



*“Never before has the urgency to engage youth in the economy been so acute – nor have the consequences of not doing so ever been so evident.” DOT 2011*

## Background

Digital Opportunity Trust (DOT) is an acclaimed international social enterprise, headquartered in Ottawa, Canada. DOT is a leader in creating educational, economic, and entrepreneurial opportunity through the effective use of information and communication technology for communities and people in countries that are developing, in transition, or under stress. DOT has a particular focus on youth and women. Supported by a global team of experts and social entrepreneurs, DOT operates programs in Africa, the Middle East and the Americas.

Launched in 2002, DOT has mobilized the talent and energy of more than 4,000 Interns worldwide - a powerful force for change. The impact of DOT's programs has reached over 800,000 people in communities and schools around the world - using innovative technology and a unique youth-led model to develop entrepreneurial spirit and the 21<sup>st</sup> century workforce skills that will last a lifetime.

Using the power of peer-to-peer, social learning, DOT transforms local university and college graduates, who are typically graduating into unemployment, to be confident, self-reliant, leaders of change (DOT Interns). These young women and men are trained to act as a network of coaches and mentors, linking participants to learning resources, business development opportunities and micro-finance.

The result is a fundamental 'mindshift' that occurs in hundreds of thousands of young people – a mindshift that reflects a new entrepreneurial spirit and skills, reinforced by a resiliency and adaptability that is critical to navigating employment and self-employment opportunities in a digital economy. Engaged youth as community citizens and role models, who can harness the power of technology – these are the underpinnings of a knowledge society.

The impact of DOT's economic programs (ReachUp!, StartUp!) and DOT's education sector program TeachUp! are unparalleled. People are using technology to change their lives: 90% of DOT Interns find good jobs or start businesses, 71% of all participants report increases income, DOT communities are attracting micro-capital, generating employment and are safer and more stable. School systems are embracing technology and innovation.

**Global partners:** DOT's global partners include the Canadian International Development Agency (CIDA), Cisco Systems, IBM, The MasterCard Foundation, BlackBerry and UN agencies such as UNDP, UNESCO and UN Women. Cisco is a founding supporter. DOT is one of three global implementation partners for IBM's Corporate Service Corps and Executive Service Corps international programs.

**Local partners:** Typically DOT establishes a country office with local staff to develop regional partner networks, deliver training, stimulate business opportunities and improve livelihoods. DOT encourages its country offices to become self-sustaining. The local office develops relationships with a network of in-country organizations as way to achieve scale and long-term impact.

**Local interns:** DOT recruits, hires and trains talented young women and men (usually university and college graduates who are typically graduating into unemployment) to become DOT Interns. DOT Interns are trained in 21st century workforce and leadership skills. Delivering DOT programming invests youth back into their communities as they use their skills and energies to help their peers and neighbours create economic and education opportunities.

**Local communities:** DOT Interns are deployed to local schools and community organizations, where they transfer their knowledge through practical ICT, educational and business skills projects. It is a highly cost-effective, train-the-trainer model with one DOT Intern reaching hundreds of peers.

**Funding:** DOT's global revenues have grown steadily. DOT encourages and supports its country offices in local fundraising and sustainability endeavors.

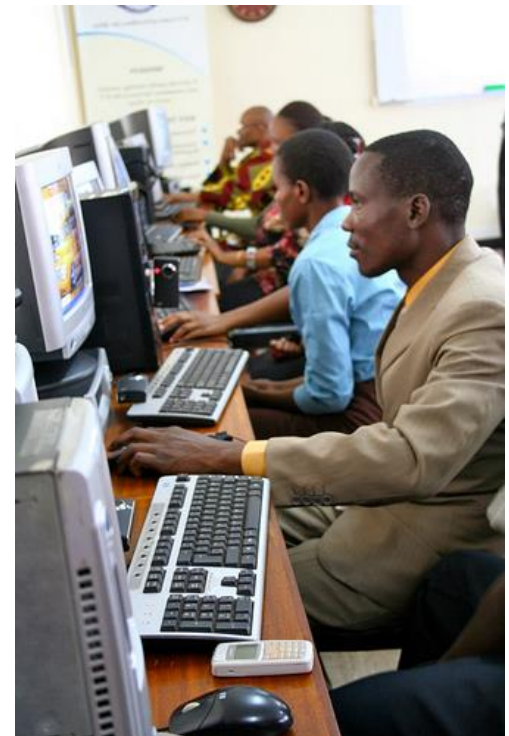
**Outcomes:** DOT's entrepreneurship and innovation curricula are developed in collaboration with local country staff. DOT employs a youth-led, peer-to-peer, facilitated learning approach using locally-relevant technology. DOT programs are governed by a harmonized results framework and a results-based management (RBM) system. DOT provides clear and straightforward reporting on qualitative and quantitative indicators to its partners.

**Impact:** DOT delivers a win-win impact. DOT Interns learn skills that last a lifetime, become role models for their peers and over 90% go on to start their own businesses, find good jobs or go on to further studies. DOT communities are prospering, family incomes rise, businesses are formed, investment is attracted and jobs are created. 71% of participants report improved incomes following their DOT experience.

**Innovation Platform:** DOT connects all participants, supports all workflows and creates a global spirit of collaboration with a comprehensive, advanced social media innovation platform. The platform is cloud-based with mobile access for smartphones.

**Canada's Aboriginal People:** DOT recognizes the importance of educational, economic and entrepreneurial opportunity for youth and women within Canada's Aboriginal communities. In 2013, DOT commences the implementation of its innovative entrepreneurship programming with partners in Canada.

**Recognition:** DOT's international leadership is not going unnoticed. Among many leadership awards, founder and CEO, Janet Longmore, was recently been appointed an Ashoka Senior Fellow and was recognized by the Schwab Foundation as a Social Entrepreneur of the Year 2013. DOT was conveyed the 2010 Canadian Social Innovation Enterprise Award and Maclean's, Canada's national news magazine, noted that "DOT is creating a path to self-sufficiency that's attracting attention – and serious money – from donors looking for alternatives to old-style development assistance."



## Global Knowledge and Experience

<b>2001</b>	<b>Canada: Digital Opportunity Trust</b> incorporated with headquarters in Ottawa. Cisco Systems and the Cisco Foundation provide a 3-year core grant.
<b>2002</b>	<b>Jordan:</b> DOT introduces its ReachUp! program within the Jordan Education Initiative.
<b>2003</b>	<b>Egypt:</b> DOT launches pilot economic programming.
<b>2004</b>	<b>Lebanon:</b> DOT launches ReachUp! programming.
<b>2005</b>	<b>Kenya and Ethiopia:</b> CIDA supports DOT ReachUp! programming.
<b>2006</b>	<b>Mississippi, Louisiana, USA:</b> Cisco partners with DOT to develop the TeachUp! program to support schools in the aftermath of Hurricane Katrina.
<b>2007</b>	<b>Turkey:</b> IBM selects DOT as partner for Corporate Service Corps leadership program. Partnership subsequently expands to China, Egypt and Kenya.
<b>2008</b>	<b>Sichuan, China:</b> Cisco partners with DOT to bring TeachUp! to schools devastated by the earthquake.
<b>2009</b>	<b>Mexico:</b> Cisco partners with DOT to bring TeachUp! to schools in Puebla, Aguascalientes and Veracruz.
<b>2010</b>	<p><b>Rwanda:</b> CIDA supports DOT ReachUp! programming.</p> <p><b>Kenya:</b> IBM partners with DOT to implement corporate leadership program.</p> <p><b>Kenya and Rwanda:</b> The MasterCard Foundation partners with DOT to scale ReachUp! to reach 90,000 young people.</p>
<b>2011</b>	<p><b>Tanzania:</b> IBM partners with DOT to implement CSC program. Leads to CIDA Y-LED implementation in 2012.</p> <p><b>Uganda:</b> The MasterCard Foundation supports Landscape Assessment. Leads to CIDA Y-LED implementation in 2012.</p> <p><b>United Arab Emirates:</b> IBM partners with DOT to implement CSC program.</p> <p><b>Mexico:</b> The Ministry of Education signs agreement with DOT to integrate TeachUp! into national HDT (Digital Skills for All) teacher training strategy.</p>
<b>2012</b>	<p><b>Africa:</b> CIDA supports DOT Youth-Led Enterprise and Development (Y-LED) program with \$6.9 million contribution that includes expansion into Tanzania and Uganda.</p> <p><b>Mexico:</b> IBM partners with DOT to implement corporate leadership program.</p> <p><b>UK:</b> DOT launches social enterprise in the UK to expand technology platforms to commercialize scalable products and services.</p>
<b>2013</b>	<p><b>Ethiopia:</b> CIDA approves DOT's \$9.5M "Entrepreneurship and Enterprise Growth" program.</p> <p><b>Kenya and Rwanda:</b> The Mastercard Foundation approves an \$8M phase 2 extension in Kenya and Rwanda.</p> <p><b>Brazil:</b> Senai contracts DOT to implement TeachUp!</p> <p><b>Lebanon:</b> World Learning/USAID contracts DOT Lebanon to implement TeachUp! Program.</p> <p><b>Angola and Ethiopia:</b> IBM partners with DOT to implement corporate leadership program.</p>
<b>2014</b>	<b>South Africa and Morocco:</b> IBM partners with DOT to implement corporate leadership program.