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
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?

Non-formal Education & Learning

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

Formal

• Structured
• Syllabus
• Tests/Assessment
• Education systems

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
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

“…up to 49% of workers could have half or more of their tasks exposed to large language models.”

“…higher wages are associated with increased exposure to GPT.”

GPTs are GPTs: An Early Look at the Labor Market Impact Potential of Large Language Models, University of Pennsylvania, March 27, 2023

Source: Bloomberg, 2017 based on Oxford University & the Bureau of Labor Statistics
AI will be both disruptor and enabler

**AI disrupts jobs**
- New skills required to perform in their **current job**
- Transition workers that are impacted into **new jobs** that are in demand

**AI enables L&D**
- Make learning more effective by making it more personalized and more interactive
- Create custom training content at higher quality and lower cost, mixing private and public experts
- Equal access to quality content for a global workforce by using AI to translate the same high quality courses into many languages

Upskilling ➔

Reskilling ➔
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Upskilling  →  AI disrupts jobs

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Reskilling  →  Transition workers that are impacted into new jobs that are in demand

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**Upskilling**

New skills required to perform in their **current job**

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**Reskilling**

**AI disrupts jobs**

**COACH**

Make learning more effective by making it more personalized and more interactive

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Equal access to quality content for a global workforce by using AI to translate the same high quality courses into many languages

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**Upskilling**

**Reskilling**
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Upskilling

Reskilling

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MACHINE TRANSLATION
300+ university and industry partners collaborate on Coursera
### Professional Certificates provide pathways to jobs and degrees

<table>
<thead>
<tr>
<th>Software &amp; IT roles</th>
<th>Data roles</th>
<th>Business roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Support</td>
<td>Data Analytics</td>
<td>Project Management</td>
</tr>
<tr>
<td>Cybersecurity</td>
<td>Data Analyst</td>
<td>Social Media Marketing</td>
</tr>
<tr>
<td>IBM Back-End Developer</td>
<td>Data Analytics with Excel and R</td>
<td>Meta Digital Marketing &amp; E-commerce</td>
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<tr>
<td>IBM Full Stack Software Developer</td>
<td>Data Science</td>
<td>Meta Marketing Analytics</td>
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<tr>
<td>IBM DevOps and Software Engineering</td>
<td>Data Engineering</td>
<td>Intuit Bookkeeping</td>
</tr>
<tr>
<td>IBM Cybersecurity Analyst</td>
<td>Data Warehouse Engineer</td>
<td>HubSpot Sales Development Representative</td>
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<tr>
<td>IBM Technical Support</td>
<td>Data Engineering</td>
<td>Tally Bookkeeper</td>
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<tr>
<td>IBM IT Project Manager</td>
<td>Career Coach and Navigator</td>
<td>Akamai Customer Consulting and Support</td>
</tr>
<tr>
<td>IBM Cybersecurity Analyst</td>
<td>Human Resources Associate</td>
<td>CVS Health Call Center Customer Service</td>
</tr>
<tr>
<td>Microsoft Cybersecurity Analyst</td>
<td></td>
<td>CVS Health Retail Customer Service</td>
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**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

Source: Coursera Data, June 2023

20,000 students on Coursera

25 universities

25,000 courses completed
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...

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<th>Accessibility</th>
<th>Affordability</th>
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<td>Gamified micro-learning, on the go</td>
<td>Rich content but low data usage</td>
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<th>Attainability</th>
<th>Measurability</th>
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<tr>
<td>Familiar UX, instant sign-up, GPT integration</td>
<td>Advanced analytics tracking</td>
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INTEGRATION WITH CHAT GPT / CRM SYSTEM
Award-Winning DigiBot Impact

- **Naledi**: 681k+ Learners
- **Kitso**: 406mil+ Messages
- **Lesedi**: 4mil+ Topics Completed
- **Didi**: 68 Years+ Content Consumed

*Latest updated figures*

- **Completion Rate**: 62%
- **Roll-Out Partnership with SA Dept Basic Education**: $550K+ funding
- **10 Local & International Awards**
Sustainability Model

B2B Bots
Licensing & product revenue

Your Own DigiBot
For corporates, public sector, & education sector

Lesedi
Digital literacy
Premium subscription layer for deeper learning

B2C Bots
Freemium, funding and sponsorships

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