

STEPPING OUTSIDE THE BOX:
Skilling youth outside formal education

2023 INNOVATION EXCHANGE & PARTNER SUMMIT

*From Algorithms to Opportunities:
Harnessing Innovation for Youth Employment*

November 7-8, 2023

JOBS



WORLD BANK GROUP
Social Protection & Jobs

**S4
YE** SOLUTIONS
FOR YOUTH
EMPLOYMENT





STEPPING OUTSIDE THE BOX:
Skilling youth outside formal education

The role of non-formal education in skilling the youth of tomorrow

Stephen Peck

Secretary General, Duke of Edinburgh's International Award

Stephen Peck

Chief Operating Officer

The Duke of Edinburgh's International Award

What?

Formal

- Structured
- Syllabus
- Tests/Assessment
- Education systems

Non-formal
Education
& Learning

- Self-directed
- Intentional effort
- Framework
- Community setting

Informal

- Experiential
- Incidental
- Day to day

How? – The Duke of Edinburgh's International Award

- A global framework of recognition
- Bronze, Silver and Gold levels
- 14 to 25 year olds
- 130 countries
- 1m participants per year
- Physical Recreation
- Voluntary Service
- Skill
- Adventurous Journey
- Gold Residential Project



Why?

- Self-motivation
- Teamwork
- Social skills
- Social cohesion
- Health & Fitness
- Mental health
- Employability
- Entrepreneurship

- Social value (PWC validated)
 - £509m – per year
 - £1.59B – future value





**#WORLD
READY**



STEPPING OUTSIDE THE BOX:
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Moving to personalized learning through AI

Kevin Mills

Global Head of Government, Coursera

The future of learning and work

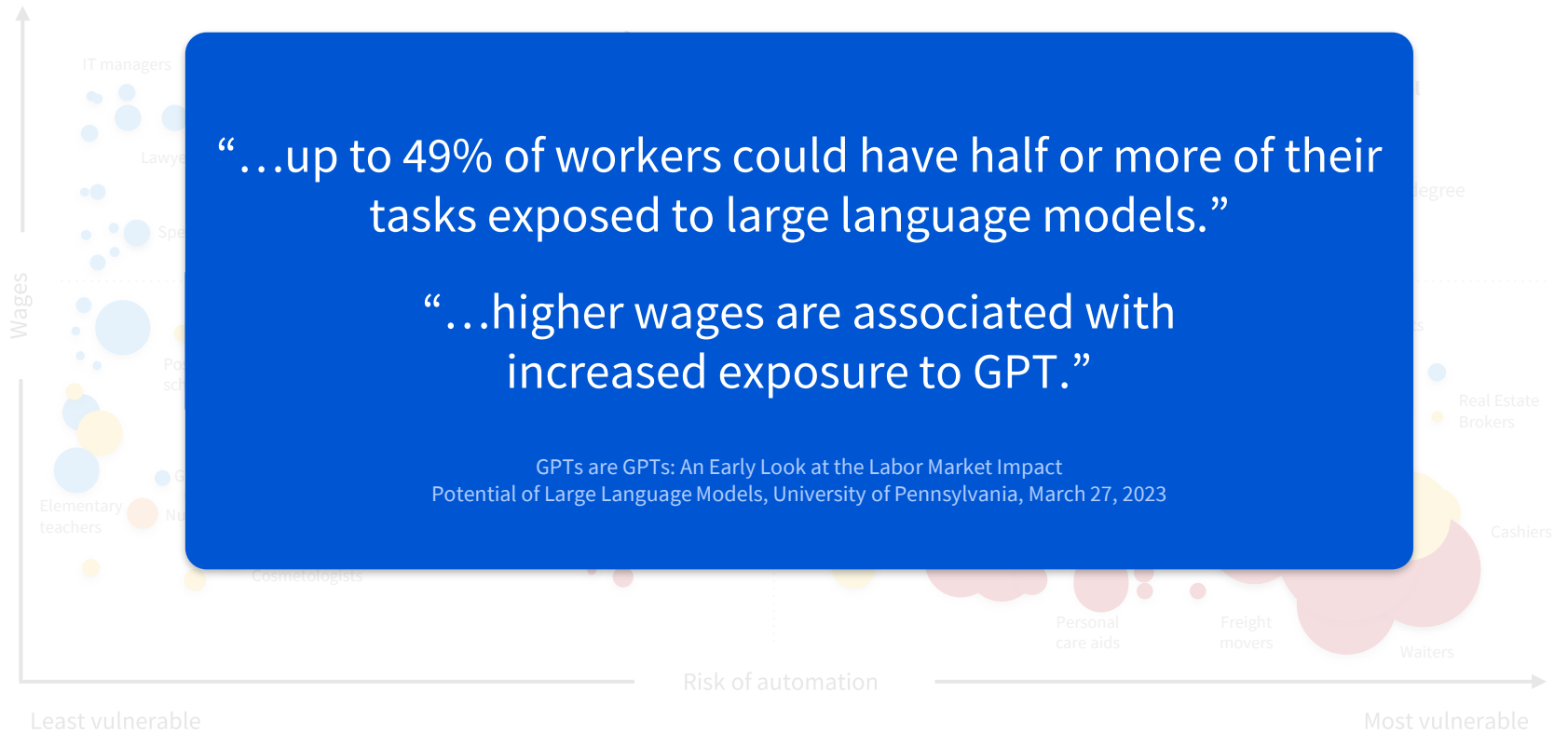
Creating more equal opportunity in a more digital world



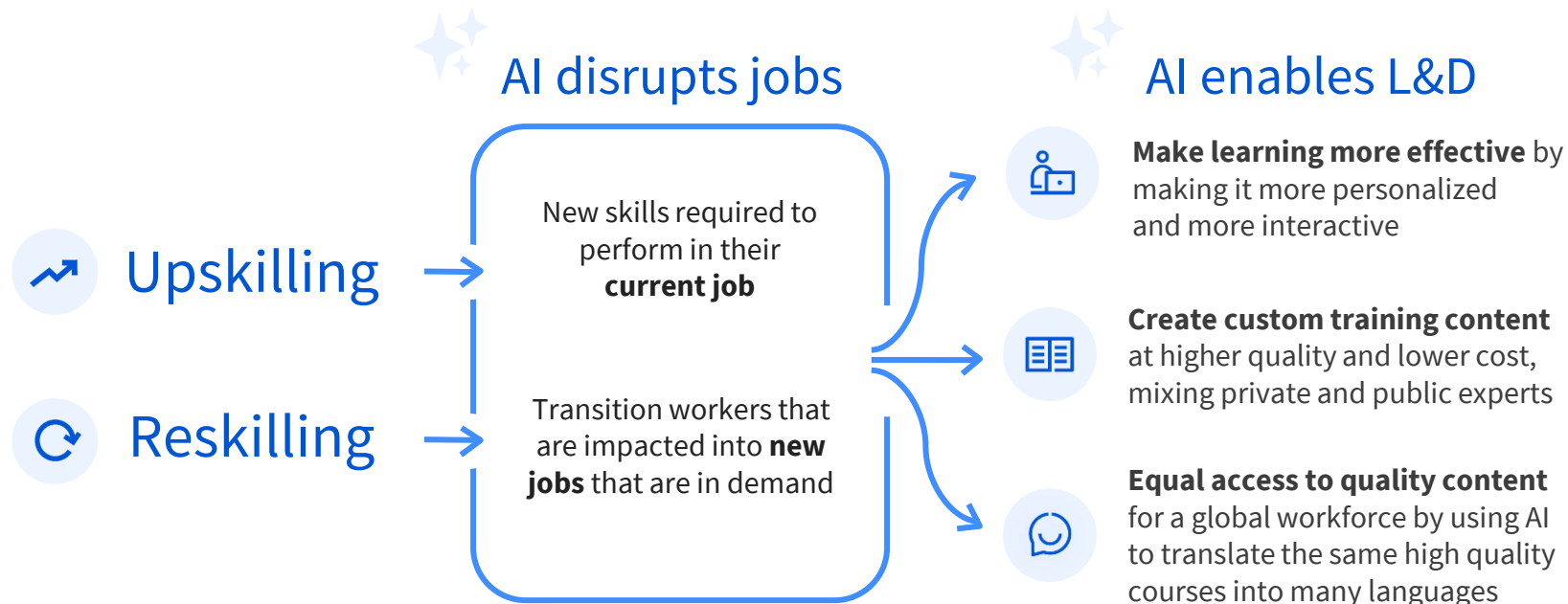
Kevin Mills

Global Head of Public Sector
Coursera

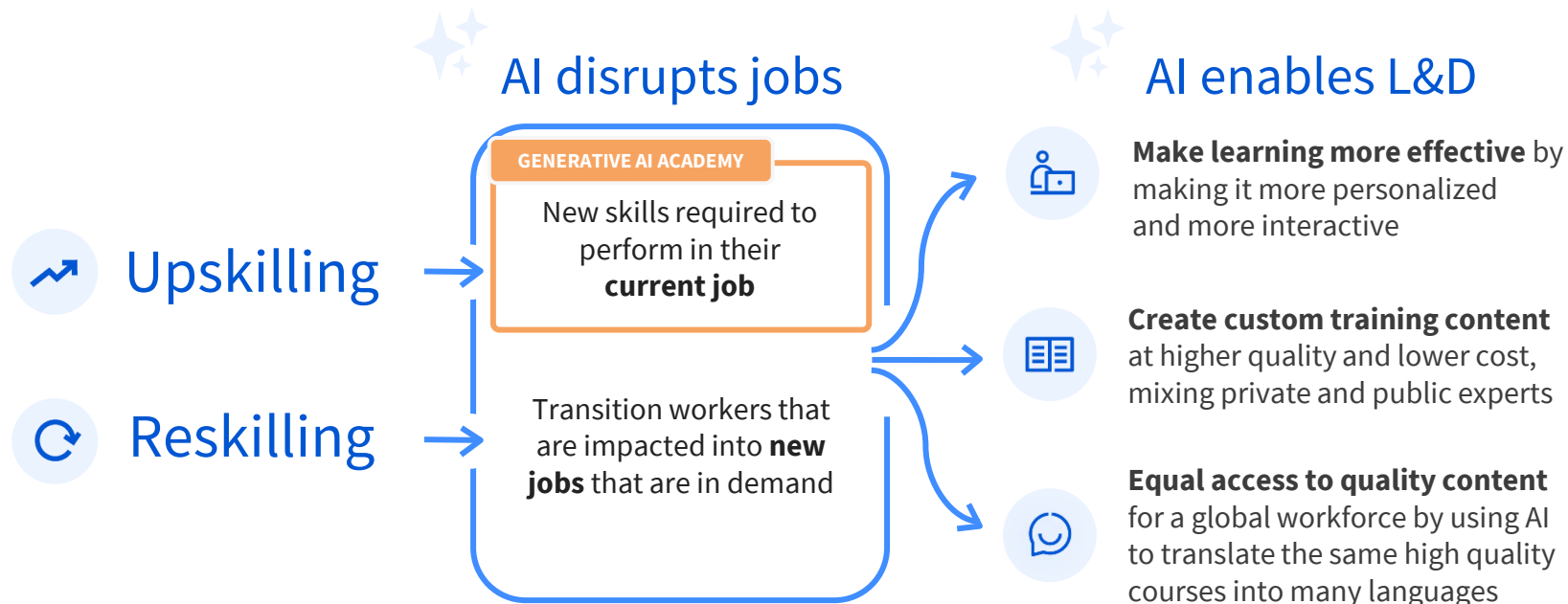
Low-skilled & high-skilled jobs are at risk of automation



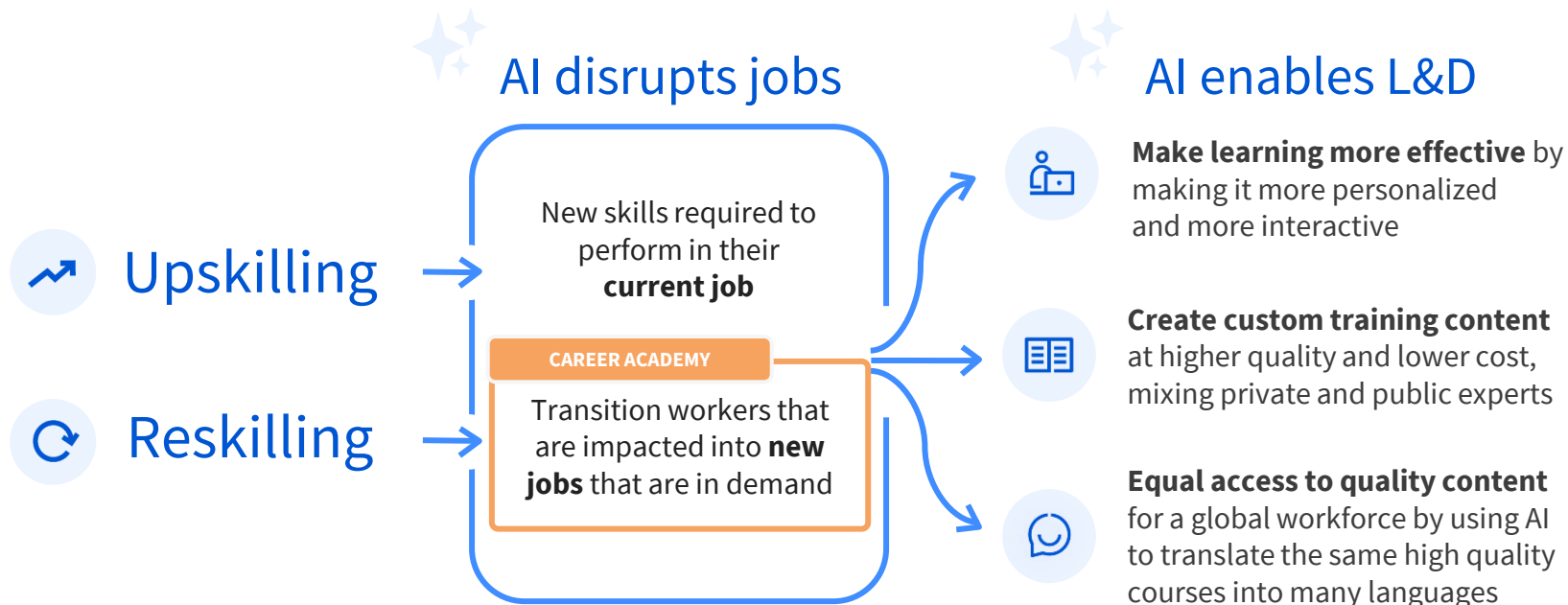
AI will be both disruptor and enabler



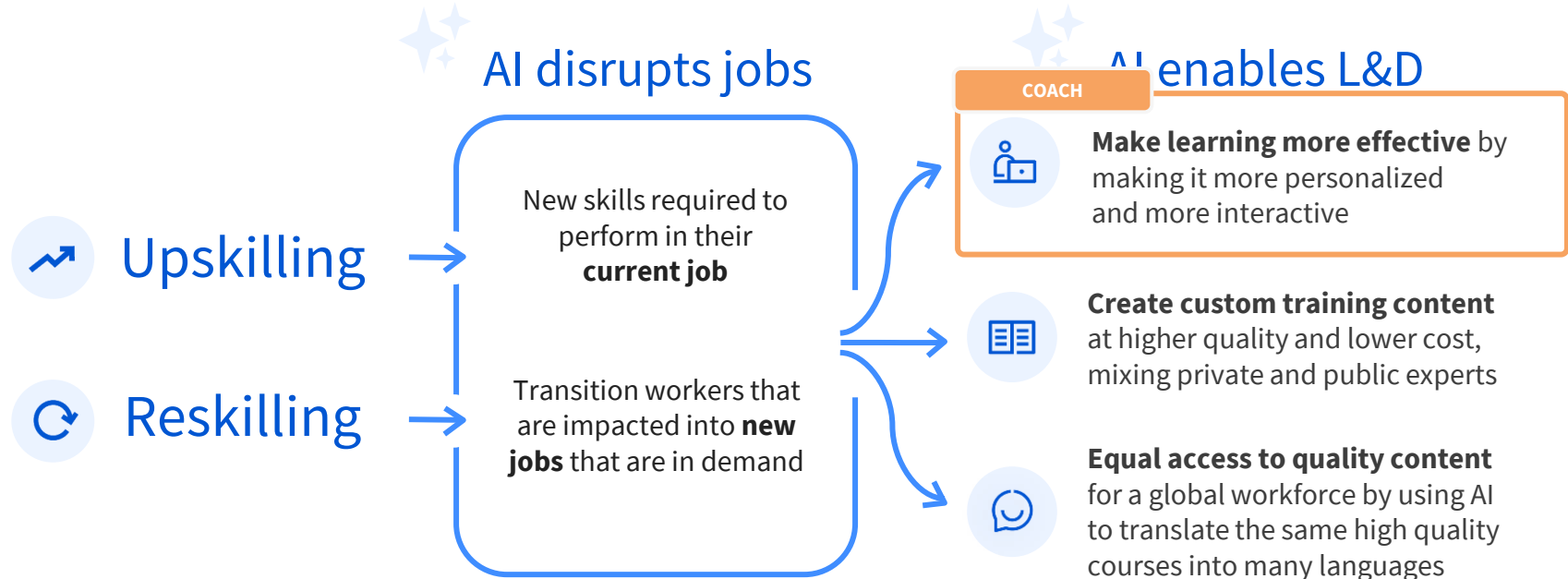
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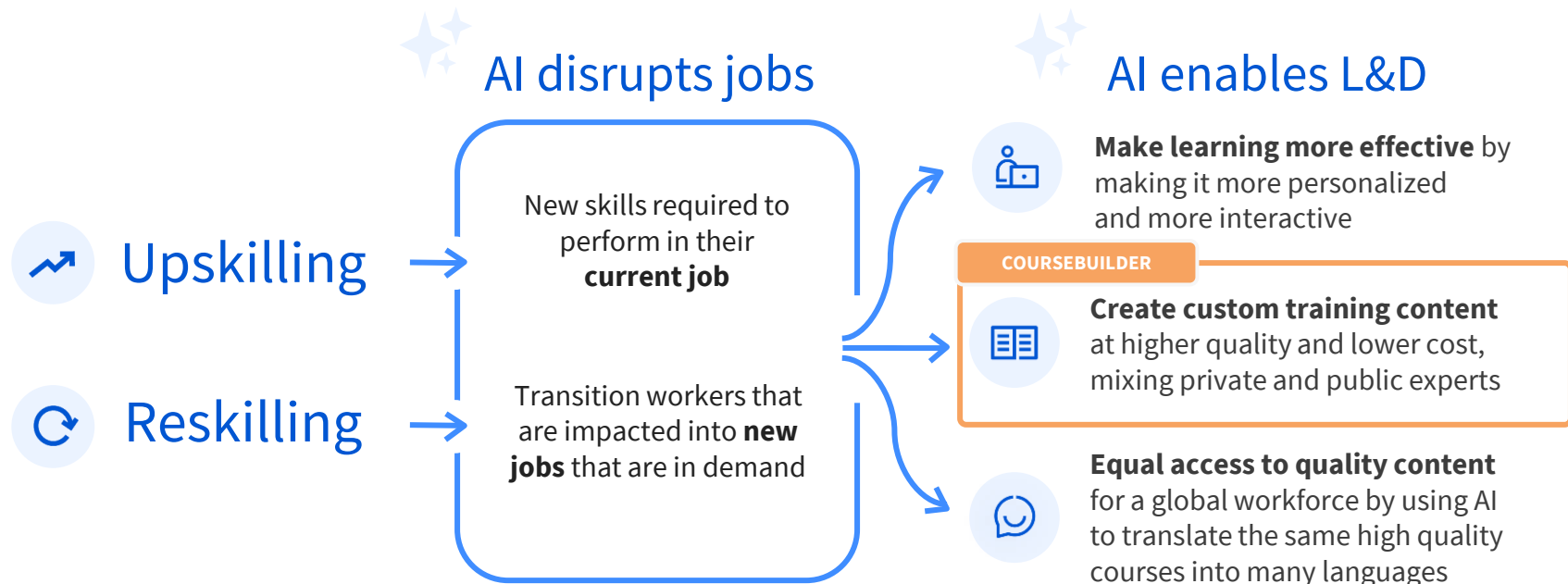
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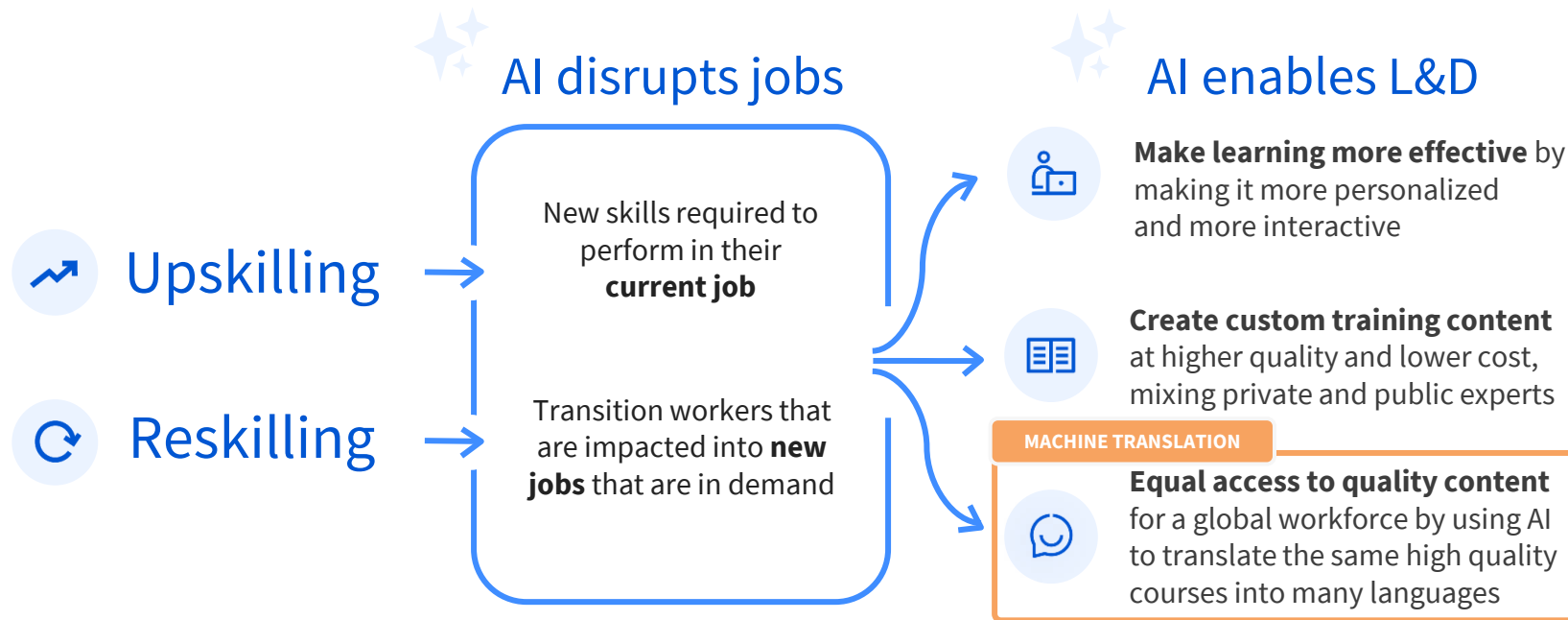
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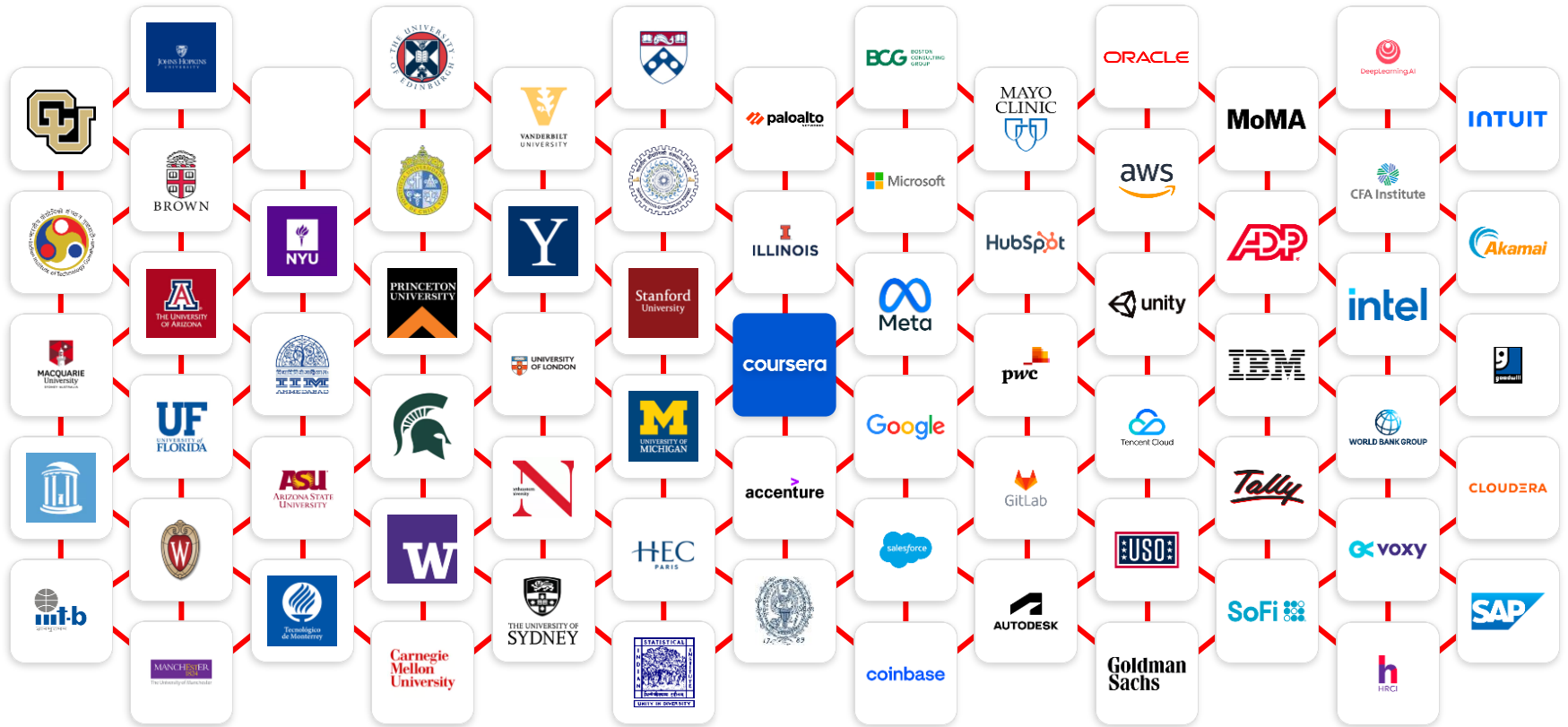
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AI will be both disruptor and enabler



300+ university and industry partners collaborate on Coursera









Professional Certificates provide pathways to jobs and degrees

Software & IT roles

 IT Support ACE	 Front-end Developer
 Cybersecurity	 Back-End Developer
 Back-End Developer ACE	 Front-End Developer
 Full Stack Software Developer ACE	 Database Engineer
 DevOps and Software Engineering	 Mobile App Developer (iOS)
 Cybersecurity Analyst	 Mobile App Developer (Android)
 Technical Support	 Technology Consultant
 IT Project Manager	 Network Engineering
 Cybersecurity Analyst	

Data roles

 Data Analytics ACE
 Data Analyst ACE
 Data Analytics with Excel and R ACE
 Data Science ACE
 Data Engineering ACE
 Data Warehouse Engineer

Business roles

 Project Management ACE	 Social Media Marketing ACE
 Digital Marketing & E-commerce ACE	 Marketing Analytics
 UX Design ACE	 Bookkeeping
 Sales Development Representative ACE	 Sales Representative
 Sales Operations ACE	 Bookkeeper
 Career Coach and Navigator	 Customer Consulting and Support
 Project Manager	 Call Center Customer Service
 Human Resources Associate	 Retail Customer Service

ACE Degree credit recommendation from American Council on Education

Integrating career electives system-wide



Ministry of Education of the Republic of Kazakhstan

- Offer career electives for credit to 20,000 students across 25 public universities
- Integrate 650+ courses into degrees, with translations in Kazakh and Russian
- Focus on STEM and digital skills, project management, and career-readiness for students; faculty development
- Address skills gap crisis and rapid population growth by preparing next generation for digital economy

20,000

students on Coursera

25

universities

25,000

courses completed



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DigiBot: **Self-paced learning at scale via Whatsapp**

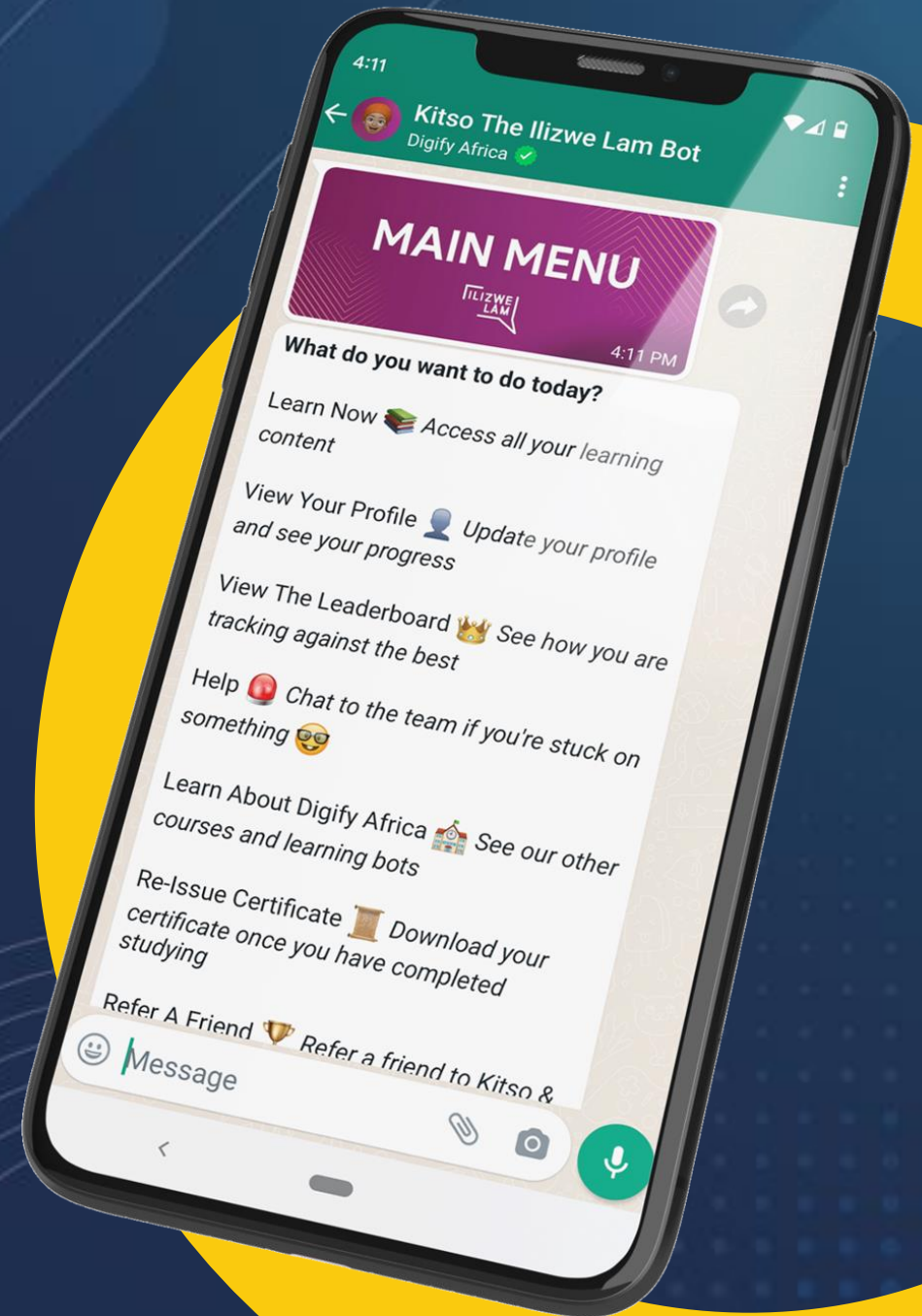
Gavin Weale
Founder, Digify Africa



The DigiBot

Self-paced learning at scale via WhatsApp

Gavin Weale, CEO



The DigiBot

A personal digital skills learning coach on **WhatsApp**

The DigiBot is more than just a chatbot...

Accessibility

Gamified micro-learning, on the go

Affordability

Rich content but low data usage

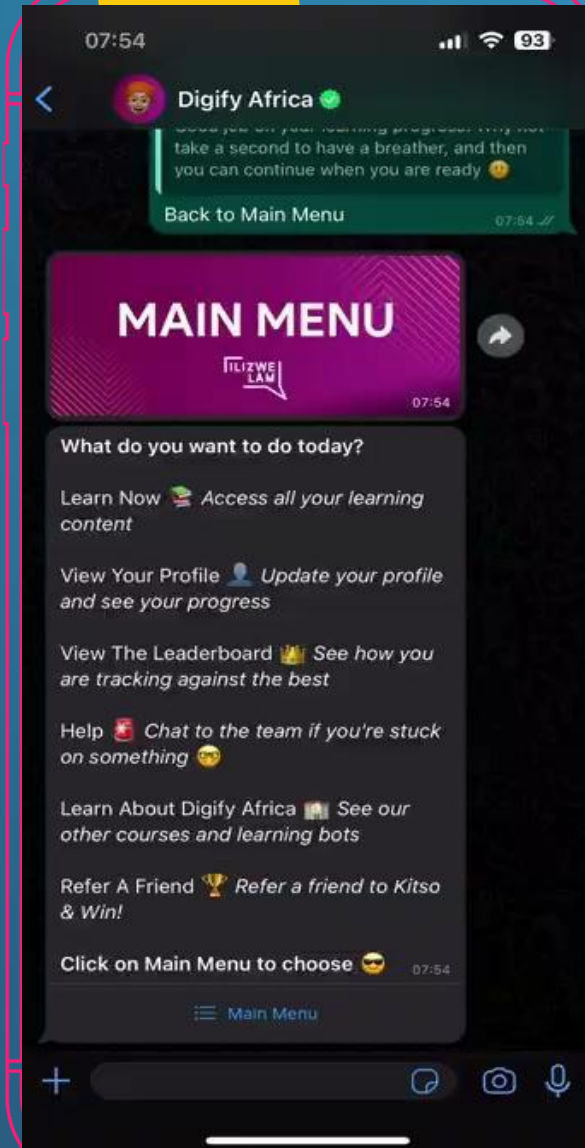
Attainability

Familiar UX, instant sign-up, GPT integration

Measurability

Advanced analytics tracking

INTEGRATION WITH CHAT GPT / CRM SYSTEM



Award-Winning DigiBot Impact



Naledi

681k+
Learners



Kitso

406mil+
Messages



Lesedi

4mil+
Topics
Completed



Didi

62%
Completion
Rate

**Latest updated
figures*

**Roll-Out Partnership with
SA Dept Basic Education**

\$550K+ funding



Meta



**10 Local &
International Awards**

Sustainability Model

B2B Bots

Licensing & product revenue

B2C Bots

Freemium, funding and sponsorships

Your Own DigiBot

For corporates, public sector,
& education sector

Lesedi Digital literacy

Premium subscription layer
for deeper learning

Didi Learning Assistant

Partner content to reach
Digify community

Kitso Digital skills for educators

Partner content for teachers
& schools

GOALS

**Sustainable, profitable
business model**

**Pathways from basic
learning to livelihoods**

**Train 1 million learners in digital
skills by end 2024**