



# NairobiBits Trust

Educate

Innovate

Transform



- NairoBits Trust is a Kenyan **non-profit** that uses ICT to deliver **socio-economic transformation** for communities in **under-resourced areas**.
- NairoBits has a wide array of offering that promote **high-impact careers and solutions in the tech space** through technology training & innovation, building the acumen of community members, cross-border exchange of talent and ideas and opening opportunities for beneficiaries.
- NairoBits offers programming for underprivileged communities across different levels with a major target on **young people** and other marginalized groups.
- Since its inception, over 2 decades ago, the organization has impacted the lives of **over 100,000 individuals** and continues to make tech accessible as a life changing and solution building tool in the lives of vulnerable people.



# Core Statements

## Our Vision

Empowered and transformed youth who positively impact societies.

## Our Mission

Harnessing ICT to place youth at the centre of societal engagements and solutions.

## Our Core Values

**B**

### Benevolent (kind and helpful)

We place emphasis and great concern for others' welfare (i.e. helpful, forgiving, responsible, loyal, true friendship, mature love) to promote cooperative and supportive social relations.

**I**

### Integrity

We are honest, impartial and trustworthy at all times with our colleagues, students and all stakeholders, delivering services fairly and objectively free of discrimination or preferential treatment.

**T**

### Transformative

We commit to undertaking an overarching cultural and purpose-led transformation within and without NairoBits.

**S**

### Solidarity with communities & Accountability to society

We strive to willingly give ourselves for the good of our community, especially the disadvantaged youth. We recognize that we are true representatives and guardians of the youth and others from disadvantaged and informal settlements in our society.



## Educate

Quality education is the single greatest pathway to awesome futures. We offer top notch alternative higher education to those who need it.



## Innovate

We believe in using everyone's creative genius to disrupt the status quo. We work with our community to create and build solutions for challenges around us.



## Transform

Everyone deserves a great future! We enable holistic transformation through impactful programs that create jobs, change lives and grow responsible citizens.





*Educate. Innovate. Transform*

# NAIROBITS STRATEGIC PLAN

2021 - 2025

[Read here](#)

## Strategic Pillars



### Youth Capacity

Building the capacities of youth to prepare them to take advantage of the digital age.



### Youth Opportunities

Promoting the creation of opportunities and utilization of available ones in the ICT sub-sector.



### Institutional Capacity Strengthening

Enhancing the organizational effectiveness in readiness for good programmatic interventions.

## We use Technology to:

### Change Lives

Unlocking careers which promote socio-economic transformation of the youth.

### Build Solutions

Building tech-based solutions for Africa's pressing challenges for greater sustainability.

## The plan has been strengthened through the use of 2 philosophies:

### Positive Youth Development

PYD is a departure from the deficit-based theory of viewing youth as a problem to be solved, to viewing youth as part of the solution and an important asset that requires broad-based development and harnessing.

### Digital Development

The use and application of technology and digital tools in development. Our approach towards DD ensures that we use technology as a platform and medium for development in the communities that we serve



[Watch Intro Video](#)

# Programming

*Our programming is distributed into 4 major clusters*

## Innovation & Technology



*Programs that unlock tech careers through digital skills training and professional labor market integration.*

**5 programs**

## Acumen Programs



*Programs that promote responsible living and build an accountable citizenry e.g. SRHR, Governance etc.*

**4 programs**

## Global Technical & Cultural Exchange



*Programs that promote international exchange of talent and culture.*

**2 programs**

## Impact/Opportunity Programs



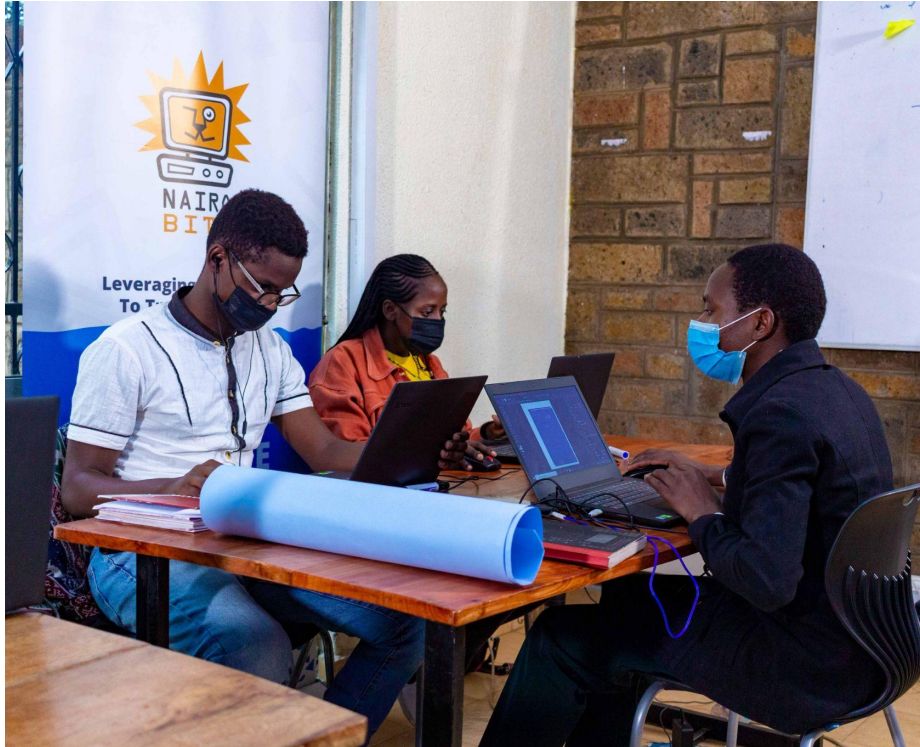
*Short programs that leverage partner expertise and goals to create strategic impact.*

**4 programs**



# Innovation & Technology

Programs that unlock careers in tech through digital skills training and professional integration with the labor market.



## Digital Literacy Program

12 Week Basic computer literacy

[More](#)

## Advanced Multimedia Program

9-month novel ICT Specialization

[More](#)

## Video Impact Training

1 week mobile video storytelling course

[More](#)

## Core Acumen (20%)

Promoting responsible living through life skills

[More](#)

## Labour Market Integration

Connecting students & alumni to job opportunities

[More](#)

# Acumen Programs

*Programs that promote responsible living and build an accountable citizenry*



## Right Here Right Now 2

A 5 year consortium working for nationwide SRHR change

[More](#)

## BitsCast

A podcast on young people and the issues that they face

[More](#)

## Youth in Action

Working to support action by youth to advocate for SRHR rights.

[More](#)

ACCESS. Powered by Nairobits | HOME | HEALTH FINDER | STORIES

## WELCOME TO THE SRHR KNOWLEDGE RESOURCE HUB.

Sexual Reproductive

Powered by Nairobits Trust

[More](#)



# Global Technical & Cultural Exchange

*Programs that promote international exchange of talent and culture*



## #WeAreBits

Connecting all the Bits Schools across the globe for cross learning

[More](#)

## S-Bize

Working with int'l MBA consultants to co-create solutions for local orgs

[More](#)

# Impact/Opportunity Programs

*Short programs that leverage partner expertise and goals to create strategic impact.*



## Entrepreneurship & Business Programs

Preparing learners for careers in business e.g. Mkono Allies

## Tech for Community Programs

Promoting new ways of using tech for empowerment e.g. Google CS, Oppia, BC SIDP

## Jobs Programs

Creating tech based jobs

## Collaborative Programs

Wild card partner programs

# Consulting for good: Business Services

NairoBits also spots a social enterprise model that enables us to create and build with gurus in our community. We actively use our 20 Year experience in the ICT creative sector to deliver consultancy assignments across several domains of expertise



## Multidisciplinary Design

- User Centred Research
- UI/UX Design
- Customer Experience (CX)
- Human Centred Design Processes
- Graphic Design



## Communication

- Brand Identity Creation & Alignment
- Strategy Development & Execution
- Digital Marketing & Social Media Management
- Video production



## Software solutions

- Website Design & Development
- SEO Services
- Content Management Systems



## Product Innovation & Testing

- Concept Ideation & Development
- Prototyping Products
- Piloting programs

Read Creative Portfolio

Here are some of the clients we have worked with in the past



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FAIRTRADE AFRICA





**RECOVER AFRICA** **RECOVER AFRICA YOUTH COMPETITION**

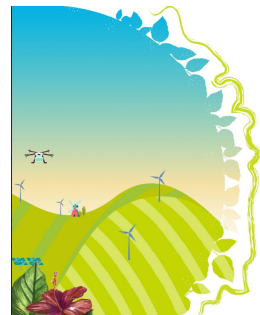
**TELL US YOUR COVID-19 EXPERIENCE FOR A CHANCE TO WIN 500 EUROS**







A Recover Africa project  
**RECOVERAFRICA**



**INTERNATIONAL YOUTHDAY** | 2021 TRANSFORMING FOOD SYSTEMS 

TRANSFORMING FOOD SYSTEMS: YOUTH INNOVATION FOR HUMAN AND PLANETARY HEALTH. ♡

12TH - AUG - 2021

## Schools2030 Launch and Sustenance Communication Strategy



Study of Fairtrade Africa's Status on Gender Equality and Women Empowerment



**BRITISH COUNCIL** | Kenya

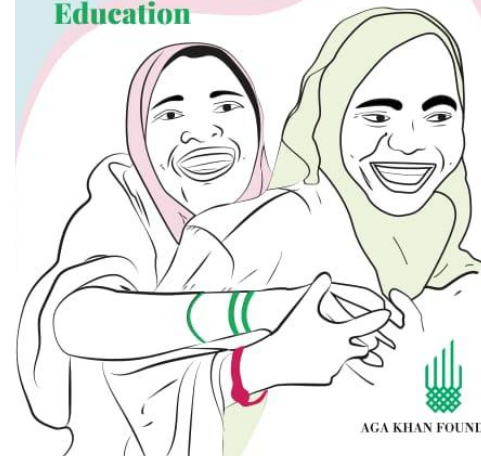
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Home > Our work in arts, education and society > Our work in society

## Skills for Inclusive Digital Participation (SIDP)



## Teacher Transformation: A Pluralism and Values-based Approach to Education



AGA KHAN FOUNDATION

# Partnerships

## Community Based Partners

NairoBits partners with communities and grassroots organizations in the informal settlements to host our satellite learning centers. This means that students can easily learn in their own neighbourhoods.

## Donors

NairoBits proudly works with a diverse range of donors who believe in our vision and provide support for our programs to run. Their support enables our capacity to educate youth from the informal settlements, growing from just 20 students to over 10,000+

## Business Partners

NairoBits works with a community of business partners who absorb our students for job placements after training completion. This employer pool spans different sectors across BPOs, Advertising Agencies, Cooperates, NGOs and SMEs who create a safe space for our students to utilize their ICT skills and grow in the labour market.

## Government

NairoBits works closely with governments to push for systems change across various social issues through active advocacy.

Sometimes, government agencies also serve as business partners and employ our students as well.

## Impact Partners

We believe in lending our experience and community to missions that reduce inequalities and promote the social good of communities that are in need. We plug in to existing programs when needed and employ our expertise for better outcomes.

## Alumni

Our alumni often accelerate our mission by giving back in the most generous ways. Our staff has a large number of volunteers who were gracious to offer their genius to the next generation alumni.



# Strategic Future

By 2025, NairoBits wants to:

- Promote digital literacy to over 15k+ young people in urban informal and move to rural.
- Bridge the digital divide among marginalized groups including children, young people, PWDs and women.
- Foster digitally enabled labour market opportunities
- Increase access and affinity to tech platforms and solutions for young people.

**#WeAreBits #Bits**





# Team

## Management

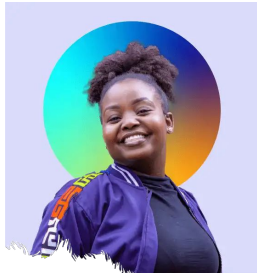


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## Administration, Finance & HR



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## Programs - Innovation & Technology, Acumen, Global Technical & Cultural Exchange & Impact/Opportunity Programs



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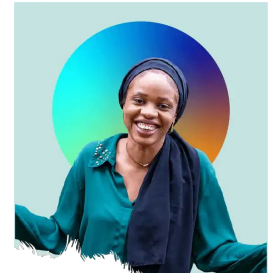
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