New skills for a new age!

What's the issue?

In 2018, the G20 published a report that stated:

- *"**Digital skills** provide the poor a catalyst to break out of the cycle of poverty and empower themselves. "*

- *"**An inclusive digital economy** can lead to more trade, better capital use, improved efficiency, and accelerated innovation."*

- *"**Unless a concerted effort** is made to educate the population in terms of the benefits of digital technologies and how to operate such facilities, the digital economy will exacerbate existing political and social inequities, particularly in the developing world."*

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There's a problem

LARGE numbers are not using the Internet or are struggling with it.

- More than **50% of the World's population** is **NOT** connected to the Internet.
- At least **80% of South Africans** are not connected or struggling to use it.
- In some countries, Internet penetration is **below 2%**.

This **gets in the way** of:

- Economic development
- Employment
- Job creation
- Inclusive wealth and prosperity
- The economic future of many people.

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What is SHARP Digital doing about it?

- **SHARP Digital** has the perfect solution to a REAL development issue.
- **SHARP Digital's courses**
  - **increase access** to a digital world that can **open economic doors** to many underserved populations **especially Africa's youth**.
  - puts learning **into the hands of learners**.
  - provides **real tools** for people to lift **themselves** out of poverty.
  - **SHARP Digital** plans to create further short courses to enhance digital economic opportunities.
  - provides a **basic digital distance learning** opportunity during this difficult **COVID-19** new reality.

Aren't others doing this?

No - Not in the same way.

- Most basic digital training only **happens on computers**. But most people in the developing world do **NOT have** a computer. In South Africa, less than **22% of households** have a computer. In other countries, the numbers are even smaller.

- Most courses are designed by digital users who **cannot imagine** what it's like to know nothing. So they miss the basic introduction.
  [*We would never put a book in the hands of a non-reader and expect them do something meaningful with it.*]

https://www.businessinsider.co.za/general-household-survey-2018-south-african-households-third-own-cars-electrical-stoves-2019-5

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Sharp Digital's approach:
The 21st Century way to learn digital!

SHARP Digital's courses

- Are **FREE** – because those who need these skills the most do not have the financial resources to pay for them.

- Are **mobile-based**. Done on the devices people are more likely to have a digital experience with.

- Learners learn by **doing.**

- **Do not** need an expert trainer to facilitate.

- Assume **no prior knowledge** and introduce the **basic concepts of digital** to those who have never been exposed to digital technology and the Internet.

- Are easy to use even for a **beginner digital user**.

- Are **fun** to learn and do. The learner takes a **digital journey** by clicking and scrolling, watching and listening, reading and answering questions. They can also **earn points** to giving them a higher score than their fellow learners.

- Use the **simplest language** possible. In the future, the courses will also be offered in home languages.

- Can be done by anyone with a **mobile device** and an **Internet connection**.

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The Journey: Idea ⟹ Proof of Concept ⟹ Pilot

In January 2019 SHARP Digital started running face to face workshops with learners in the Zwelihle community, Hermanus

From there, it:

- Developed a series of micro-courses covering basic digital skills
- Built a small team who can support learners and manage administration
- Moved from PowerPoint presentation, to interactive Google Slides, to App-based microlearning
- Trained **over 500 learners** (some are now using our courses from a distance)
- Used (and using) feedback from learners to continually review, revise and add content
- Built (and building) relationships with other NPOs and the local municipality

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