.org\]\(mailto:andrew.levy@umuzi.org\)>](mailto:Andrew.Levy<andrew.levy@umuzi.org>)

yoma learner profiles



A portrait of Aminat Amusa, a young woman with dark skin and curly hair, wearing round glasses and a plaid shirt. She is looking directly at the camera. The background is a warm orange and yellow gradient with abstract circular patterns. In the top left corner, there is a logo for 'African Coding Network' featuring a stylized 'A' and the text 'African Coding Network'. In the top right corner, there is a small black logo resembling a stylized flower or four leaves. At the bottom left, there is a blue LinkedIn icon followed by the name 'Aminat Amusa' in large white letters, with 'Data Science + Web Development Educator' in smaller orange text below it. To the right of her name is the flag of Nigeria.



Aminat is now a certified facilitator for Coding Dojo courses that Umuzi runs.



She quickly completed that and moved on to Umuzi's full Data Science curriculum.



Aminat (Nigerian) joined the ACN on our Grow with Google Data Analytics Certification.

Read Aminat's testimonial [here](#).

yoma learner profiles

Kumi Patrick

South Sudanese child soldier survivor in Uganda

Completed: Grow with Google **Data Analytics** and **Digital Marketing & E-commerce**

I'm excited to start my work experience... with this I will keep my future in the digital world."

Doing work experience at **Billbrain Technologies Limited**



[Video testimonial](#)



yoma learner profiles



A portrait of Letsiwe Nhlapo, a young woman with short, curly hair, looking directly at the camera. She is wearing a dark top. The background is a warm orange and yellow gradient with abstract circular patterns. In the top left corner, there is a logo for 'African Coding Network' featuring a stylized 'i' icon and the text 'African Coding Network'. In the bottom left corner, there is a small South African flag icon. At the bottom, her name 'Letsiwe Nhlapo' is written in large white letters, followed by 'Community Management Intern' in smaller orange letters, and an 'in' icon.

Read more about their stories & experience with the ACN

- [Letsiwe](#)
- [Alexander](#)



A portrait of Alexander October, a young man with short hair and glasses, looking directly at the camera. He is wearing a light-colored zip-up hoodie. The background is a warm orange and yellow gradient with abstract circular patterns. In the top left corner, there is a logo for 'African Coding Network' featuring a stylized 'i' icon and the text 'African Coding Network'. In the bottom left corner, there is a small South African flag icon. At the bottom, his name 'Alexander October' is written in large white letters, followed by 'Learner Experience Intern' in smaller orange letters, and an 'in' icon.

Completed:

- Meta Marketing Analysis &
- Meta Social Media Marketing

Completed:

- GwG Data Analytics

yoma learner profiles

Isaac Mukwhana



Ugandan

Completed: Grow with Google **Project Management, Data Analytics, UX Design, IT Support, Digital Marketing & E-commerce & Meta- Facebook Marketing Analytics**

"I can see light , UMUZI\ACN surprised me with an offer letter placing me at Billbrain Technologies Limited (Uganda) for work experience."

Doing work experience at **Billbrain Technologies Limited**

[Written testimonial](#)



Kumi Patrick

South Sudanese child soldier survivor

Completed: Grow with Google **Data Analytics** and **Digital Marketing & E-commerce**

I'm excited to start my work experience... with this I will keep my future in the digital world."

Doing work experience at **Billbrain Technologies Limited**

[Video testimonial](#)



Jostina Ndavi



Kenyan

Completed: Grow with Google **Data Analytics, Project Management** and **Digital Marketing & E-commerce**

"In preparation for work experience opportunities, Umuzi/ACN provided me with valuable training and resources. I can benefit from industry-specific training and gain hands-on experience that can help me in future careers."



Doing work experience at **Isazeni Solutions SMC Limited**

[Written testimonial](#)

yoma learner profiles

Zainab Adegbindin [in](#)

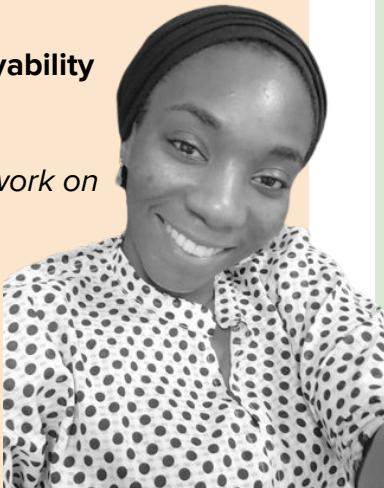


Nigerian

Completed: Grow with Google **UX Design**

Has recently completed the **Employability Sprint:**

*"I learnt **practical skills** on how to work on a **Kanban**"*



[Written testimonial](#)

Chikodi Babs-Mensah [in](#)



Nigerian

Completed: Grow with Google **UX Design**

Has recently completed the **Employability Sprint:**

*"**Hiration** was immensely helpful in helping me **build and optimize my Resume, my cover letter template and my LinkedIn profile**. It was also easy to use and felt like I was playing games."*



[Written testimonial](#)

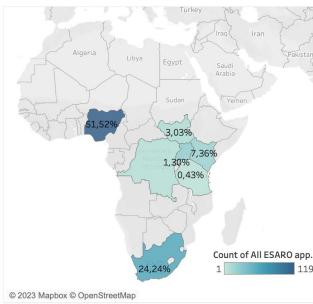
Operational Research Highlights: We target our support more effectively with data-driven learner segmentation

- Our aptitude test has proven to be a robust predictor of course completion, which allows us to identify learners most likely to succeed on the programme, and proactively offer others more support.
- As might be expected, previous participation in higher education enhances chances of success, a factor which partially explains the lower completion rates among the Youth on the Move cohort, who often lack such prior experience.
- Access to computers and reliable internet is a critical determinant of course completion, with higher completion rates among learners with better access.
- The influence of access to digital tools is geographically nuanced: learners living within 5km of a town or city, likely with better access to computers and the internet, are more likely to complete a course.
- While access to computers and the internet plays a crucial role in course completion, it does not seem to be the key factor driving the gender differences in completion rates.
- The Youth on the Move cohort faced significant barriers in terms of access to computers and reliable internet, underscoring the need for targeted support for this vulnerable group.

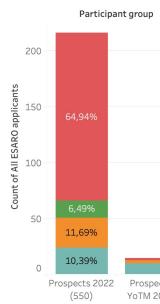
Geographic Insights

Completed

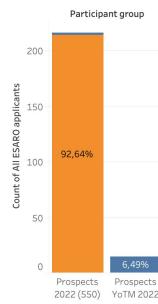
Disaggregation Country



Distances from urban

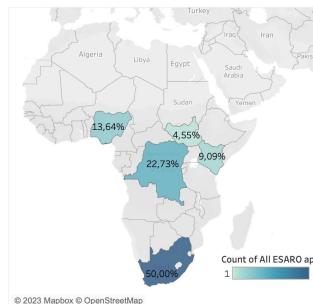


Displacement

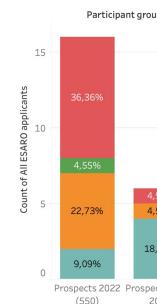


Not Completed

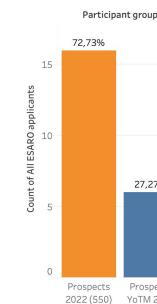
Disaggregation Country



Distances from urban



Displacement

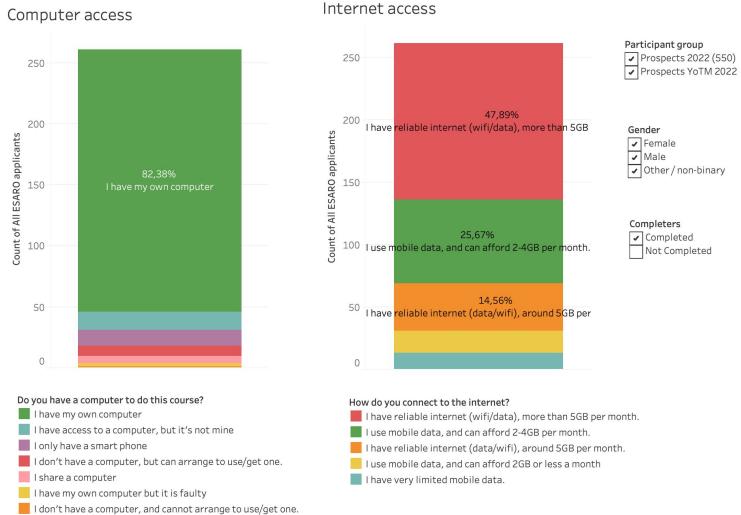


Of those who responded, **72% of program completers live directly in or within 5km** of the metropolitan area closest to them with only **27.7% of program completers living 5-10 or beyond 10km from the urban area.**

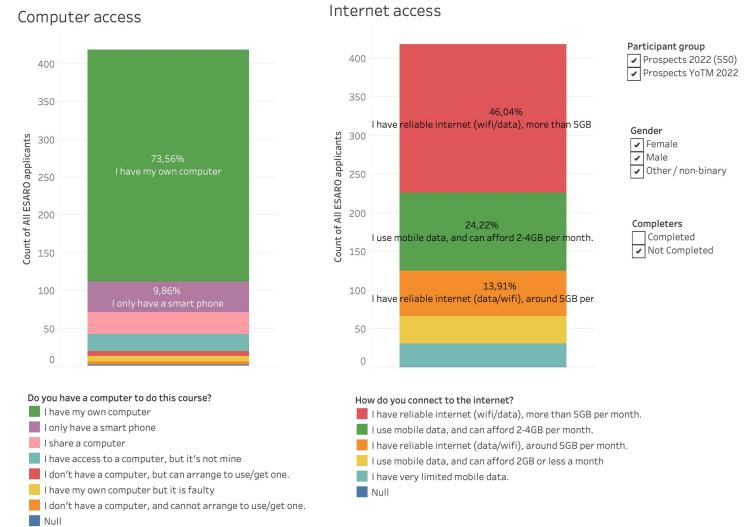
This compared to **45% of those who didn't complete residing directly in or within 5km of the metropolitan area closest to them, and with 55% of non-completers living 5-10 or beyond 10km from the urban area.**

Access Insights

Completed



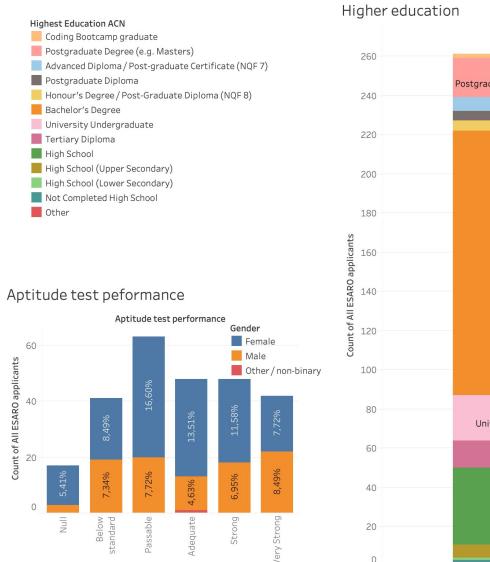
Not Completed



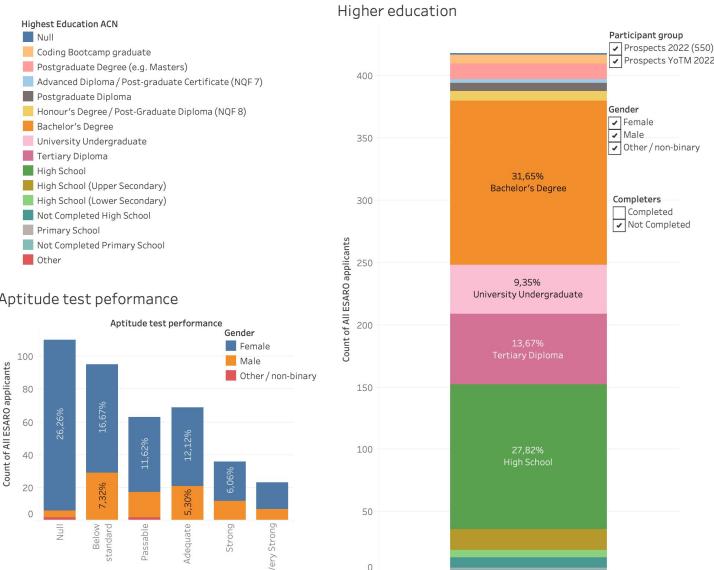
- 82.3% of completers have their own computer
- 73.5% of non-completers have their own computer
- There was a very small difference in internet access between completers and non-completers

Prior skill/Education level Insights

Completed



Not Completed



- For those who entered the program without having written an aptitude test there were minimal program completers. (null values)
- Poorer aptitude results aligned with non course completion and better aptitude test results aligned with course completion.
- 31.6% of non completers had a bachelors degree, and 3% with a post-graduate degree
- 51.7% of completers had a bachelors degree and 7.6% with a post-graduate degree

Thank you.

Visit: www.africancoding.network

andrew.levy@umuzi.org
gilbert.pooley@umuzi.org

'Best in Africa'
'Top 3 Globally'
- Coursera feedback on our Grow- Gold winner, QS Reimagine Education with Google programme



'Best Distributed Program for Nurturing 21st-Century Skills'

- Coursera feedback on our Grow- Gold winner, QS Reimagine Education with Google programme



'Most Scalable Solution'
- Winner, Ashoka & HSBC Future Skills Innovation Challenge



'Innovating Education in Africa 2021'
- Top 5 innovations, AU IEA Expo

