

"The best skill we get is self-confidence... Now, even if our project fails, we can try again."

- Fausta, Secondary Student, Rwanda



## Rwandan Students Build Confidence and Resilience Through Business Ownership

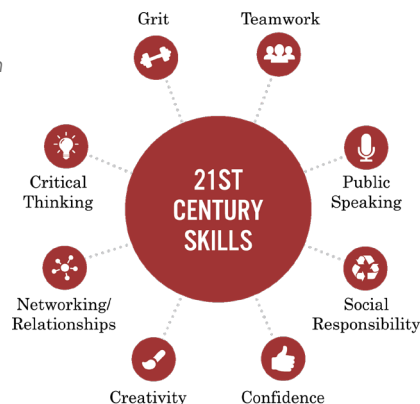
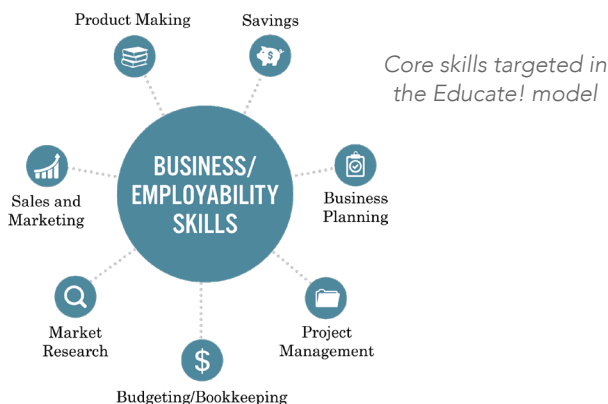
Rwandan secondary student Fausta has a set of advice for other Rwandan youth: "Don't give up. Have self-confidence and try to discover your talents. Don't think that there is not a solution or that there is anything you can't do." She pauses for a moment to consider before adding, "And learn from failure."

Having launched a small business while still in high school, other youth would be wise to take notes from Fausta and her business partner, Emelyne. The two serve as the President and Vice President of the Student Business Club at their school, balancing their leadership positions with their budding jewelry-making business. Still only teenagers, they are already confident young women with a strong sense of direction and big dreams for their futures.

soft skills that will better prepare them for success after graduation. These skills, the girls say, have helped them build their self-confidence, while expanding their view of what's possible. The girls used knowledge gained from their entrepreneurship classes to develop their business idea and conducted market research to learn that many of their peers often purchase jewelry. They launched a project making bracelets, necklaces, and earrings, initially selling to their friends at school and in the neighborhood. They've kept meticulous financial records, honed their marketing skills, and confidently pitched their products to potential buyers. With the profits they earn, the girls help their parents pay for their school fees, and Fausta plans to use her earnings to send herself to university to study electrical engineering.

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For Fausta and Emelyne, launching their small business has provided the opportunity to practice essential hard and



Key aspects of Educate!'s model, like Student Business Clubs, were incorporated into Rwanda's national curriculum as part of the entrepreneurship curriculum reform. Today, this curriculum has been rolled out nationwide, helping to prepare nearly 210,000 youth each year with the skills they need to succeed in today's economy.

Educate! prepares youth in Africa with the skills to succeed in today's economy. We partner with governments to integrate our model into national education systems, starting with Uganda, Rwanda and Kenya. This approach enables us to impact as many students as possible for generations to come.



Through our qualitative evaluation, we learned that students, teachers, and administrators feel that our program is:

- Enabling students to acquire important skills for life after school
- Increasing student income and academic performance
- Expanding teachers' pedagogical skills

## Qualitative Evaluation Generates New Program Insights

In 2017, through a rigorous quantitative evaluation, Educate! learned about the key outcomes of our program for youth in Uganda. In 2018, through an external qualitative evaluation in partnership with IDinsight, we gained a better understanding of exactly how and why our model creates impact, and identified the ways we can continue to strengthen our in-school programs.

After over 50 intensive interviews in seven Educate! partner schools, we were pleased to learn that students, teachers, and administrators feel that our program is enabling students to acquire important skills for life after school, increasing student income and academic performance, creating a more active learning environment, and expanding teachers' pedagogical skills.

During the interviews, students described a range of hard and soft skills they had gained through the Educate! program, frequently mentioning important transferable, 21st century skills like public speaking and feeling more "bold," "confident," and "courageous." One student in Educate!'s northern region told the

researchers: "Before, I was very shy to stand in front of people and express myself but [the Mentor has] taught me ways of presenting myself in front of my colleagues."

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In addition to developing new skills, Educate! students also perceived Educate!-trained teachers as warm and approachable. Extensive research has documented that teachers with higher social and emotional competence can have positive impacts on students' outcomes. When asked about their experience in the classroom, students indicated that their Educate!-trained teacher allows for more practice in

small groups and has students move out of their seats more often, indicating a more active and engaging learning environment.

This report, building on our previous external evaluations, provided valuable context for our program's impact. Since receiving results, we've examined ways to incorporate some of the learnings and recommendations into our program design and delivery. Currently, our Uganda team is working to integrate recommendations in priority areas, determining how best to implement changes.

### Monitoring & Evaluation Approach



Rigorous External Evaluations



SMS and Smartphone Monitoring



Build-Measure-Learn Loops



Cross-Cutting Designs

*Educate!'s best-in-class **monitoring** system ensures program quality and progress towards our targets while our **evaluation** philosophy employs rigorous studies to understand our impact over a longer term.*

### Contributing to a Global Dialogue

BROOKINGS

Uganda Deputy Country Director Named an Echidna Global Scholar at Brookings Institution



United Nations' Generation Unlimited Initiative Selects Educate! as One of 20 Innovative Youth Solutions



Educate! Wins 2018 Klaus J. Jacobs Award for Low-Cost Sustainable Youth Development Solution



## Scaling Educate!'s Innovative Design Philosophy

As Educate! crossed borders, launching operations in Rwanda and Kenya, our Design & Experiment team faced a new challenge – how would we intensively train a growing, international team of designers in Educate!'s integral design philosophy?

For over ten years, Educate!'s Design and Experiment (D&X) team has been creating quality learning experiences for youth across East Africa. Our D&X Team is on the front lines of impact – thoughtfully crafting the curriculum and content that reaches tens of thousands of African youth and prepares them with the skills they need for life after school. The team has iterated on their process to create an innovative and impactful philosophy of design that best addresses the priorities of youth and educators across East Africa. They recognized that as we scaled, unifying our growing team in Educate!'s design approach and grounding new staff members' knowledge in Educate!'s design philosophy would be crucial to maintaining our impact and ensuring our youth-centered design strategy was effectively implemented.

To tackle this challenge, Educate!'s D&X team developed the Design Academy. This rigorous, interactive online learning experience is a tool for onboarding new design staff and building capacity on our D&X team. The Design Academy is a platform for sharing our expertise in curriculum design, active-learning pedagogies, and contemporary learning theory with Educate!'s novice and senior designers. This internal professional development platform is continually refreshed to reflect breakthroughs within the design space, and our staff are encouraged to repeat the course in order to access new content, share knowledge, and continue building their design expertise.

In Phases I & II of the Design Academy, designers master how to shape impactful and empowering learning experiences for youth by utilizing relevant case studies and solving real-life problems in the classroom. As designers advance within the course they receive personalized feedback from Educate!'s top designers and engage with their peers to share knowledge and insight on challenging design topics.

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### Levels of Design Proficiency

#### Entry

Learns about Educate!'s design principles

#### Intermediate

Able to turn learning goals and design principles identified by the team into rough drafts

#### Experienced

Can independently create a strategy for a program component, identify design principles and create a comprehensive draft

#### Advanced

Can independently create a strategy for a program component as well as contribute to strategies to design for impact

Educate! designers are engaged in all stages of design; the wheel below illustrates the diverse competencies a designer utilizes in their work.



Photos on pages 2-4 credit: Kibuuka Mukisa Oscar

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While their project is still small, they see a path to growth, and they recognize that the most important thing they are gaining from the project is experience. When asked to choose one key skill she's acquired, Fausta replied: "The best skill we get is self-confidence." In learning to pitch and market their product, the girls have learned how to advocate for themselves and their work. This new confidence has also created a feeling of resilience: "Now, even if our project fails, we can try again."

With everything they've already accomplished, it's clear that Fausta and Emelyne's futures are full of potential. Emelyne says, "I want to develop my country through my achievement.... By making my products and being a job creator, I will develop my country."

**"By making my products and being a job creator,  
I will develop my country."**

- Emelyne, Secondary Student, Rwanda

## Educate! Leader Develops Gender Expertise Through Brookings Fellowship

Educate!'s Deputy Country Director in Uganda, Hawah Nabbuye, was selected for the prestigious Echidna Global Scholars Program, a visiting fellowship hosted by the Center for Universal Education at the Brookings Institution. During her time at Brookings, Hawah leveraged her 10+ years of experience with Educate! to unpack the persistent inequality that hinders quality education for girls. Hawah has shared her key research findings on gender sensitive pedagogy and gender biases in the classroom in a series of articles available online at [brookings.edu](https://brookings.edu).



## Scaling Educate!'s Innovative Design Philosophy

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Throughout the course, designers are introduced to the foundational principles that underpin Educate!'s design philosophy, and learn to design by employing coherent, learner-led, and impactful design methodologies. These principles are core to Educate!'s impact, and they start from a place of understanding everything we can about the youth and educators we serve: Who are we designing for? What would they like to achieve in life? What skills do they need to get there? Within the Design Academy, designers apply Educate!'s foundational principles to their own design, where they create engaging and impactful activities that ignite learning.

With over a decade of experience designing curriculum for African youth, Educate!'s D&X knows that education design is a lifelong learning journey – a complex space that constantly evolves. As our team continues to refine its process and approach, the Design Academy will act as an essential tool for sharing key learnings across country programs, and introducing Educate!'s staff to the fundamental competencies needed for successful youth-focused design.

2018 Reach

Uganda

30,000+  
students  
impacted

This year we worked in over 750 schools in Uganda: that's 25% of secondary schools nationwide.

Rwanda

10,000+  
students  
impacted

We worked with 175+ secondary schools in Rwanda, supporting a successful rollout of the revised entrepreneurship curriculum.

Kenya

2018  
launch

In 2018, we launched operations in our 3rd country: Kenya. We're working in partnership with the government of Kenya to equip youth with the skills they need to succeed in the 21st century.

Africa is the youngest continent - each year, more than 7 million young people enter the job market hoping to make a living. Educate! believes that by transforming secondary education, we can equip youth with the skills to disrupt the systemic problem of youth unemployment.