

HOW TO INCLUDE YOUTH IN LOW BANDWIDTH AREAS?

INNOVATIVE LEARNING MODELS

WEDNESDAY, MAY 12, 2021 | 10 AM – 11 AM EST

S4YE WEBINAR SERIES - WEBEX WEBINAR



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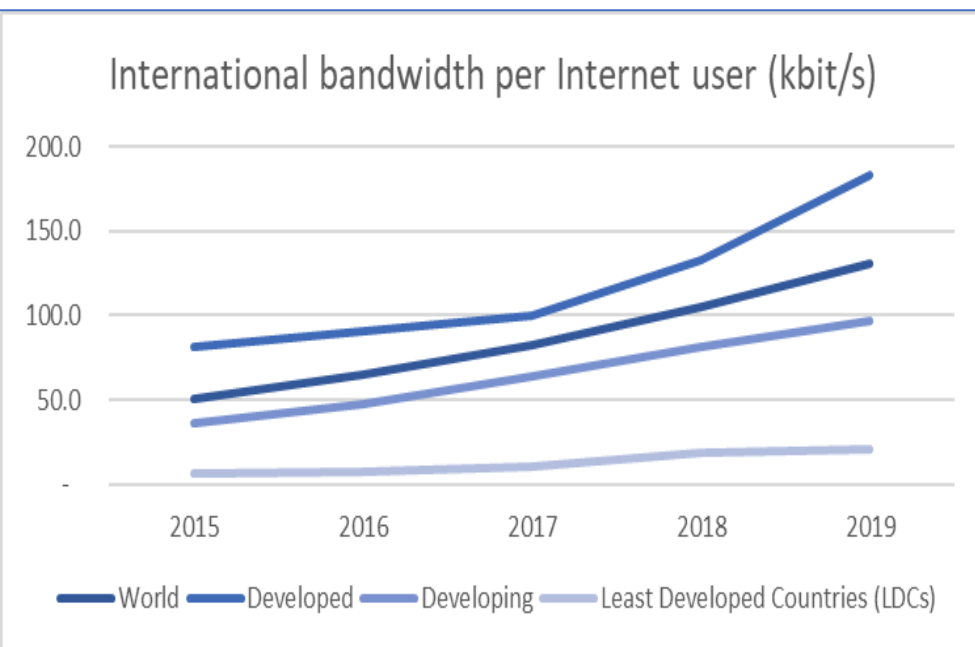


Jocelyn Williams
Every1 mobile



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World Bank

As Learning moves to Online and Blended models-what happens to youth in *low bandwidth areas*?



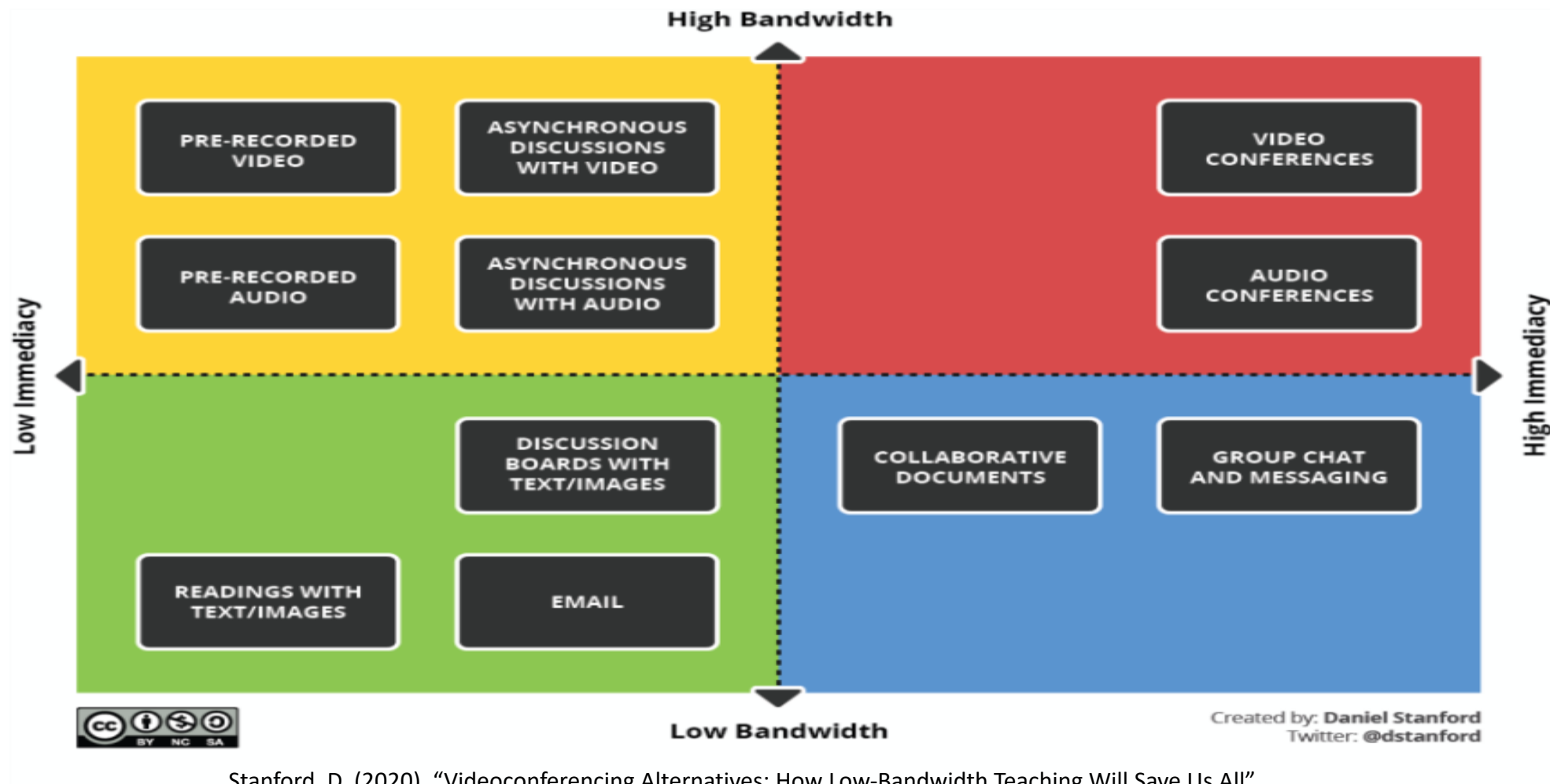
Source: ITU estimates(2020)

COVID has highlighted the urgency with which governments and development organizations should focus on providing access to broadband to all areas to ensure people and households are resilient and can **continue to access education, training, run businesses, receive payments, buy daily necessities and access information online, even in remote areas.**

Bandwidth per user remains low in **least developed economies**, which limits the possibilities to leverage the benefits of online learning. E.g., **Africa is lagging behind, with 31 kbit/s per Internet user.**

In short to medium term, it is critical to use agile innovative solutions to ensure that people in remote areas, who are often already poor and disadvantaged, aren't further marginalized, as the world of work and learning increasingly adopts online delivery models.

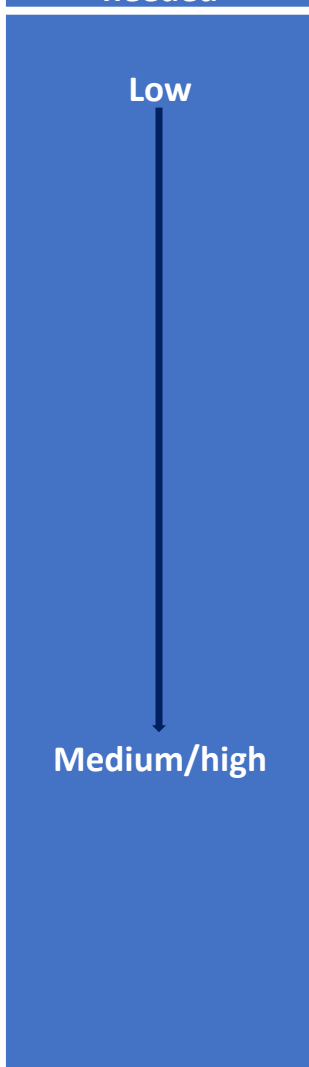
Bandwidth - Immediacy Matrix



Stanford, D. (2020), "Videoconferencing Alternatives: How Low-Bandwidth Teaching Will Save Us All"

What is the *right solution*?

- To create an engaging experience, most successful organizations try to leverage **different types of media**
- Creates a **holistic content design** and recognizes the **local particularities of learners**.

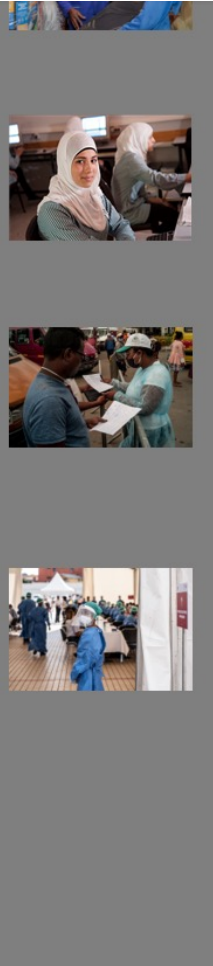
Bandwidth level needed	Technology Category	Benefits
<div> Low  Medium/high </div>	Radio Broadcasting	<ul style="list-style-type: none"> • Relatively easy to reach a wide audience. • No bandwidth required.
	SMS	<ul style="list-style-type: none"> • Allows instructors to provide bite-sized prework materials. • Enables organizations to widely disseminate content.
	Multi-media compression	<ul style="list-style-type: none"> • Reduces file size to create 'bite-sized' content that can be uploaded/ downloaded with low bandwidth.
	Pre-recorded video/audio	<ul style="list-style-type: none"> • Download to a hard drive at a single point in time (requires sufficient bandwidth at a local point). • Can be consumed at any point in time. Allows for a flexible learning experience.
	Mobile apps / Websites	<ul style="list-style-type: none"> • Creates an engaging, real-time learning experience. • Relatively easy to gather feedback on course design via polls and surveys within the app. • Option to develop an intuitive or quiz-like user interface that sparks learners' interest in course materials. • Ability to optimize content for feature phones.

New Knowledge Brief published

How are youth employment programs addressing **low bandwidth** challenges ?

Online Learning Models - How to include youth in low bandwidth areas

April 2021



Five strategies to reach youth in low bandwidth areas:

1. Offline downloading ([e-Granary Digital Library](#))
2. Providing cost efficient devices ([Raspberry Pi Foundation](#))
3. Mobile accessible websites and apps for feature phones ([Every1Moblile](#)) & Data light courses focused on upskilling and training ([Funzi](#))
4. Employing Mobile Vans ([Save the Children](#))
5. Ad hoc network that leverages wireless technology to provide asynchronous digital connectivity at a low cost ([DakNet](#)).

New knowledge brief! ([available here](#))

Mobile Training Center

Skills to Succeed Bangladesh

**Closing the
Digital Divide for
Marginalized
Youth**



May 12, 2021

Agenda



1. Brief Overview of Skills to Succeed
2. Skills to Succeed Bangladesh
3. Digital Skilling for Very Young Adolescents
4. Mobile Training Center
 - What is it?
 - Why using the MTC?
 - MTC Model
5. What is working well & challenges
6. Early results and learnings

Skills To Succeed

Preparing marginalized youth for the jobs of the future



STRATEGIES

Equip youth with skills & mindsets to succeed in the future of work:

- Life skills & growth mindset
- Digital skills
- Vocational education
- Financial literacy
- Entrepreneurship
- Gender equality and social inclusion

Partner with employers, schools, governments, and NGO's to:

- Adapt global curricula & evaluation
- Link supply & demand in the job market
- Promote decent employment, gender equity & inclusion
- Access to resources for entrepreneurs
- Build capacity of local partners

Conduct research to drive impact and continuous improvement

Results

158,741 S2S youth trained in **8** countries from **2011 to 2020**



56%



44%

114,813 S2S youth placed in paid apprenticeships, jobs or started own business

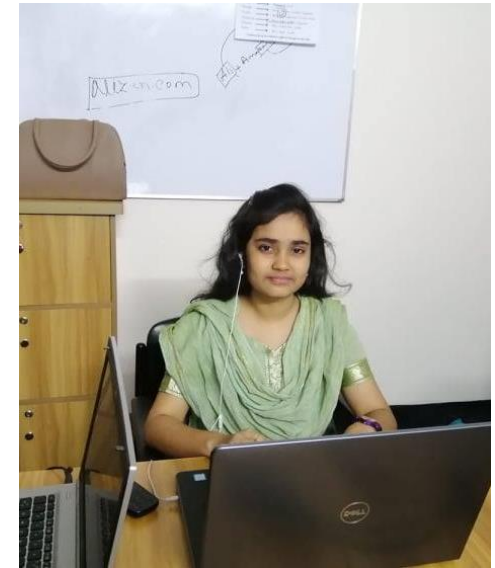


Save the Children®

Skills to Succeed Bangladesh

Employment for out of school youth in ICT/BPO sectors

- ✓ The program provides vulnerable out-of-school youth (ages 15-24) living in the poorest communities of Dhaka with employability skills, vocational skills, entrepreneurship skills trainings, and job linkage services so they can obtain decent work.
- ✓ S2S works on 3 levels:
 - Supporting the transition of vulnerable youth to decent work
 - Working with employers to connect youth to job opportunities
 - Improving conditions in informal workplaces
- ✓ S2S Bangladesh focuses on preparing youth for employment in the information communication technology (ICT) and business process outsourcing (BPO) sectors.



Achievements 2014 - 2020



23,151

Youth trained



16,875

Youth placed in paid
internships and jobs



1,410

Have started a
business



297

Informal workplaces
have been
improved



Save the Children®

Skills to Succeed Bangladesh

Digital Skilling for Very Young Adolescents

- For youth to be more likely to advance in the ICT sector, where technology leaps forward at a fast pace, they need to become lifelong learners and develop technology skills at an earlier age.
- S2S is expanding to reach marginalized very young adolescents (ages 10 to 14) to build their social emotional skills, growth mindset and digital skills so they are able to continuously learn, adapt and be prepared to take advantage of the jobs of the future.



Mobile Training Center

What is it?



- The MTC is set up in a large bus, equipped with 15 laptop computers, internet connection, and furniture to facilitate Digital Skills trainings.
- The MTC moves around Chattogram to provide skills training (digital skills, Social Emotional Learning and growth mindset) to adolescent girls and boys at their doorsteps.

Mobile Training Center

Why using the MTC?

- By meeting adolescents close to their homes and communities, the MTC overcomes common participation barriers for marginalized and vulnerable adolescents, such as personal safety and the time and cost of traveling to training centers. These barriers frequently prevent girls from pursuing or completing trainings.



Mobile Training Center Model

- ✓ Community mobilization
- ✓ Trainings
 - 24 hrs. of Digital Skilling
 - 24 hrs. of SEL and Growth Mindset
- ✓ Open from 9 am to 5 pm, five days a week
- ✓ 4 shifts of 2 hrs. each day
- ✓ Learners can complete the courses in 1 ½ to 3 months depending if they come daily or on alternate days
- ✓ Operating during the COVID-19 pandemic:
 - No mask no entrance policy. The program provides masks to students
 - Sanitizing students' hands before entering the training
 - Social distance among participants per government guidelines
 - Open windows for fresh air
 - Teaching methods adjusted to avoid close contact among students or organized to take place in an open space
 - After every shift, equipment's and furniture are disinfected.



Mobile Training Center



What is working well

- Girls participation
- Community support and engagement
- Training contents: combination of SEL, growth mindset and digital skills
- Training modalities: combination of online / offline activities

Challenges

- Marginalized children have no access or very limited access to computers and internet at home so practice at home is not possible
- Participation of working children requires more attention than expected

Mobile Training Center

Early Results

- Engaging the most vulnerable adolescents: out of school children, working children or at risk of child labor
- Currently operating in 2 vulnerable communities in Chittagong. Planning future expansion to other communities
- Established community mobilization model to identify out-of-school children
- Between February and March 2021, 120 children have participated in MTC activities
- 60 children completed SEL, growth mindset and digital skills trainings (male 22; female 38).
- Monitoring and Evaluation in progress:
 - Baseline completed
 - End line will be conducted to assess skills acquisition and other project indicators

Initial learnings

- MTC creates high enthusiasm in the community and with parents, because of its look, equipment and trainings
- Out of school adolescents are getting easy access to trainings, at their doorsteps
- Combination of soft and technical skills with joyful learning method (games, role play, videos, individual and group work) ensures participation of adolescents
- Adolescents, aged above 14, from the communities where we work, are also showing interest in participating in the trainings

THANK YOU



Save the Children



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**EVERY 1
MOBILE**

Digital Solutions for Social Change

What We Do

Empower people in **low-income communities** to **improve** their **quality of life** using the **mobile phone** they already own.



Changing Behaviours. Changing Lives.

Our digital solutions help people enact real-world behaviours that improve their well-being.

Knowledge



Training and **Learning**
with e-learning,
capacity building and
skills training tools that
increase ability.

Confidence



Peer Communities and
Safe Spaces where youth
share, learn and connect
with to build confidence
and trust.

Motivation



Practical tools and
services that motivate
youth to put their
learning into practice in
real-life.

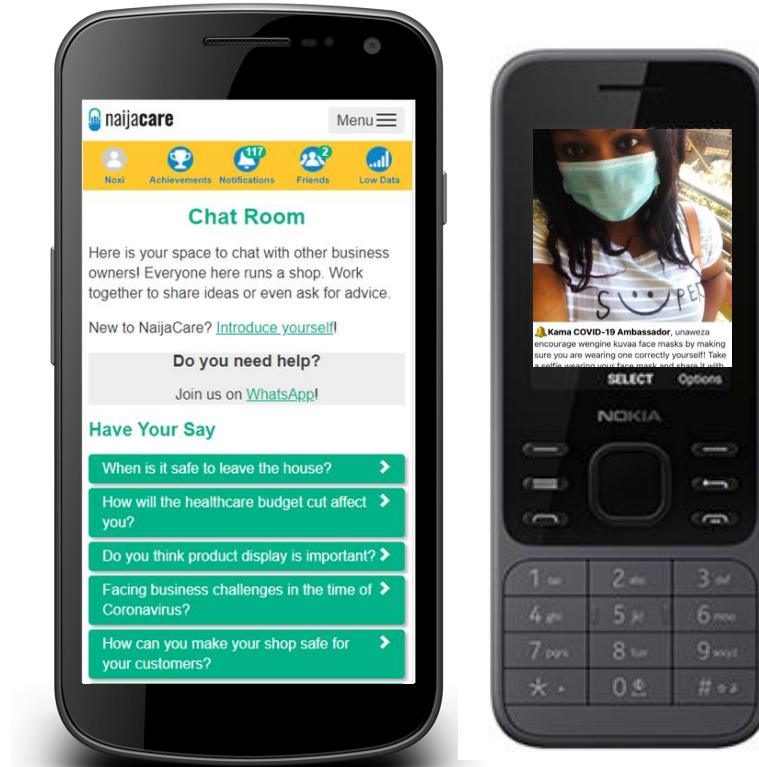


Holistic support for productivity and economic empowerment

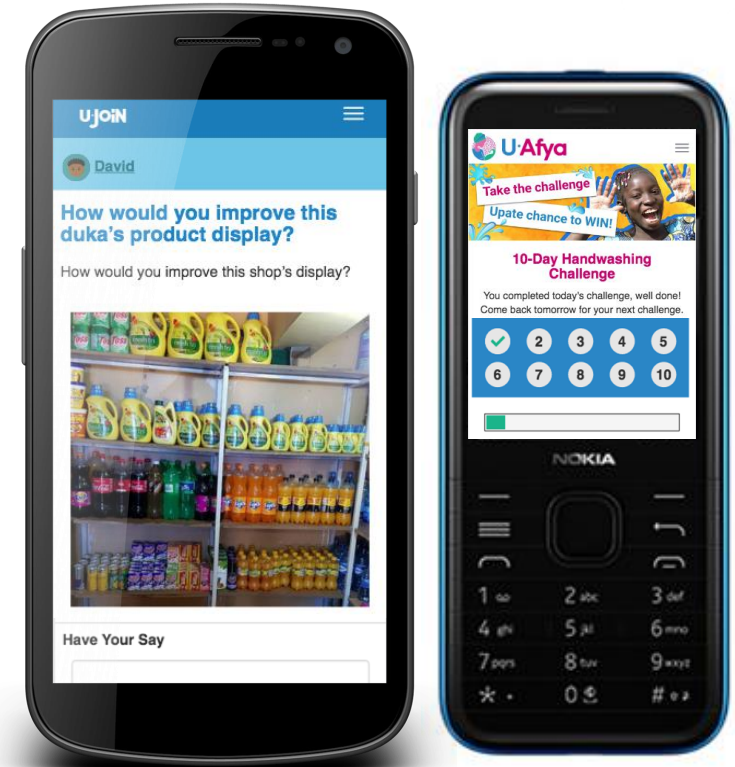
Knowledge



Confidence



Motivation



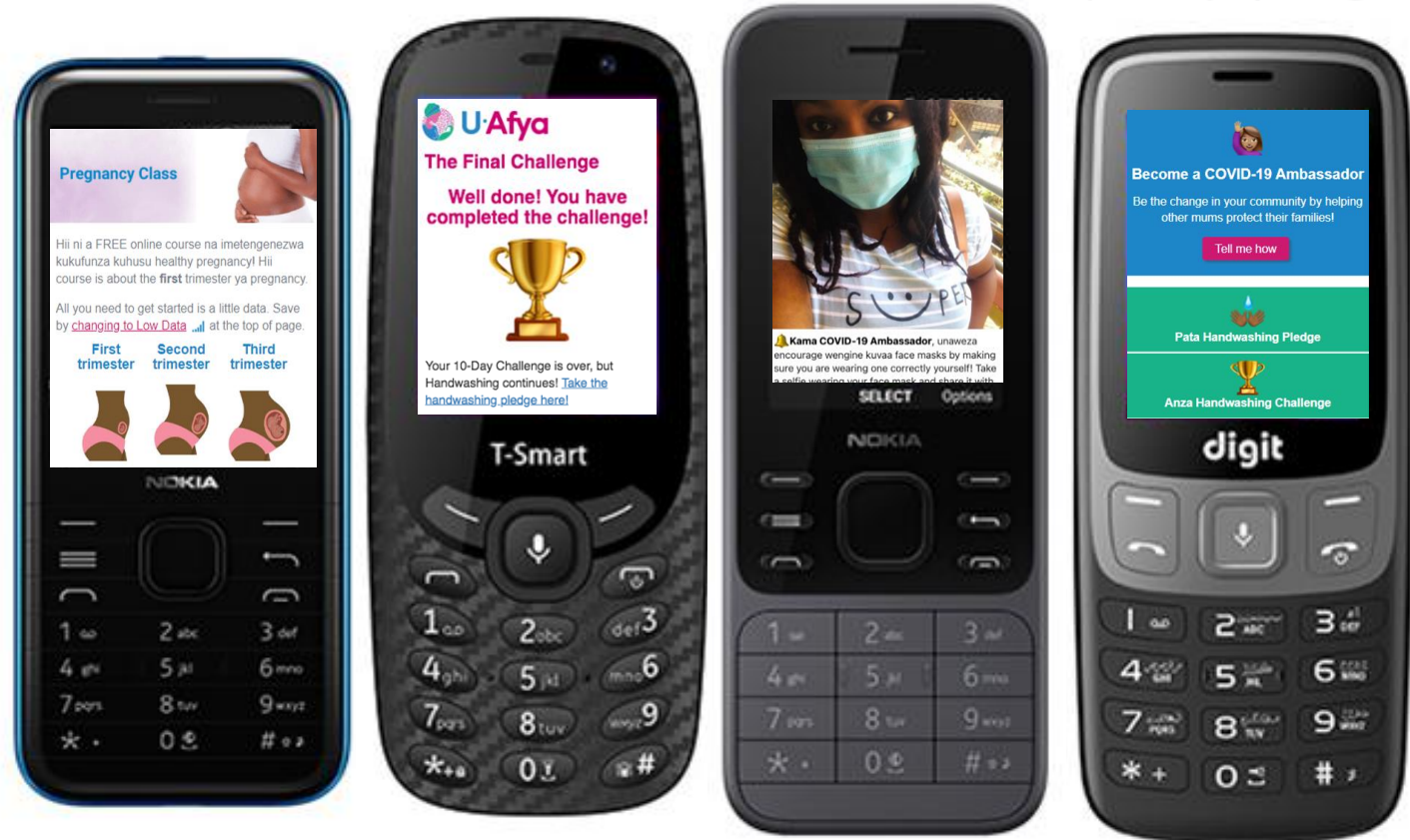


How we engage youth in low-bandwidth environments

Mobile-accessible websites

We balance the need for accessible digital solutions with the need for technology that is sophisticated enough to deliver the tailored, interactive engagement that drives real-world change.

The EveryIMobile platform uses technology that's usually only designed for a desktop or smartphone and makes it usable on an internet-enabled feature phone than can cost as little as \$11.

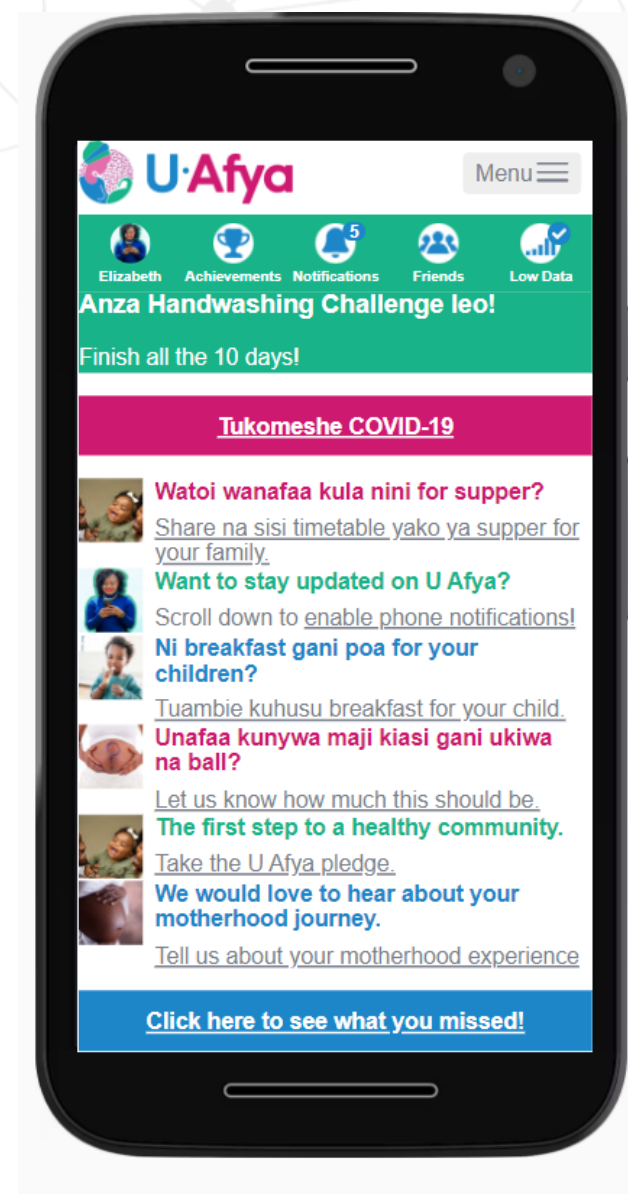
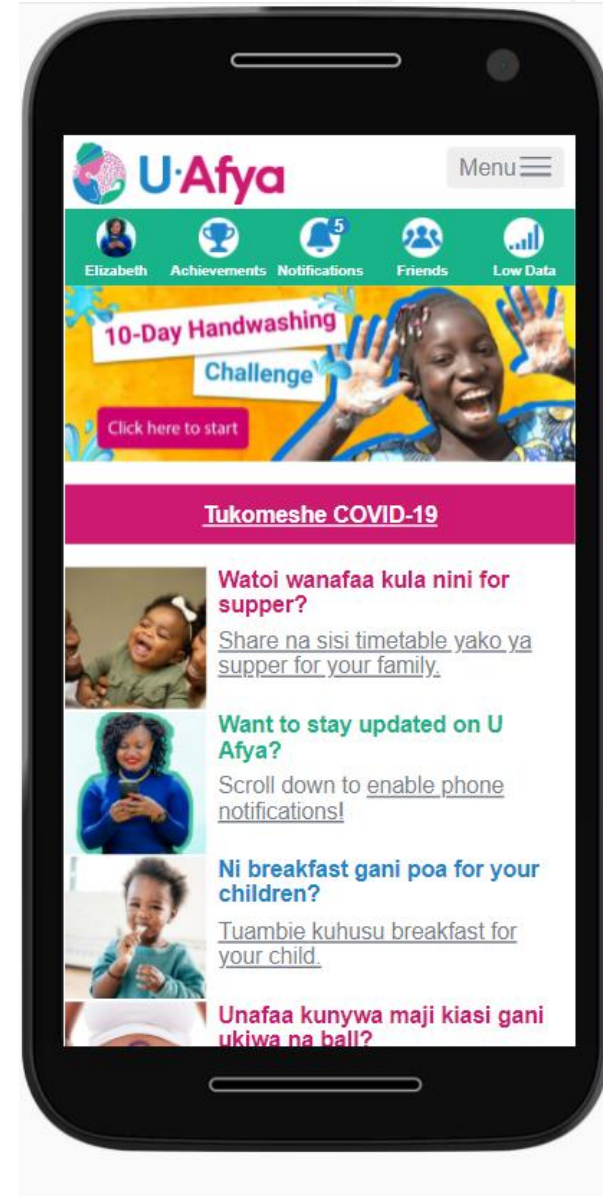


Optimised for low-data environments and data conscious users

We designed our platform and content to use very limited data.

For example, our 'Hygiene in the Home' e-learning course requires 2.3 MB to complete which includes downloading certificates and badge images. In comparison if you spend an hour browsing the Facebook website it would require between 120 MB to 160 MB. In Kenya 1,000 MB of data costs \$1.05.

We have also developed an ultra low-data version which can be selected to save users an additional 40% on data.

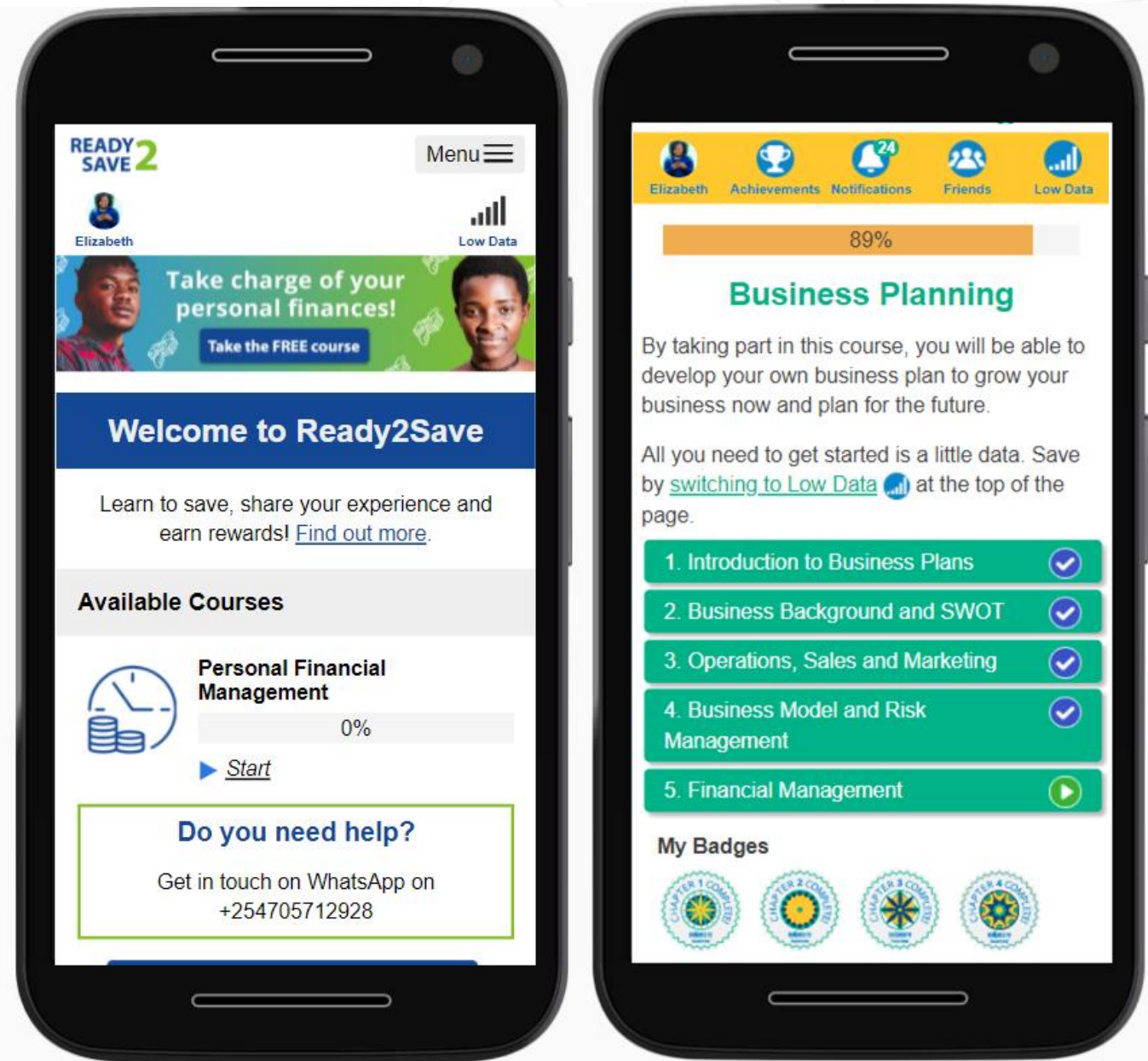


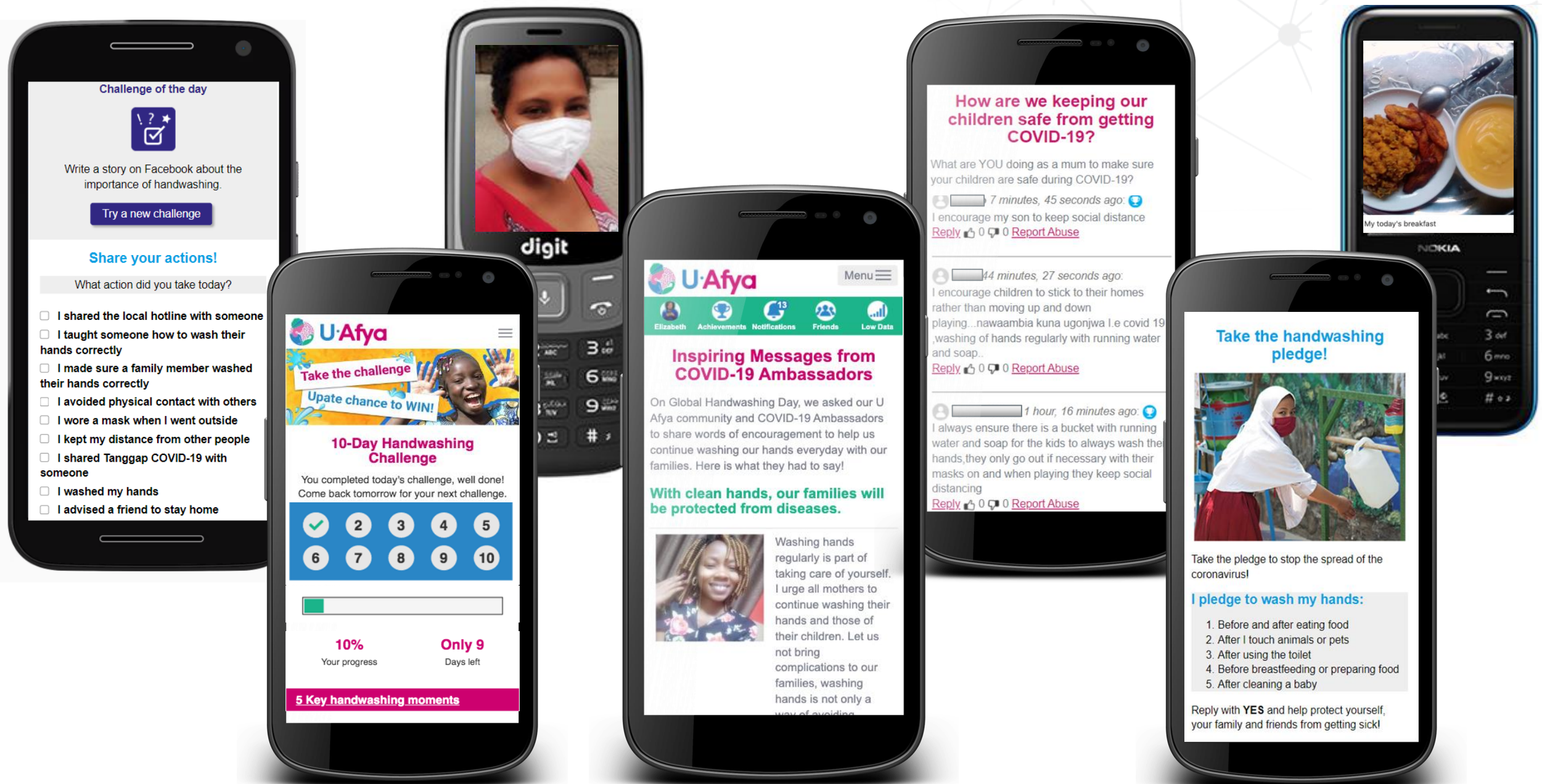
Hyper-localised bite-size learning journeys

Interactive experiences, targeted messaging and hyper-localised content and tools, using a human centered design approach, drive ongoing engagement.

Real-time digital data, behavioural analytics and user feedback allows rapid data-driven iterative design and continuous improvements.

Learning journeys are complemented by confidence building and motivational tools that support young people to turn their knowledge into action (next slide).





Challenge of the day



Write a story on Facebook about the importance of handwashing.

[Try a new challenge](#)

- Share your actions!**
- What action did you take today?
- ☐ I shared the local hotline with someone
 - ☐ I taught someone how to wash their hands correctly
 - ☐ I made sure a family member washed their hands correctly
 - ☐ I avoided physical contact with others
 - ☐ I wore a mask when I went outside
 - ☐ I kept my distance from other people
 - ☐ I shared Tanggap COVID-19 with someone
 - ☐ I washed my hands
 - ☐ I advised a friend to stay home


U·Afya

Take the challenge

Update chance to WIN!

10-Day Handwashing Challenge

You completed today's challenge, well done!
Come back tomorrow for your next challenge.



10% Your progress

Only 9 Days left


5 Key handwashing moments

U·Afya

Inspiring Messages from COVID-19 Ambassadors

On Global Handwashing Day, we asked our U Afya community and COVID-19 Ambassadors to share words of encouragement to help us continue washing our hands everyday with our families. Here is what they had to say!



With clean hands, our families will be protected from diseases.





Washing hands regularly is part of taking care of yourself. I urge all mothers to continue washing their hands and those of their children. Let us not bring complications to our families, washing hands is not only a way of avoiding


How are we keeping our children safe from getting COVID-19?

What are YOU doing as a mum to make sure your children are safe during COVID-19?



 7 minutes, 45 seconds ago: 



I encourage my son to keep social distance

[Reply](#)  0  0 [Report Abuse](#)



 44 minutes, 27 seconds ago:

I encourage children to stick to their homes rather than moving up and down playing...nawaambia kuna ugonjwa i.e covid 19 ,washing of hands regularly with running water and soap..


[Reply](#)  0  0 [Report Abuse](#)

 1 hour, 16 minutes ago: 

I always ensure there is a bucket with running water and soap for the kids to always wash the hands,they only go out if necessary with their masks on and when playing they keep social distancing

[Reply](#)  0  0 [Report Abuse](#)

Take the handwashing pledge!



Take the pledge to stop the spread of the coronavirus!

I pledge to wash my hands:

1. Before and after eating food
2. After I touch animals or pets
3. After using the toilet
4. Before breastfeeding or preparing food
5. After cleaning a baby

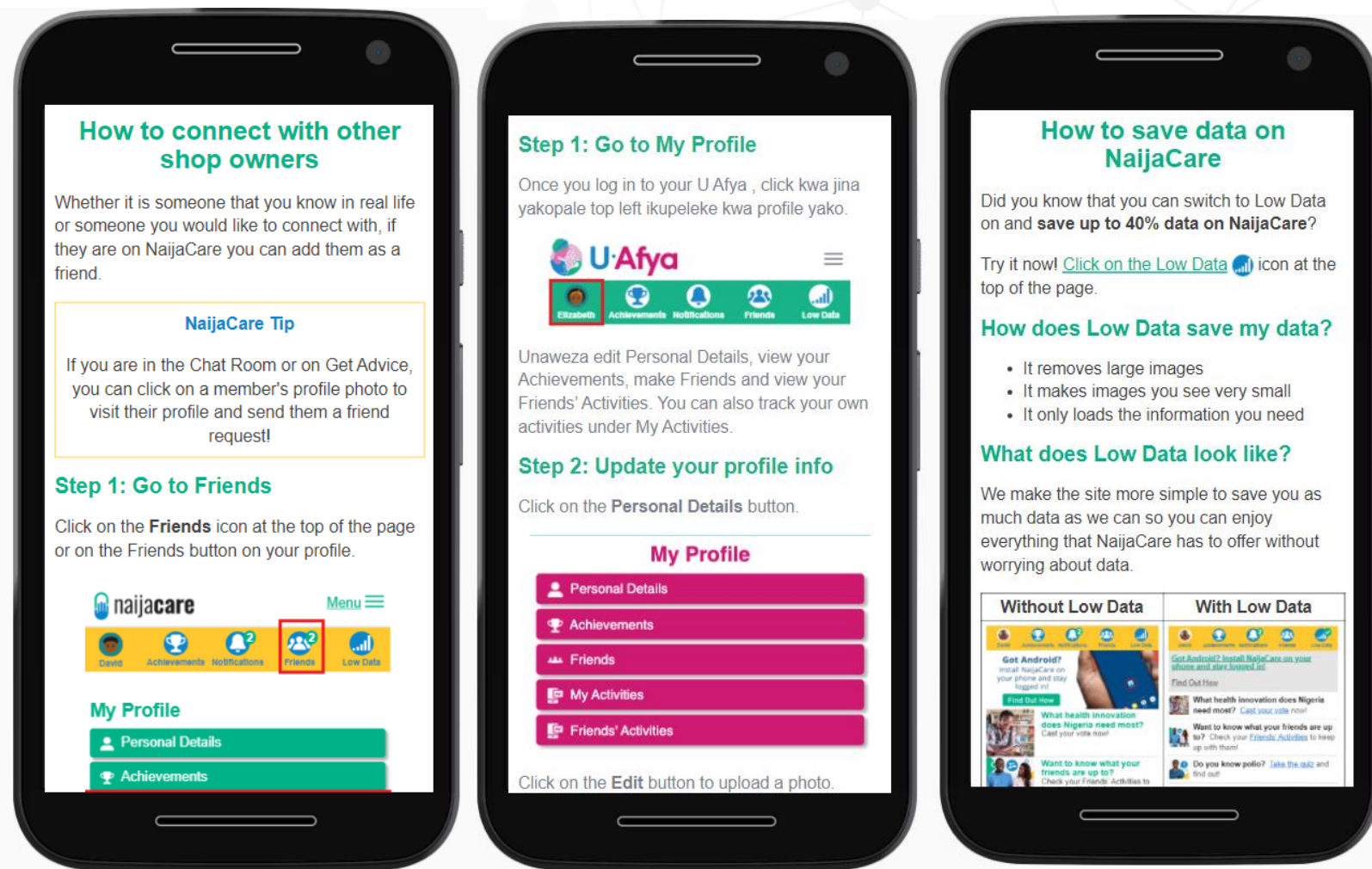
Reply with **YES** and help protect yourself, your family and friends from getting sick!

Digital skills tools

3.4 billion people living in areas covered by a mobile broadband network do not use mobile internet according to GSMA.

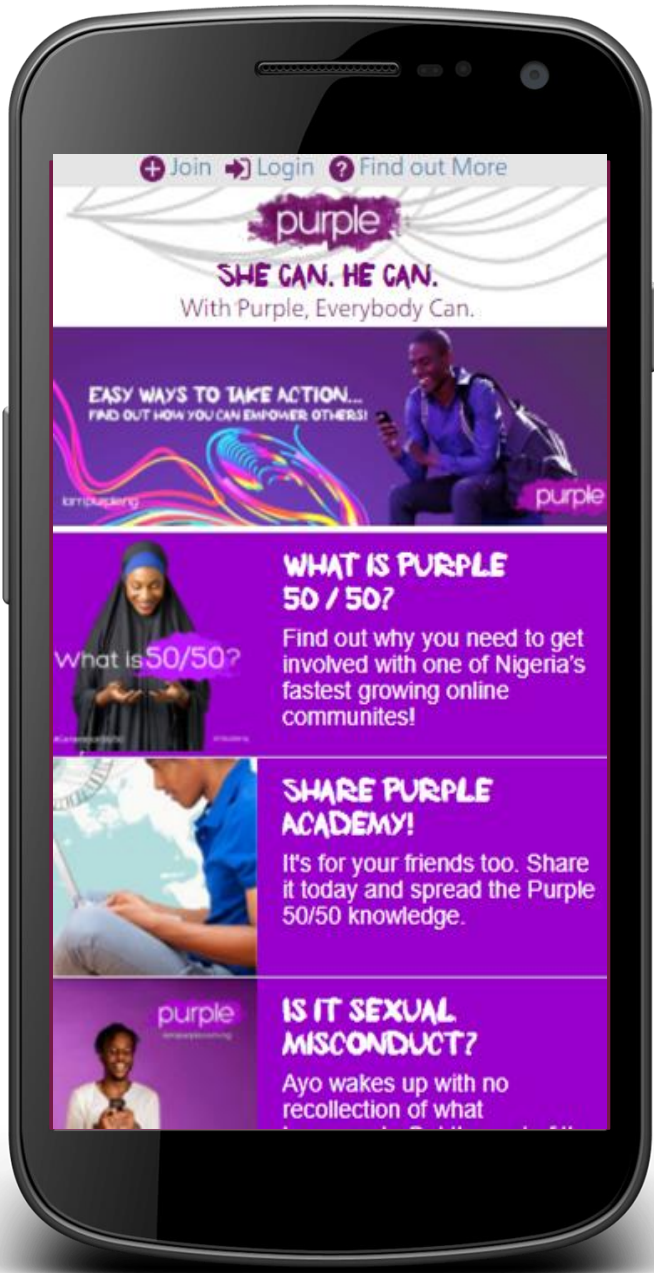
A key challenge facing many users in low-bandwidth areas is a lack of digital skills leading to a usage gap.

Our digital skills tools are integrated into the site to build users digital literacy and enable them to use the site effectively.





Our Results



The Purple Platform promoted **gender equality** among youth in Nigeria.

Purple delivered interactive e-learning journeys, quizzes and games, moderated online peer learning communities, women-only digital safe spaces and content (photos, stories, comments) created by young people themselves.

- 7 million total and up to 850,000 monthly visits.
- 119,000 young people participated in the Purple e-Learning Academy.
- 297,000 young people joined the I Am Purple social network to share, learn and connect with each other.
- 70,000 youth reported taking real world or digital actions after spending time on the Purple platform, 48% of whom were women.
- 90% of young people, surveyed after spending time on the site, said they felt more willing to speak up against violence against women and girls.



BeSmart built the **financial literacy, numeracy, entrepreneurship, employment and life skills** of youth across 7 African countries.

BeSmart contained e-learning courses, articles, daily facts, quizzes, peer discussion forums, access to expert advice and fun competitions.

- Over 1 million educational quizzes were taken.
- 426,000 visits to the site every month.
- 20,000 user feedback comments each month.
- 2 million young people shared life experiences and ideas.
- In the SmartBiz section of the site 26% of users reported an increase in their knowledge and 45% reported an increase in their confidence about starting their own business.

*South Africa, Nigeria, Zimbabwe, Lesotho, Swaziland, Mozambique, Kenya

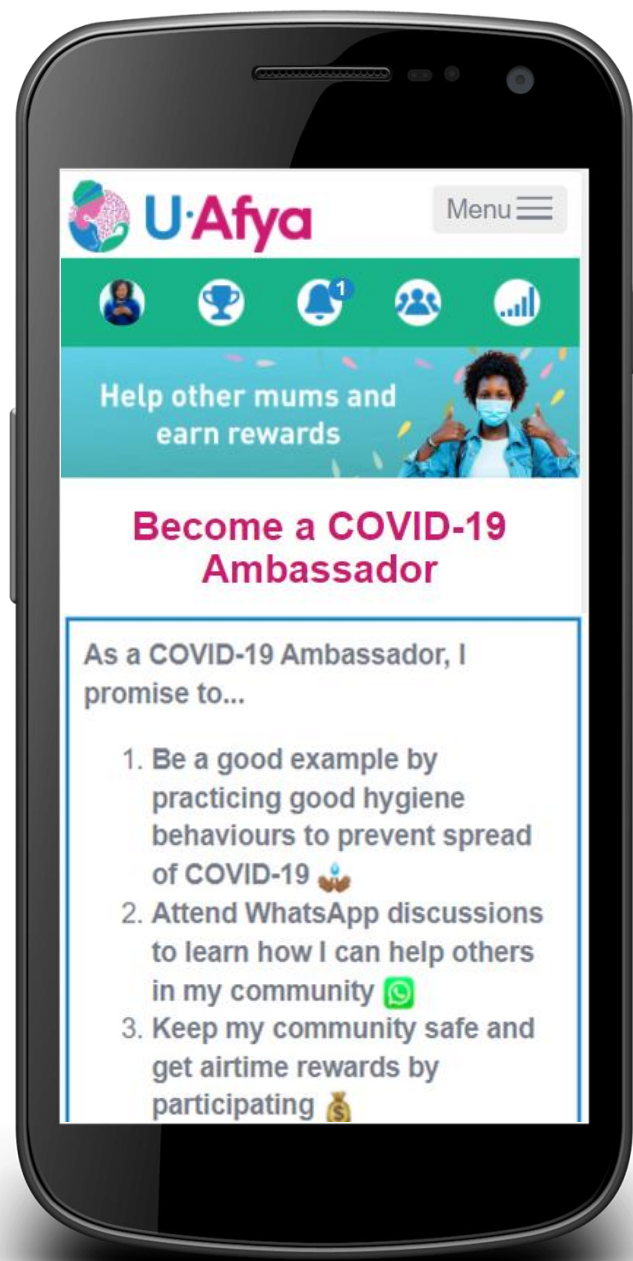


U Afya improves **nutrition, health and hygiene** household-level practices of young mothers and mothers to be in Kenya.

U Afya delivers interactive e-learning journeys, moderated online peer learning communities, vouchers for discounted goods, motivational tools and content (photos, stories, comments) created by women themselves.

- 9,400 women have registered on U Afya.
- 88% of responses to knowledge assessments were correct.
- 86% completion rate across all six courses.
- 2,900 women completed the '10-day Handwashing Challenge' which encourages handwashing with soap via daily challenges.
- 14% more women felt confident in their ability to make a well-balanced breakfast consisting of the five food groups and 28% more women report washing their hands with soap every day*

**Study of 133 participants, Aug 2019 & Feb 2020.*



When COVID-19 hit Kenya we trained many young women via U Afya as volunteer **Behaviour Change Ambassadors** who would **engage people without a mobile phone**.

These young women conducted outreach activities to encourage vulnerable members of their communities to practice health and hygiene behaviours that combat COVID-19.

- Over 1,500 women have become volunteer Behaviour Change Ambassadors creating a grassroots movement of young women protecting themselves, their families and their communities from COVID-19.
- Over 9,100 COVID-19 prevention actions have been reported by mothers on the platform, such as installing handwashing stations in public places or teaching neighbours about handwashing with soap.

“I have learned a lot of things I didn’t know about COVID-19, now I can become a teacher to others who don't understand.”



Thank you

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