



NOVEMBER 2021

# #FURSAZAKIDIJITALI DIGITAL EDUCATION REPORT

PREPARED BY: PZG IMPACT COMMUNICATIONS FIRM



Prudence Zoe Glorious  
Insights. Analysis. Strategy. Purpose. Impact.



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# MESSAGE FROM OUR LEADER

Our world is currently experiencing its 4th Industrial revolution that is marked by technological advancements in all fronts. People do not want to invest [in] nor work for a company [that is] not socially responsible. Investing in the current and future workforce by developing skilling, re-skilling, and life-long learning programs is therefore critical and essential. Development practitioners and businesses now have the added responsibility of educating the masses on this advancements in order to contribute to their economic growth.

Knowledge gleams more brightly when it is in a language close to home. If it is the same one that mothers within an ethnicity roll out of their tongues to woo babies, then knowledge imparted is discernible, intuitive and weans the learner a deeper understanding. With that insight in mind, I and my wonderful team at PZG Impact set out to impart digital education on current global business trends and the fourth industrial revolution, popularly known as 4IR, in Swahili so as to unwrap the intriguing mystery of the changes happening in all business environments - throughout the world.

Together with 10 digital literacy fellows our inaugural #FursaZaKidijitali cohort successfully reached out to 5.7 million accounts on Twitter.

**To be of impact, this industrial change - which is the current imperative for development - must be cast with such clarity among the nation so as to capture the imaginations of Tanzanian knowledge workers.**

This is just the beginning, 2022 is ripe with sustainability partnerships that put investing in Tanzania's young people that make the majority of our population at the center. Embodying the spirit of partnerships that is at the core of the 2030 Agenda, it aims to help turn our collective promise to leave no one behind into tangible action for people on the ground. We are grateful to all our #FursaZaKidijitali cohort 1 partners, together we have and will continue making a sustainable impact for the growth of Tanzania.

And to you reading this, HAPPY READING and never forget that Impact looks like: Shared Prosperity, Catalyzing Cooperation Better Responsible Business , Harnessing Technology , Livable and Lovable Planet!



**Chief Purpose Officer:  
Prudence Glorious**

# Priority SDGs

There are 17 SDGs and 169 targets in total.

Prudence Zoe Glorious Impact Communications Firm (PZG) is founded on insights, political, economy analysis and strategy to harnesses the power of communications to change, shape as well as build communities, narratives and campaigns - that create real impact, shape history and the future. PZG focuses on 4 main SDGs to guide the focus on making an impact, which are: Quality Education, Partnerships for Goals, Good Health and Well-being and Zero Hunger.



## Quality Education

Providing Quality Education plays a huge role in building sustainable, inclusive and resilient societies. PZG's focus is to open the youth's minds to build a more prosperous, enlightened and sophisticated nation through providing quality education.



## Partnerships for the Goals

Impact looks like: Shared Prosperity, Catalyzing Cooperation Better Responsible Business , Harnessing Technology , Livable and Lovable Planet! PZG is all for partnering with firms and brands that support bettering Tanzania's future - for a more effective and sustainable impact.



## Good Health and Well-Being

PZG values self-care and practices through creating environments that support the enabling of good physical and mental health.









## Zero Hunger

PZG wants Tanzania to get to a point of Zero hunger through support smallholder farmers' ability to increase food production, keeping global food trade going and by keeping the domestic supply chain gears moving.

# CLASSROOM OF THE FUTURE

#FursaZaKidigitali fellowship offers the classroom of the future - a flipped classroom that is significantly different from the traditional way of learning.

Traditional Teaching	Flipped Classroom
 <p>Rigorous or strict environment</p>	 <p>A flexible environment where students learn and revisit content at their own pace. Mostly implemented on the digital space.</p>
 <p>It is teacher-centred with minimal engagement from students</p>	 <p>Learning culture that offers an experience that is learner-centred and puts the knowledge demands of the student first.</p>
 <p>In a traditional setting plan most content is structured to be delivered in class</p>	 <p>Content that is accesible and student are capable of learning independently</p>

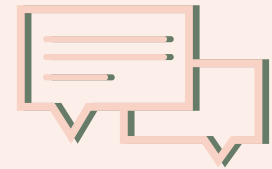
# What is Digital Education?

Digital education is the innovative use of digital technologies and tools for teaching and learning purposes. It is often referred to as Technology Enhanced Learning (TEL) or e-Learning. It is a form of learning that offers students some factors of command over the place, time pace, and path.

## Benefits of an Online Flipped Classroom:

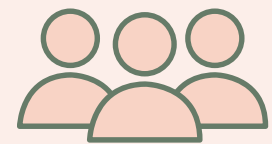
### 01. Increases engagement

Users are open to ask questions and respond to a thread of information, especially since Twitter is full of intellectual young people who are open to get more knowledge.



### 02. Collaborative learning

The digital space, especially social media platforms, offer spaces where a person is able to have a conversation with a like-minded person. Two or more people are able to converse on a lesson being given.



### 03. Fun Environment

Learning through a digital space is the ultimate ideal idea for a fun classroom for youth - where they are able to speak to a friend while learning, make jokes while learning and still leaving the classroom with added knowledge.



# DIGITAL EDUCATION TRENDS

## PERSONALISED & ADAPTIVE LEARNING

eLearning platforms provide an efficient and flexible learning environment by enabling students to learn at their own speed and place. It also allows learning to be immersive, engaging, and collaborative.

## EBOOKS

Research about technology in education has shown e-books containing interactive content allow students to better interact with the learning material.

**78%**

of students found ebooks to be more effective than traditional paper

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## CLOUD BASED EDTECH PLATFORMS

Owing to rapid technological advancements, integrating cloud technology into the education industry is gaining popularity. Through smart cloud-based systems, EdTech platforms can provide an extensive range of academic services like virtual classes, and many more

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## BLENDED LEARNING

It combines combines traditional learning methods and online educational materials. By leveraging the best of both there can be a focus on 21st-century education.

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## DIGITAL MASTERCLASSES

Tanzania is now more exposed to the internet with a 50% internet penetration. Digital masterclasses allow students to be taught by experts from different fields. This encourages students to take a step forward and have an active interest in learning.

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# Language & Learning

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The choice of using Swahili as the form of communication language for #FursaZaKidijitali is because it is the mother tongue/autochthonous language of the Tanzanian people.

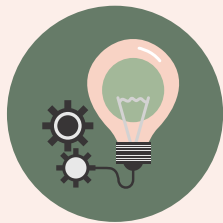
Knowledge gleams more brightly when it is in a language close to home, which means that knowledge communicated or imparted in an autochthonous language makes learning discernible, intuitive and weans the learner a deeper understanding.

There are other added benefits of using language to improve learning, and those are:



## 01 - Boosts the brain

This describes developing skills that allow a person to control, direct and manage your attention.



## 02 - Improves Memory

It is a simple fact – the more the brain is used, the better its functions work. Learning in a language requires not only familiarity with vocabulary and rules, but also being able to recall and apply this knowledge.



## 03 - Improved Attitude toward the target language and culture

There has been a negative connotation towards not being able to speak English. Therefore, using Swahili to learn new ideas aims to eradicate the idea that learning in one's own language being seen as a disadvantage.



# #FURSAZAKIDIJITALI

## OVERVIEW



**#FursaZaKidijitali is an online education platform, in Swahili, that is focused on educating the Tanzanian youth on the current global business trends and the fourth industrial revolution.**

In Tanzania, Twitter is seen as a social media platform used by intellectual, educated and opinionated young leaders. We have seen a rise on interactive education and hashtags on Twitter - hashtags such as #ElimikaWikiendi - that has over 500 million reach and serves as a platform on which you can engage as an expert, share knowledge & experience and engage through learning and asking questions (as a student). Without Twitter, very few Tanzanians would have gotten the opportunity to engage week after week on matters that raise their consciousness on pertinent issues.

Imparting digital education on current global business trends and the fourth industrial revolution, popularly known as 4IR, in Swahili will unwrap the intriguing mystery of the changes happening in all business environments - throughout the world.

Educating on not just 4IR but also meta skills when granted in a language that will build the understanding of the Tanzanian knowledge workers will result in a more prosperous, enlightened and sophisticated nation of whose majority speak in Kiswahili. 4IR knowledge, if distributed in Swahili through various formats and channels will ensure the reskilling of Tanzania's labor force. The information, wisdom, nuances and deep insights in an accessible language will give them the confidence that they will succeed in an increasingly digital economy.

# #FURSAZAKIDIJITALI

## OBJECTIVES

01

### 4IR Understanding

PZG saw the opportunity to discuss and educate the Tanzanian youth on the Fourth Industrial Revolution while its happening. The reason for this being to enhance awareness and build understanding of the Fourth Industrial Revolution and other digital literatures

02

### Build the capacity and skills of young leaders

PZG sees the importance of creating a society of youth that know how to solve problems and improve critical thinking. Through building knowledge these matters are covered and improving the youth's skills while establishing good socio-cognitive norms and values.

03

### Transfer knowledge in an autochthonous language

By using Swahili to educate the youth, PZG believes that it is reaching to many more people and thus having a much bigger impact by educating not only the English speakers but those to whom English is a second language.. Therefore, giving a deeper and better understanding of the 4IR phenomenon to the Tanzanian youth.

# #FURSAZAKIDIJITALI

## ADVANTAGES

### Advantages of #FursaZaKidijitali as a Digital Education Platform:

#### 01. Quality Education

To help give your audience an overview, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.



#### 02. Young population

Tanzania's youth population represents a large number of Tanzania's population. Investing in them means investing in the future of Tanzania



#### 03. Internet penetration

With Tanzania's internet penetration reaching 50% in March 2021 there is a huge potential reaching more people with a Digital Educational platform because the Tanzanian population is moving online.



# #FURSAZAKIDIJITALI

## OVERVIEW

# 5.7M

Reach between  
September to October  
period

# 4K

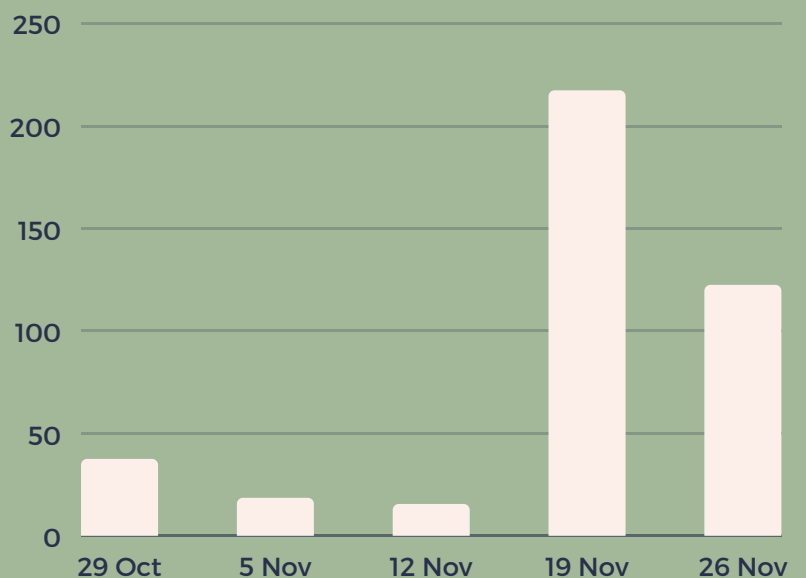
Interactions in the  
October to November  
period

# 2.4K

Shares in the October to  
November period.

## STATS OVER THE PAST MONTH

Over the past months the #FursaZaKidijitali lessons have managed to reach about 5.7 million people on Twitter. This reach had an increase on the 19th of November due to PZG Impact firm holding an on-ground #FursaZaKidijitali session with its fellows - accompanying the lessons with photos of the on-ground session experience.



# #FursaZaKidijitali

## Lessons

Over 2 months, from the 24th of September 2021, every Friday PZG has managed to consistently share 10 lessons on opportunities that the youth can salvage in the digital space so as to further their careers.

Some of the lessons shared were:

Lesson	English Translation	Topic summary
Fursa Ya Uchumi Jukwaa	Opportunities in the platform economy	Platform economy as a means to generate new revenue streams
Kutumia chanzo chako cha dopamini ya mtandaoni vyema	Capitalizing on your digital source of dopamine hit	Being aware of the use of dopamine to make gains online
Kuwainua vijana katika zama ya nne ya mapinduzi ya viwanda	Uplifting the youth in the 4IR era	A brief history of the 1st, 2nd, 3rd and 4th industrial revolution and their impact today
Umuhimu wa kuwa na umakini kwenye enzi za udijitali wa kupindukia	The importance of focus in an age of digital distraction	Educating on productivity as the engine of an economy's growth
Kwa nini uundaji wa maudhui ni kama moto na mitandao ya kijamii ni kama kuni zinazochochea	Why content is fire and social media is gasoline	Using social media and content as impactful tools to convince and convert new consumers

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# ON-GROUND #FURSAZAKIDIJITALI

PZG Impact Communications Firm held an on-ground #FursaZaKidijitali session, inviting the #FursaZaKidijitali fellows- with the aim of learning and discussing how they envision a digital space fellowship. This information will help us scale during the next cohort.



# FURSA ZA KIDIJITALI FELLOWS



**JOHN MBUNDI**



**UMMILKHER YASSIN**



**SCHOLASTICA GENYA**



**BARAKA MAFOLE**



**WINNY NYAGAWA**



**GERTRUDE SIGONDA**



**LAURACLARA MUNUO**



**ELIAS MAEDA**



**MSAFIRI ULIMALI**



**HONESTER KASILO**

# #FURSAZAKIDIJITALI

FELLOWS INSIGHTS



## HIGHLIGHTS

### Fellow 1

I envision a digital space fellowship that builds people's capacity, creates networking opportunities and creates a space that assists in building more capacity in influencing.

### Fellow 2

I envision a digital space fellowship that is advantageous to youth in personal branding, teaching the power of influencing, negotiation skills, risk taking and financial management.

### Fellow 3

I envision a digital space fellowship that allows one an opportunity to network, gain new knowledge, build confidence and personal branding. Something that teaches on digital opportunities and digital security.

### Fellow 4

I envision a digital space fellowship that is skills based oriented, gives knowledge on digital space navigation, safety tips, social media content reporting tools and how to create creative content



# FELLOWSHIP COHORT 2

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Sustainability reports are not just about looking back, but also looking forward. This Digital Education Report is a continuous work in progress - a way for our organization to track its impact and improvements over time.

Next steps are:



## CERTIFICATION

After the end of the programme, each digital fellow will receive an online digital literacy certification based on the following categories:

- Creativity
- Effective communications
- E-Safety
- Functional Skills
- Critical; thinking & evaluation



## DIGITAL SPACE FELLOWSHIP PARTNERS

- Having a digital space fellowship 3-6 Month programme which will involve partnering with various recommended expertise.



## DIGITAL SPACE FELLOWSHIP MENTORS

- in order to accomplish the digital space fellowship, the digital fellows will be paired with a mentor during their last final month.

The digital space fellowship programme will involve partnering with digital experts and corporates looking to make a sustainable impact through digital literacy. During the training of the course, fellows will be paired with a mentor. After the course of that programme, digital fellows will receive a digital literacy certification.

# COHORT 2 - MENTOR PAIRING

## DIGITAL SPACE FELLOWSHIP MENTOR REQUESTS

For the next cohort our digital fellows commented that they would want to be paired with a mentor and the following where their requests for mentor pairing.

MENTOR	MENTEE
 <p><b>Princely Glorious</b> Co-founder, Director of Strategy and Storytelling of ONAStories</p>	 <p><b>Msafiri Ulimali</b> Writing Inter at ONAStories</p>
 <p><b>Gillsant Msaleko</b> Founder of Swahili Digital Serial Entrepreneur</p>	 <p><b>Winy Sylvester Nyagawa</b> Entrepreneur, Teacher, Social Media Influencer, Online Space Diplomat</p>
 <p><b>Prudence Glorious</b> Founder of PZG Impact Communications Firm Aesthete, Writer, Strategic Advisor</p>	 <p><b>Schola Genya</b> Industrial Relations Expert SOS Diplomat</p>
 <p><b>Alvaro Rodriguez</b> UN Officer in charge in Turkey</p>	 <p><b>John Mbundi</b> Teacher</p>
 <p><b>Carol Ndos</b> Media Personality Communications Specialist Entrepreneur</p>	 <p><b>Ummilkher Yassin</b> President of Tanzania International Model United Nations</p>
 <p><b>Fahad Faud</b> Wildlife photographer, Travel &amp; Influencer</p>	 <p><b>Lauraclara Munuo</b> Communication Analyst PZG Impact Communications Firm</p>
 <p><b>Redemptha W. Nsanzugwanko</b> Brand advocate of CRDB Marketing Comms</p>	
 <p><b>Frank Papushka</b> Filmmaker</p>  <p><b>Cle Hunnigan</b> Director, Filmmaker</p>	 <p><b>Gertrude Sigonda</b> Creative Communications Officer at PZG Impact Communications Firm</p>

# LEARNING RECOMMENDATIONS

## Short course period programme

Digital fellow participants recommended for a short period course of 3-6 Months. This is because the longer the course, the sooner people get bored. But the shorter the course, the more people are motivated. At the end of the course this will help identify if the fellows are gaining from the course or not



## A few number of fellows with a large digital reach

Suggested a few number of devoted fellows during the period of the Digital space fellowship programme. This is because a few number of people will help maintain and keep track of the progress.



## Digital Space technology policies

Empower fellows with tech policy information. So that they can be involved in the process of creating policies concerning utilizing and promoting the opportunities offered by digitalisation, including regulations of digital and electronic communications, network and information security.



## Financial literacy

This is one of the most popular recommendations: to teach individuals how to make financial decisions. Moreover lessons that will increase financial discipline and financial capability. This will lead to major lifestyle changes like saving and investing regularly, managing debts effectively and fulfilling life goals effectively which equates to economic growth.



## Other recommendations on learnings:

- 1). How to create engaging content
- 2). How can they build their interpersonal skills
- 3). How to conduct an analysis on a digital campaign.
- 4). Knowledge on Digital opportunities

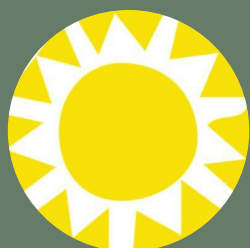


# ACKNOWLEDGEMENTS

We are really grateful to every institution and individual that catalysed the successful completion of the #FursaZaKidijitali Fellowship 2021.

This couldn't be accomplished without the consistent support from our #FursaZaKidijitali fellows, as our key learners and propagators of the information on the education platform.

We also sincerely thank Ona Stories for their guidance, advice and support. Last but not least we would like to express our gratitude to Hub 255 and Wild flour for hosting us during our events



**ONA STORIES**



**HUB 255**



**WILD FLOUR**



**GERTRUDE SIGONDA**

*Creative Communications  
PZG*



**LAURACLARA MUNUO**

*Communication  
Analyst PZG*

*We thank you for your continued support in our efforts to impart knowledge through the #FursaZaKidijitali Digital Education Platform.*

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