



WOMEN IN AFRICA

# Education

WIA Code

PREMIÈRE PLATEFORME INTERNATIONALE  
DE DÉVELOPPEMENT ÉCONOMIQUE ET D'ACCOMPAGNEMENT  
DES FEMMES AFRICAINES LEADERS ET À HAUT POTENTIEL.



## WIA CODE

As the world moves towards a fourth industrial revolution, the demand for digitization across health, education, and other sectors is on the rise. Digital innovations have the power to solve the continent's development challenges and are generating new job opportunities. The youth population is rapidly growing and by 2050, is expected to double to over 830 million. Yet, the digital divide in Africa persists and critical skills gaps pose serious challenges to youth securing quality and decent work in a rapidly changing workforce. (Source : AFDB)

By training youth in demand-driven Information and Communications Technology (ICT) curriculum, **WIA wants to prepares Africa's girls for tomorrow's jobs** and unleashes the next generation of young digital innovators from the continent.



**Rokhaya Solange NDIR**  
WIA Ambassador, Senegal,  
Head of CSR and Partnership,  
Orange/Sonatel

WIA Code est un programme de WIA Initiative destiné à initier les jeunes filles aux nouvelles technologies. Les femmes sont au cœur du développement du continent Africain et le numérique est un outil incontournable pour at-

### PROBLEM TO SOLVE

Prepare young girls for careers in science, technology and innovation in Africa

### OUR APPROACH

**Target Group :** Girls Aged 15-18 in African Countries

**Goal :** Develop Coding Programs

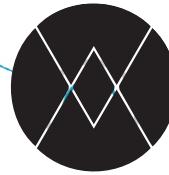
**Phase 1 :** Program launch in Dakar, 2019 March 28/30th, with a cohort of 40 girls selected among Dakar high school students and participants in the program "**Shine to lead**"

**Phase 2 :** Results Analysis

**Phase 3 :** Development of the project in other African Countries thanks to WIA Ambassadors and partners

teindre ce développement. Education, Santé, Commerce.... Tous les secteurs sont concernés et il est primordial que les jeunes filles prennent conscience du potentiel de cet outil très tôt afin de se l'approprier et d'en faire un

bon usage.  
C'est tout l'esprit de WIA Code et notre ambition après le Sénégal, pays pilote du programme, est de déployer celui-ci sur l'ensemble du continent avec le soutien de nos partenaires. » **Rokhaya Solange Ndir**



**Shine to Lead**  
JIGGEN JANG TEKKI

**sonatel**



« L'initiation au numérique représente un axe important de notre stratégie de Responsabilité Sociétale d'Entreprise à Sonatel/Orange. En effet, avec une population très jeune à éduquer, le numérique représente une réelle opportunité pour contribuer à la formation des jeunes en Afrique. »

Raison pour laquelle nous soutenons l'initiative WIA Code dont l'objectif est d'initier des jeunes filles aux nouvelles technologies tout en les sensibilisant sur des problématiques et thématiques de développement comme : l'agriculture, la santé, l'environnement. »

## FIRST WORKSHOP – SUMMARY

The workshop was a mobile app workshop with MIT App inventor on the following themes : education, health, environment, agriculture.

Place : Sonatel offices

Dates : 28/29/30 March 2019

The workshop started with a conference to help participants envision their projects.

### GOALS

The purpose of the workshop was to enable participants to gain knowledge in / become familiar with :

- ▶ careers in Digital
- ▶ education / health / environment and agriculture
- ▶ mobile app development & code
- ▶ MIT App Inventor
- ▶ design and conception
- ▶ Google docs and powerpoint
- ▶ team work
- ▶ oral presentation

Participants have worked in team on a real project ; that of building an app they could then forward to their friends and family. The workshop has been interactive and based upon real business cases and experiences.

### RESULTS

#### Participants

40 girls aged 13 to 17 – with no coding experience. Girls were used to use social networks and gaming applications; facebook ; Instagram; whatsapp, etc.

#### Realizations

Girls chose to work on environment protection, connecting farmers with investors, sensibilize public to health issues and education. 8 teams composed of 5 girls worked on these themes and proposed mobile apps.





## WIA CODE COMMUNICATION



**60 000  
FOLLOWERS**



**8 000  
FOLLOWERS**

### PRESS

Working on developing a partnership with Havas.

### INFORMEL

Highschool conversations between students to spread the word for the next workshop.

### WOMEN IN AFRICA ANNUAL SUMMIT

Results of the workshop have been communicated around during WIA 3<sup>rd</sup> Annual Summit in Marrakech around a breakfast dedicated to Education and Coding where Jumia committed to offer internships to girls having successfully took part in the training sessions.

### VISION

**Thanks to our partners,** Women in Africa would like to develop more workshops in Africa and more partnerships with businesses to offer young girls both training and internships.

### In 2020, Women in Africa plans to :

- ▶ develop at least 4 workshops in Senegal +4 workshops in Ivory Coast + 4 workshops in Rwanda
- ▶ invite at least 3 girls to the WIA Summit, one for Senegal, one for Ivory Coast, one for Rwanda
- ▶ Ultimately, WIA would like to expand over the 54 countries of the continent.



**This project has been possible thanks to  
WIA Council Member  
Nayé Bathily,  
WIA Ambassador  
Rokhaya Solange Ndir,  
WIA Team,  
Sonatel,  
Shine to lead.**



WOMEN IN AFRICA

## Join the initiative !

Follow our actions, our projects and increase the community:  
**on [www.wia-initiative.com](http://www.wia-initiative.com) or our Newsletter**

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