

PARTNER & MEDIA GUIDE 2019



AN INITIATIVE BY



United Nations
Educational, Scientific and
Cultural Organization

With the participation
of UNESCO

YouthMobile 



VISION

African youth empowered with digital skills for life.

MISSION

"It takes an empowered village to raise a child in the digital age":

We are building community capacity to drive sustainable learning impact across Africa, instilling digital literacy and coding skills in the young generation.

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ARE YOU READY FOR OCTOBER 2019?

To accommodate the various school calendars, each country gets to decide the specific 1 or 2 week timeframe for Africa Code Week to take place for their students in October 2019.



1.5 MILLION YOUTH
36 COUNTRIES

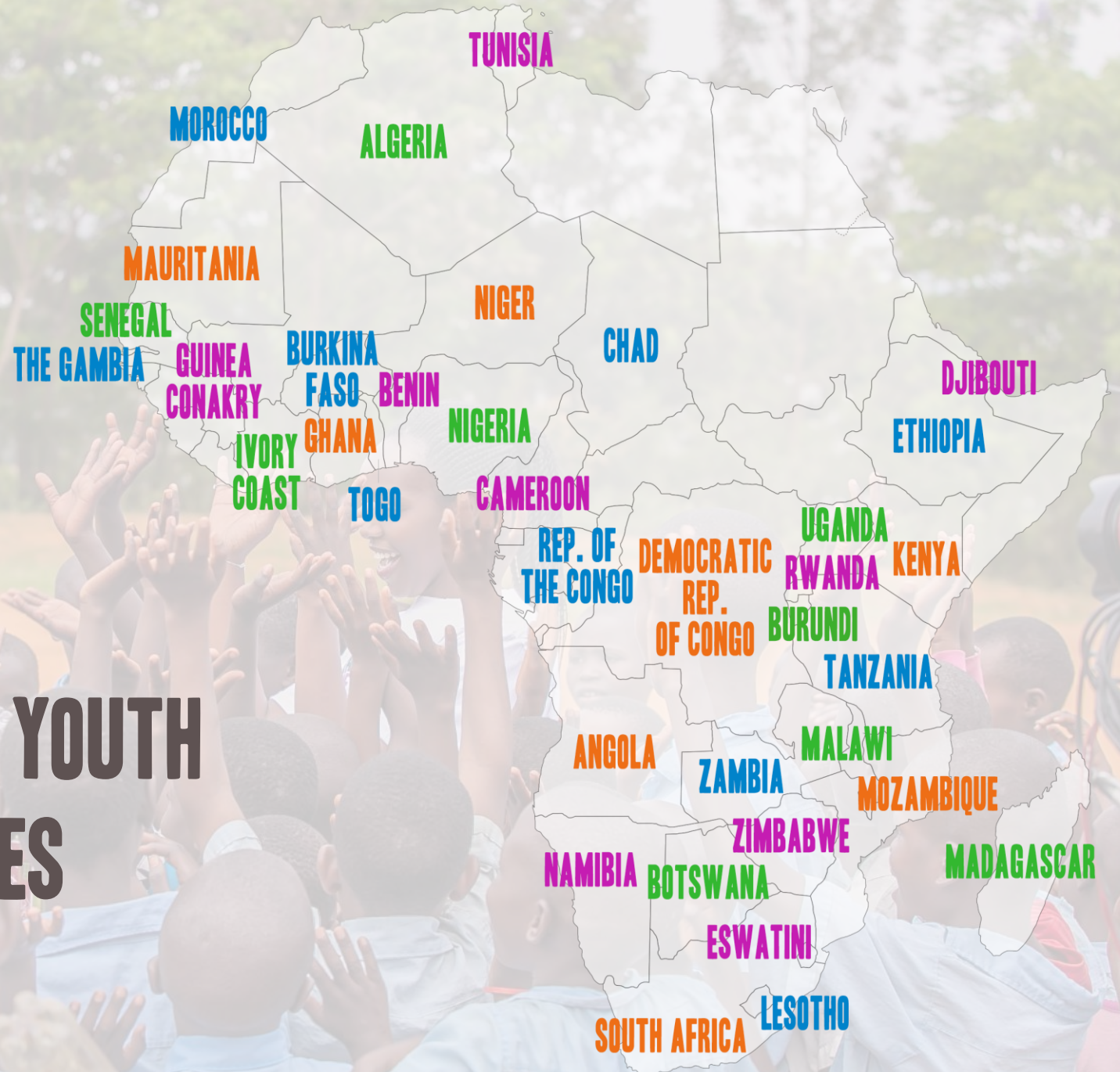


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**PHOTOGRAPHY
AND VIDEO**



1. RESOURCE LIBRARY FOR PARTNERS

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The [Africa Code Week Library](#) of Content & Resources is ready! There you will find everything you need to prepare your events!

We recommend that you visit this Library on a regular basis as it is updated regularly in the run-up to October events!

Important Note

Some of this library's content is stored on a dedicated SAPJAM Platform, which requires individual login credentials. If this is your first time, please ask Frank (f.falvey@sap.com) to create an account for you.

What you will find:

- Briefing Documents
- Templates for shirts & goodies
- Customizable Posters
- Logos
- Flyers
- Slide Decks
- And so much more!

DO YOU NEED CUSTOMISED COLLATERAL?

Please send requests to your SAP ACW Coordinator:



Ademola Ajayi is your Global Coordinator for anglophone and lusophone countries (excluding South Africa).



ademola.ajayi@sap.com

+ (353) 872 655 101



Jean Julia is overseeing activities and supporting ambassadors based in French-speaking countries.



jean.julia@sap.com

+33 (0)6 70 65 94 01

BRANDING GUIDELINES - LOGOS

The following partner logos must be displayed on all official ACW collaterals:



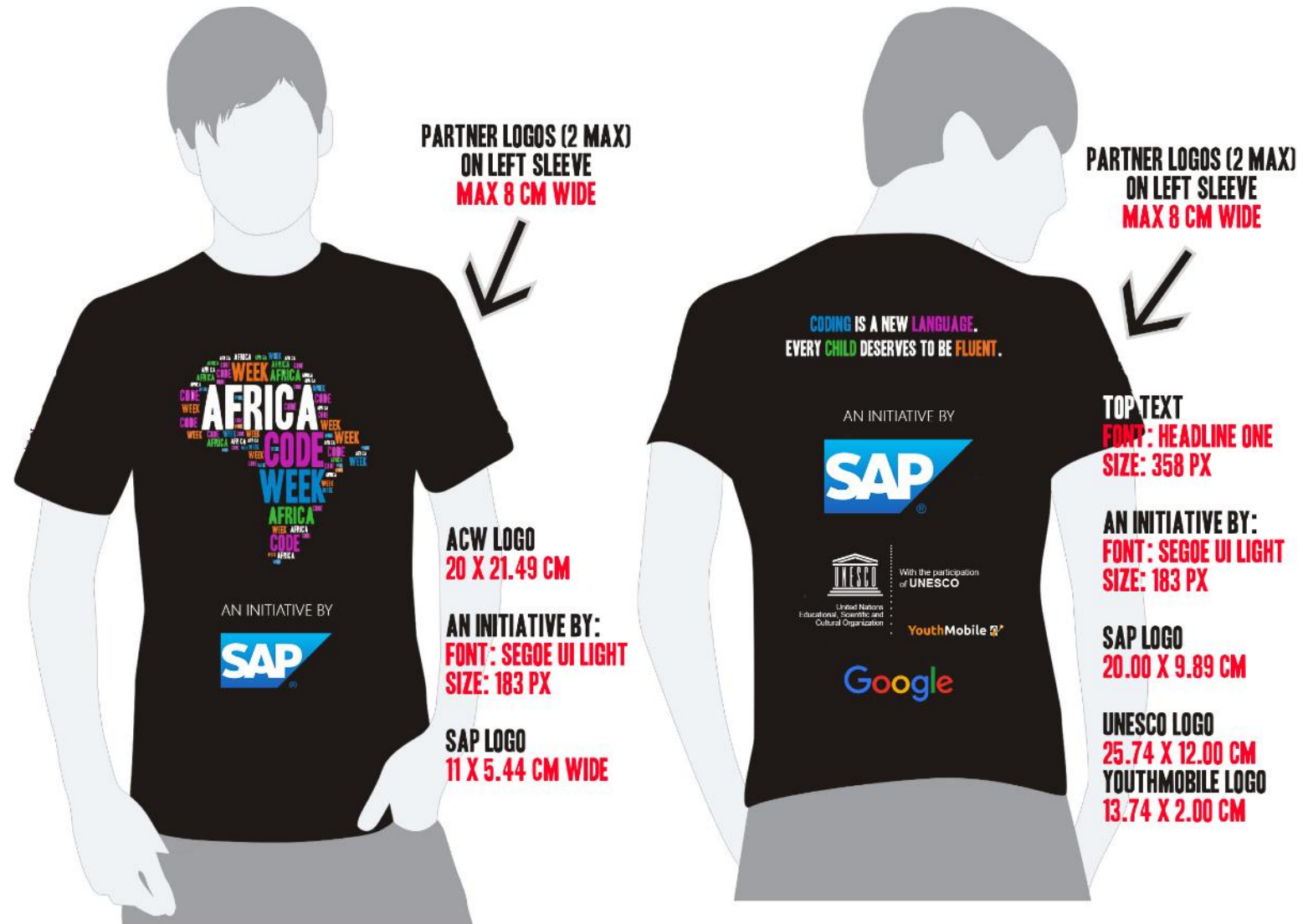
Your own logos can be added below or after (but never above or before). Let's take Jokkolabs as an example:



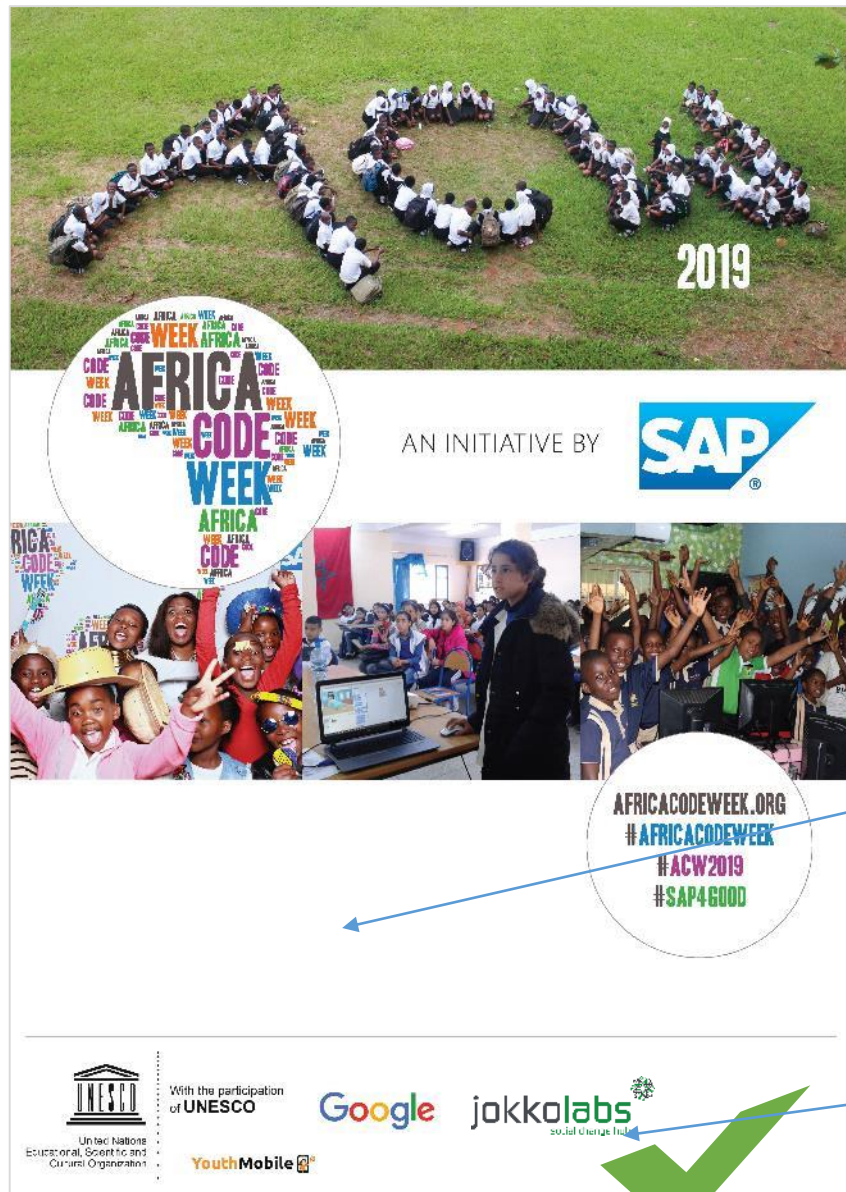
BRANDING GUIDELINES - T-SHIRTS

T-shirts must follow this specific layout:

- Mandatory logos must be placed and sized correctly.
- Your logo(s) can only go on one of the sleeves.
- 2 partner logos maximum are allowed per sleeve.
- Your logos(s) cannot be repeated. Only the SAP logo is to be repeated as per the following layout.



BRANDING GUIDELINES - POSTERS & BANNERS



Here you can specify your country dates & add a custom text.

Your logo(s) can only go at the bottom of the banner, as per the Jokkolabs example:



FONTS AND COLORS

Purpose	Font Name	Link to download
Headers, subtitles, graphics	'Headline One'	http://www.dafont.com/headline-hplhs.font or JAM Page
Paragraphs, text blocks, text blocks in graphics	'Segoe UI Light'	Should be installed with your MS Office Pack. If not: http://ufonts.com/download/segoe-ui-light/77996.html

Color	HEX	R	G	B	Pantone
Pink	#c51cb2	197	28	178	247C
Blue	#0083ca	0	131	202	660C
Orange	#ee6e16	238	110	22	158C
Green	#33b830	51	184	48	361C
Grey	#5d5151	93	81	81	411C



2. ORGANISING A WORKSHOP

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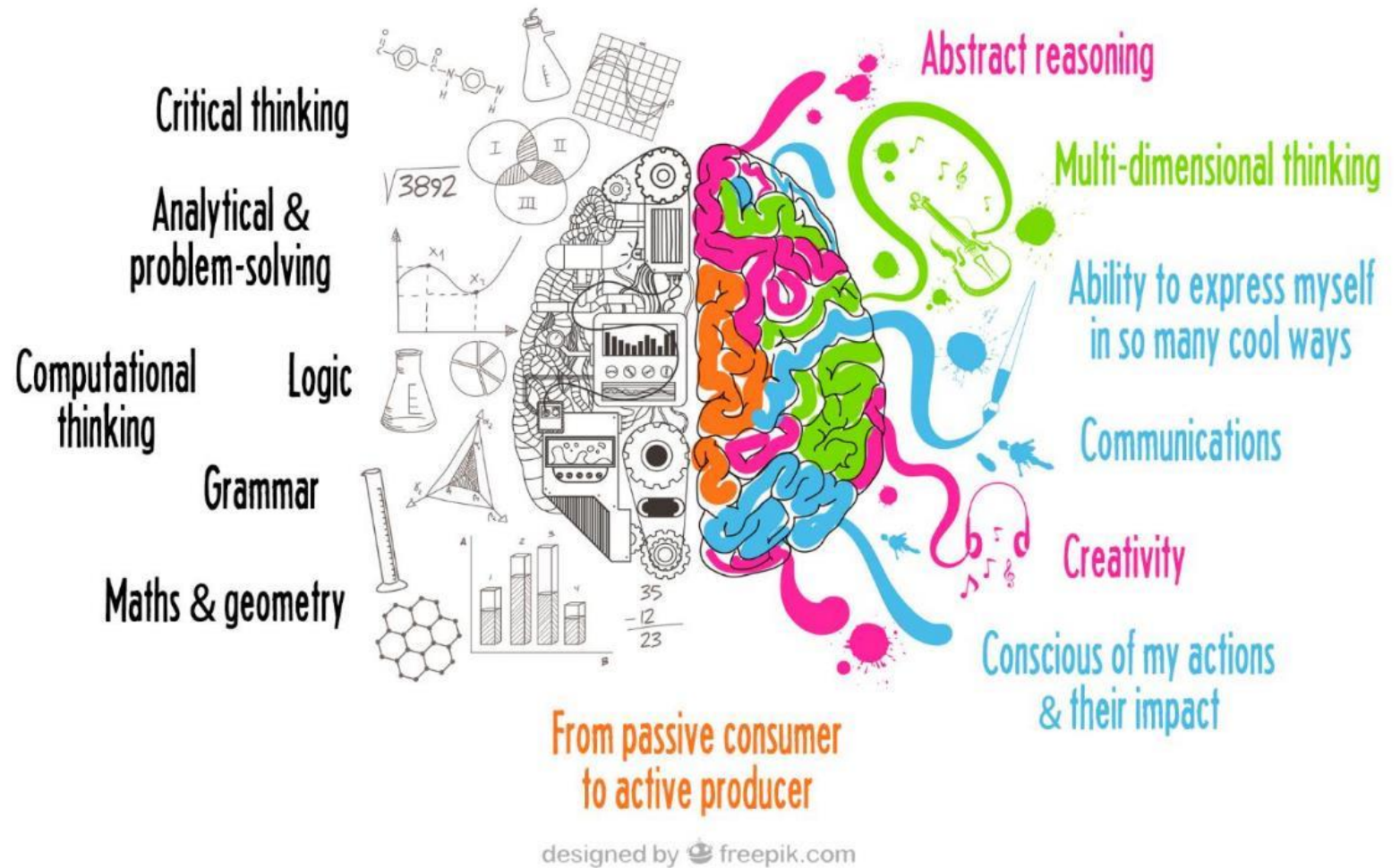
That's right. Coding is the closest thing to a super power than can be taught in this day and digital age...

CODING IS A CROSS-CURRICULAR SUBJECT

Once you master the basis and start writing lines of code, you can leverage this to start solving a variety of problems from virtually any other subject.

ETERNAL SUNSHINE OF A CODER'S MIND

When you learn coding, you learn how to analyze problems, break them down and look for computer-friendly solutions. This examining usually involves both processes and data, expressed through diagrams. These steps make your mind work hard in different ways, as you need to show an important level of abstraction to know what's relevant, how subsystems are connected, and what flows of information are included.





CATHY SMITH
MANAGING DIRECTOR
OF SAP AFRICA



**BARATANG MIYA - FOUNDER OF
WOMEN IN TECH ACADEMY &
GIRLHYPE WOMEN WHO CODE**

“ I started my career as a Software Developer. Thirty years later, I can tell you it wasn't just about technology: coding taught me how to think logically, how to test my thinking, how to listen, how to be creative, how to be resilient.”

THEY SAID IT FIRST...

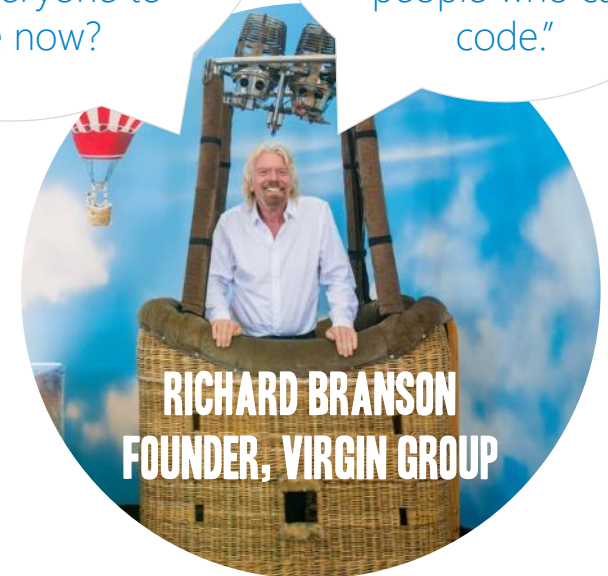
"You should see the change when a young girl learns how to code. It is not about coding...it is about that little girl who used to enter the room and could not even talk. She is now this confident young woman who knows how to fail and succeed, fail and succeed again, fail and succeed quickly. This is the coding learning journey: with it comes the excitement and with the excitement grows the confidence."



"Learning to code teaches you how to think."
STEVE JOBS - LATE CEO OF APPLE

"I learned how to fly a hot air balloon when I was 30,000 feet up and my life was in the balance: you can learn skills at any age but why wait when we can teach everyone to code now?"

Whether we're fighting climate change or going to space, everything is moved forward by computers, and we don't have enough people who can code."



RICHARD BRANSON
FOUNDER, VIRGIN GROUP



WHAT DO I NEED TO HOST A WORKSHOP?

A GROUP OF PEOPLE EAGER TO LEARN

Pupils, students, co-workers, friends, employees.
Remember that 2 is a group already!

ONE OR MORE TEACHERS OR FACILITATORS

No need to be an expert programmer!

A PLACE TO BE AT

Don't try to stuff too many people in a windowless room for nobody enjoys coding with a headache.

COMPUTERS WITH BROADBAND INTERNET

Make sure they already have Scratch installed and provide participants with instructions on how to install on their own devices.

CHECKLIST FOR A SUCCESSFUL WORKSHOP

1. VENUE

- ☐ A quiet, ventilated area equipped with PCs (i.e.: classroom, meeting room, library, etc.)
- ☐ Room setup shall facilitate group exchange and team work.

2. HARDWARE & SOFTWARE

- ☐ PC workstations (the Scratch offline version allows you to run a workshop without Internet access).
- ☐ 1 mouse per workstation.
- ☐ 1 video projector per instructor.

3. SCRATCH SOFTWARE - OFFLINE VERSION

- ☐ You can download it here: <https://scratch.mit.edu/download>
- ☐ Scratch must be installed on every single PC before the workshop starts. Tutorials are available here: <https://scratch.mit.edu/projects/editor/?tutorial=home> (click on the globe icon in the top left corner to choose your language. Then click in the light bulb icon to access Tutorials.)

- ☐ On the openSAP platform, a free MOOC called '[Teaching programming to young learners](#)' is available again in 2019 in self-paced mode to help you prepare for D-Day.

4. DURATION

- ☐ 60 minutes is the ideal duration for such beginner workshops.

5. RATIOS

- ☐ 1 PC for 2 learners.
- ☐ 1 main instructor presenting Scratch with the video projector.
- ☐ Additional trainers/coaches scattered across the room to assist and guide children (typically 1 coach for 6/8 kids depending on their level).

6. ICING ON THE CAKE...

- ☐ Plan a little snack break!
- ☐ Request your Africa Code Week T-shirts and notepads!

A FEW MORE TIPS...

MAKE THE EVENT BEGINNER FRIENDLY...

Don't focus on the technicalities, try to show the fun and practical aspect of whatever technology is being used.

EVENT FORMAT IS UP TO YOU

But allow enough hands-on time for students to create something on their own.

USE WHATEVER TOOLS & TECHNOLOGIES YOU'RE MOST FAMILIAR WITH

Although we do recommend freely available open source tools and frameworks. Learning something completely new can be intimidating.

A SMILE AND A FRIENDLY ATMOSPHERE

Can help break the ice and make those, who don't consider themselves "technical" at ease.



CLASSROOM GUIDELINES

GENDER-BALANCED GROUPS

SAFE ENVIRONMENT

COLLABORATION

ACTIVE LISTENING

EQUALITY

ASSIGNING ROLES

RESPECT

NON-STEREOTYPICAL ROLES

TAKING TURNS

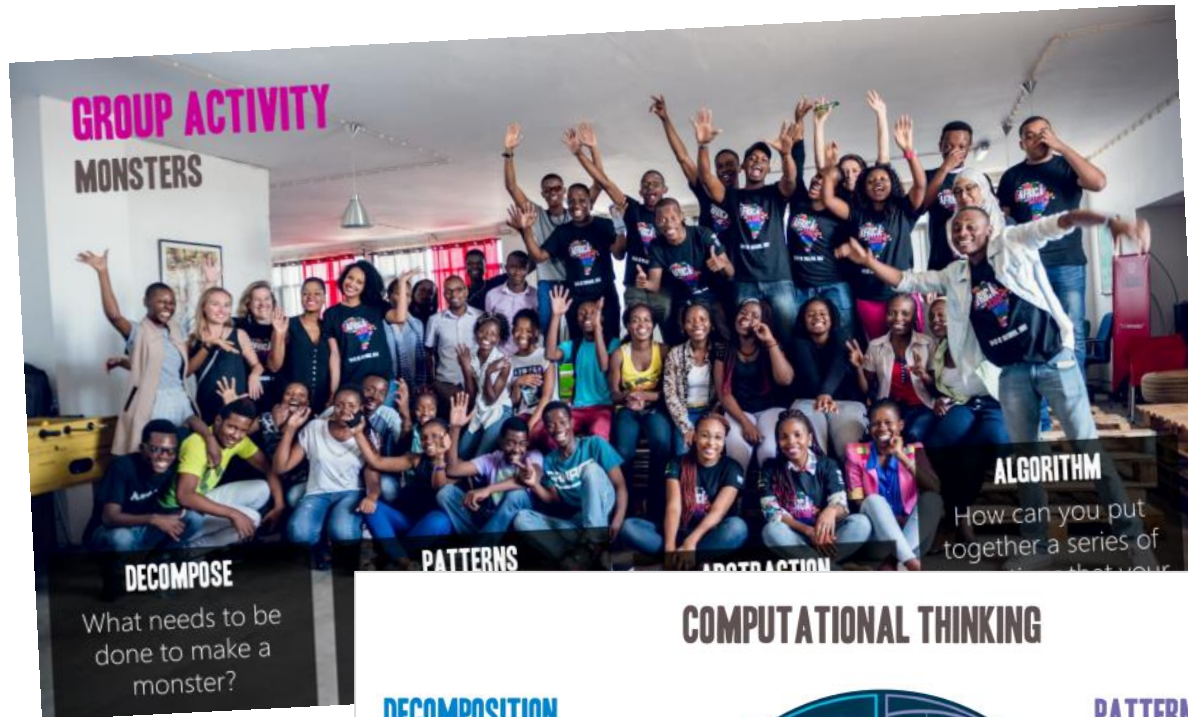
GROUP DYNAMICS

OBSERVING TEACHER

*Suggestions made by the
EQUALS Skills Coalition*

EQUALS
GLOBAL PARTNERSHIP

THE ACW MASTER INSTRUCTOR'S GUIDE IS AVAILABLE



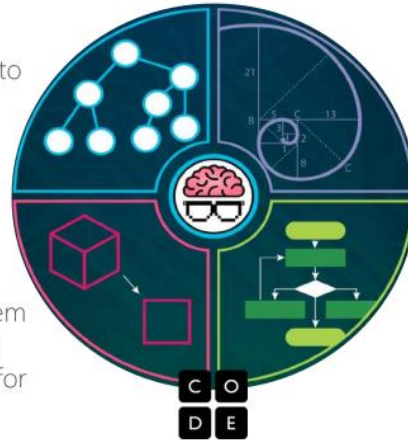
COMPUTATIONAL THINKING

DECOMPOSITION

Breaking big problems into smaller ones that are much easier to manage.

ABSTRACTION

Remove parts of a problem that are unnecessary and make one solution work for multiple problems.



PATTERN RECOGNITION

Analyze & look for a repeating sequence.

ALGORITHM DESIGN

Step-by-step instructions on how to do something.

If you want to reuse Teacher's Training Package we use during Train-the-Trainer events to train teachers eager to instill coding skills in their classrooms, as your ambassador for a copy !
You can:

- Use it to get trained with other teachers (group activities involved) and/or;
- Use it with your students.

CONTENTS:

- ACW Master Instructor's guide - Computation Thinking and 21st Century Skills activities
- Scratch Resources:
 - Step-by-step Teacher's guide
 - Software (2.0 & 3.0)
 - Game cards
 - Script for TTT workshops
 - Video Tutorials
 - Etc.

openSAP ONLINE COURSES

- Available in self-paced mode (without exams or certificate at the end).
- Also accessible offline for those with limited Internet access.
- Free of charge
- 4-8 hours of learning

<http://africacodeweek.org/activities/online-courses/>

Teaching Programming to Young Learners
For teachers, parents and guardians of children aged 8 to 11

SCRATCH

Teens Get Coding!
For teens eager to get coding from Scratch



Get Coding with Snap!
for teens aged 14 to 16
building on their previous
Scratch/coding experience to improve
their coding competencies.

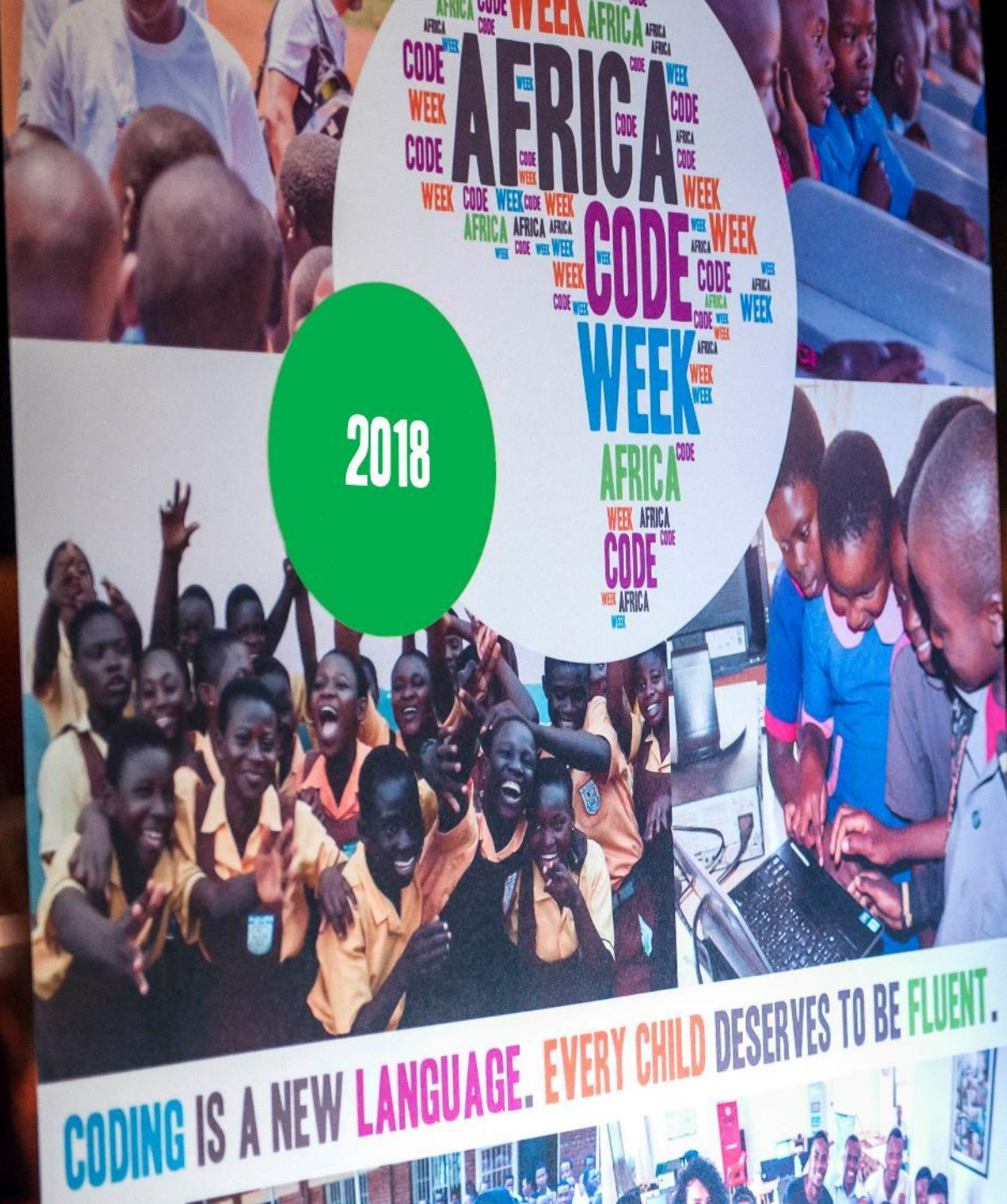
λ Snap!



3. **MEDIA** / **SOCIAL MEDIA** **GUIDE**

AN INITIATIVE BY





Media coverage & exposure is a great way to amplify the ACW 2019 programme and gain support from all the initiatives stakeholders, from teachers, to youth, Government etc.

However, it is important to follow media guidelines and protocol during the live workshop engagement activities.

The below provides useful tips and tools to help you share the excitement around Africa Code Week across your social media channels.

MEDIA GUIDE INDEX

[The advantages of a media programme for your organisation](#)

[Ways to involve media](#)

[A step-by-step guide for media engagement](#)

[Interview Guidelines](#)

[Social Media Guide](#)

[Your ACW Communications team](#)



THE ADVANTAGES OF A MEDIA PROGRAMME FOR YOUR ORGANISATION

Throughout the programme you can use media to drive awareness, share your story, cultivate relationships and open two-way communications with advocates:

- Leverage the ACW initiative to **promote your company** values on the local and international media space;
- **Drive awareness** of your organisational goals, aspirations and community initiatives;
- **Drive traffic to your website** and social media platforms;
- **Position your company** as a key actor within the technology & digital education scene, as an organisation dedicated to fostering e-skills & talents among Africa's youth;
- **Become part of a global network** of organisations talking about ACW.



YOU CAN UTILISE THE MEDIA TO PROMOTE ACW WORKSHOPS AND ACTIVITIES IN THE FOLLOWING WAYS:

AUGUST - SEPTEMBER: TRAIN THE TRAINER (TTT) SESSIONS

Invite media to attend and report on the workshops, designed to educate the teachers in preparation of the live events.

OCTOBER: LIVE CODING EVENTS

Invite media to witness coding workshops in action. You can offer them interviews & picture opportunities, or to physically partake in the workshops.

DECEMBER: OFFICIAL RESULTS

Once the results have been compiled and communicated to the press by the global ACW team, you can showcase results for your country across your channels. NB: Please do not communicate your results before the global ACW team has.

ONGOING: CANDIDATE PROFILING

Do you know of amazing ACW talent that is helping to make a difference? Master instructors, students, ambassadors, Government officials? Feel free to contact the SAP ACW communications team so we can put your ACW heroes in the spotlight!

SOCIAL MEDIA

Talk and engage with media via social media. Tweet at them or tag them in your posts when uploading images or newsworthy event information to help grasp their attention.



A STEP-BY-STEP GUIDE FOR MEDIA ENGAGEMENT

**TRAIN-THE-
TRAINER
EVENTS**

Timing	Series of activities	Top Tip
Prior the event	An email will be sent to your local media (with you on CC), to introduce them to ACW 2019, explain what TTT is about and invite them to join your local event.	Monitor RSVP's and capture details should media respond. Saving follow-up calls closer to the date.
1 week before	Send an invitation email to the media in your country, detailing the date, time and location of the TTT event.	
1 day before	Send a reminder email to the media in your country, reminding them of the date, time and location of the TTT event.	
During the event	<p>Personally welcome and greet your media guests upon arrival at the event.</p> <p>Facilitate discussions & interviews between the media & teachers, government representatives and your organisation.</p> <p>Take pictures during the TTT, upload them here and share these on your social media channels.</p>	<p>Name tags to identify media always help Ensure that you are the journalists' point of contact throughout the event.</p> <p>Distribute event pictures as soon as possible – media, social media and to the ACW support team.</p>
After the event	Please send all media clippings to adam.hunter@sap.com	Track your local websites, social media and websites daily to see if stories and coverage appears.

TRAIN-THE- TRAINER EVENTS

MEDIA COVERAGE EXAMPLES



Africa Code Week Kicks Off in Madagascar with a Goal to Empower 600,000 Youth in 2018

APP DEVELOPMENT MADAGASCAR

Tweet Share 2 G+

Image By BiztechAfrica

June 11, 2018, 12:49 p.m.



Cooperation and Development (BMZ), 15 African governments, over the continent. All are joining forces to bridge the digital and gender skills

The 2018 edition of Africa Code Week (ACW) officially kicked-off in Madagascar this week with its first-part



Project
Management
Course

UCT

Online Short
Course. Earn a
Certificate from



A STEP-BY-STEP GUIDE FOR MEDIA ENGAGEMENT

ACW LIVE
CODING
SESSIONS

Timing	Series of activities	Top Tip
1 month before	Send an invitation email to the media in your country, detailing the date, time and location of the ACW event.	
1 week before	Send a reminder email to the media in your country, reminding them of the date, time and location of the ACW event.	
2 days before the event	Personally call and remind the journalists who have confirmed attendance of the event and time it will be taking place.	<ul style="list-style-type: none">• Capture names and mobile numbers in case of an emergency, should you need to get hold of them.• Find out if you media would like to partake in a code workshop.• If TV are attending, what are their requirements and who would they like to interview and capture for footage purposes?
During the event	<ul style="list-style-type: none">• Personally welcome and greet your media guests upon arrival at the event.• Facilitate discussions & interviews between the media & teachers, government representatives and your organisation.• Take pictures during the TTT and share these on social media and upload them here.	<ul style="list-style-type: none">• Name tags to identify media always help• Ensure that you are the journalists' point of contact throughout the event.• Distribute event pictures as soon as possible – media, social media and to the ACW support team.
After the event	Please send all media clippings to adam.hunter@sap.com	Track your local websites, social media and websites daily to see if stories and coverage appears.

ACW LIVE
CODING
SESSIONS

MEDIA COVERAGE EXAMPLES



Some of the thousands of youngsters who benefited from the Africa Code Week.
Photo by CAJ News

Coding gets nod from young people

ABOUT 427 000 young people from 30 African countries completed training during the recently concluded Systems Applications Products Africa Code Week.

Africa Code Week is a continent-wide initiative to spark the interest of African kids, teenagers and young adults in software coding.

iAfrica

HOME NEWS BUSINESS SPORT LIFESTYLE TRAVEL WEATHER

Home > MONEY & BUSINESS

MONEY & BUSINESS

Africa Code Week Shines Spotlight on Teacher Empowerment in eSwatini



HOME KENYA NIGERIA SOUTH AFRICA ZIMBABWE GHANA EGYPT TANZANIA UGANDA MAURITIUS MORE C

TELECOMS MOBILE BUSINESS INTELLIGENCE NETWORKS E-COMMERCE CLOUD SECURITY SATELLITE ENT

Governance > Madagascar

Africa Code Week underway in Madagascar

Published on 12 June 2018
By Staff Writer



The 2018 edition of Africa Code Week (ACW) officially kicked-off in Madagascar this week with its first-part series of Train-the-Trainer (TTT) workshops.

According to a statement issued by ACW, over 200 local teachers and parents received hands-on training on the open-source Scratch learning interface to enable them to "introduce and sustain digital skills development in their respective classrooms."

In the statement Madagascar is described as the fourth largest island on the planet, with a population of more than 26 million - of which over 50% are youth.



STEP-BY-STEP GUIDE FOR MEDIA ENGAGEMENT

MEDIA CONFERENCE

Timing Series of activities

Top Tip

- 1 month before**
- Determine and secure key stakeholders to be present at the conference in order to provide commentary and overview success of the programme.
 - Send an invitation email to the media in your country, detailing the date, time and location of the media conference.

Identify your key /priority media from the previous events for TTT and live code workshops & invite them back to keep the message consistent.

- 1 week before the event**
- Personally email and call media to remind them of the event.

- Continually update your media with VIP Stakeholder attendance – Government, keynote speakers, students, ambassadors attendance etc.
- Determine which images will accompany the results for media distribution.

- During the event**
- Each key stakeholder spokesperson can discuss and unpack an area of the regional programme.
ex: Government to discuss the need for ICT skills, ACW management member to cover an overview of the initiative, etc.

- Allocate sufficient time for media one-on-one interviews after the event (if required)
- Give media something to take away with them in the form of press packs (memory stick, images and marketing collateral etc)

- After the event**
- Please send all media clippings to adam.hunter@sap.com

- Remember to monitor your local newspapers and websites to track for event coverage.
- Upload online coverage to social media and tag the online website.

WRAP-UP
MEDIA
CONFERENCE

MEDIA COVERAGE EXAMPLES

Africa Code Week smashes targets with 427,000 young people trained

TECHNOLOGY Wednesday 23 November 2016 - 4:38pm



SAP software company surpassed its target for Africa Code Week with almost 427,000 young people receiving training in basic computer coding. Photo: AFP PHOTO / BULENT




South Africa
The Good News

Africa Code Week exceeds targets by training 427,000 students in one week

Skills development initiative surpasses expectations as it makes strides toward goal of training 5m African youth by 2025

JOHANNESBURG, South Africa — Nov. 23, 2016 — SAP's ambitious goal of equipping 5 million African youth with basic coding skills by



ACW CANDIDATE PROFILING

A STEP-BY-STEP GUIDE FOR MEDIA ENGAGEMENT

Timing	Series of activities	Top Tip
Ongoing	<p>Please feel free to share contact details of unique, young and fresh individuals who are making a difference with Africa Code Week, from ambassadors to youth, to master trainers, teachers and Government.</p> <p>Please provide details of the individual to the ACW Communications support team to investigate and take forward.</p>	<p>Does this individual have a newsworthy story to share?</p> <p>Can this individual represent the ACW programme and confidently face TV and Radio media interviews?</p>

ACW CANDIDATE PROFILING

MEDIA COVERAGE EXAMPLES

SA woman teaches computer coding skills to marginalised communities

November 1, 2016 | by Contributor | with 0 Comments

A local woman trained over 1 000 young people in basic coding skills in and around Cape Town in just nine days as part of this year's Africa Code Week initiative ...



news24

Breaking News. First

LAST UPDATED: 2017-07-26, 16:13



Weather Update: Rain on east coast, cool conditions across most of SA

While most of the country can expect cool conditions on Wednesday 26 July, unseasonal rain has been forecast for

News

Voices

Business

Sport

Tech

#GuptaLeaks

Motoring

Lifestyle

Video

Local woman brings coding skills to marginalised communities

2016-11-05 09:09

Zimasa Jam Jam



Cape Town - A local woman trained over 1 000 young people in basic coding skills in and around Cape Town in nine days, as part of this year's Africa Code Week (ACW) initiative.

Rogeema Kenny is a Cape Town engineer, author, motivational speaker, and activist aiming to bring digital literacy skills to marginalized communities in the greater Cape Town region.



INTERVIEW GUIDELINES (1/2)

REMEMBER: NEWS IS ALL ABOUT THE THREE I'S: INFORMATION THAT'S INTERESTING AND IMPORTANT.

Can you explain the programme in four sentences or less?

Use plain English and avoid jargon.

If there is a technical point to be made, make sure it is communicated in as simple a way as possible.

Apply the "Granny Principle" and tell your story in a way your grandmother would understand.

Keep content audience-appropriate. For example, if you're speaking to a business audience, link whatever you're explaining to a business problem or principle that's useful, topical or meaningful.

INTERVIEW GUIDELINES (2/2)

Before an interview, **plan what you want to say**, starting with the most important point, and working **down** towards details and explanations.

If you can, include **hard facts** and **statistics**.

If you quote a number or stat, make sure you are able to attribute it to the **relevant source** - for example, a BMI report or research paper which will give it greater weight or authority.

If you are asked for a comment or opinion straight off a cold call and are not ready for it, **don't answer questions for the sake of it**. Say you will call the journalist back and then do so when you are better prepared. Bear in mind that journalists generally work to tight deadlines and a swift response is always appreciated.

Never ask for anything you say to be kept "off the record." **If you want it kept off the record, just don't say it.**

UNCOMFORTABLE WITH CERTAIN QUESTIONS?

Several tactics you can employ:

- If you are not part of a listed company, you are under no obligation to disclose financials or any other potentially sensitive information.
- You can say: "I don't have that information immediately available but I will try and get it for you." This will buy you time while you figure out a strategy to provide as much information as you're comfortable with without fobbing off the journalist with a blunt "No comment."



As far as you can, determine who you are dealing with and what their **reasons** for approaching you are. Is the intent hostile, or merely a request for expansion or the inclusion of an expert opinion?

Choose your words carefully, especially if the topic is sensitive. Feed the journalist **quotable quotes** and have these prepared before the interview takes place. It makes writing the story easier for the journalist and keeps your mind focused on getting your message across.

SOCIAL MEDIA GUIDELINES

Join, grow and engage our community of 45,000 fans!



#africacodeweek
@africacodeweek
@sap4good



/africacodeweek
/sap4good



/africa_code_week/



Africa Code Week



PARTNERS & SPONSORS / SAP TEAM MEMBERS AND EXECS

Find out whether your country's sponsors and SAP team members and executives are on social media. Use their handles upon building your social media messaging.



MEDIA ENQUIRIES

If your posts generate media coverage or enquiries related to ACW, immediately refer them to the SAP ACW communications manager on the ground so that these may be appropriately managed.



KEY RESEARCH FINDINGS & ARTICLES

We recommend that you search for relevant topics such as digital skills, STEM education or coding literacy to find newsworthy subject matter and further ways to tag and amplify your social feeds.

SOCIAL MEDIA: TOP 5 TIPS

1

You only have a few seconds to capture your reader's attention, so try to support your posts/tweets with one or several top quality pictures or videos.

2

Typos are typically the first thing the eye notices, hence the critical importance of impeccable spelling and grammar.

3

Clear and concise writing will help your message resonate. Don't hesitate to be creative! Stories on Instagram are a great way to reach a lot of people at once!

Remember to monitor comments and replies to your postings. If someone responds to something you've posted online, follow up if necessary.

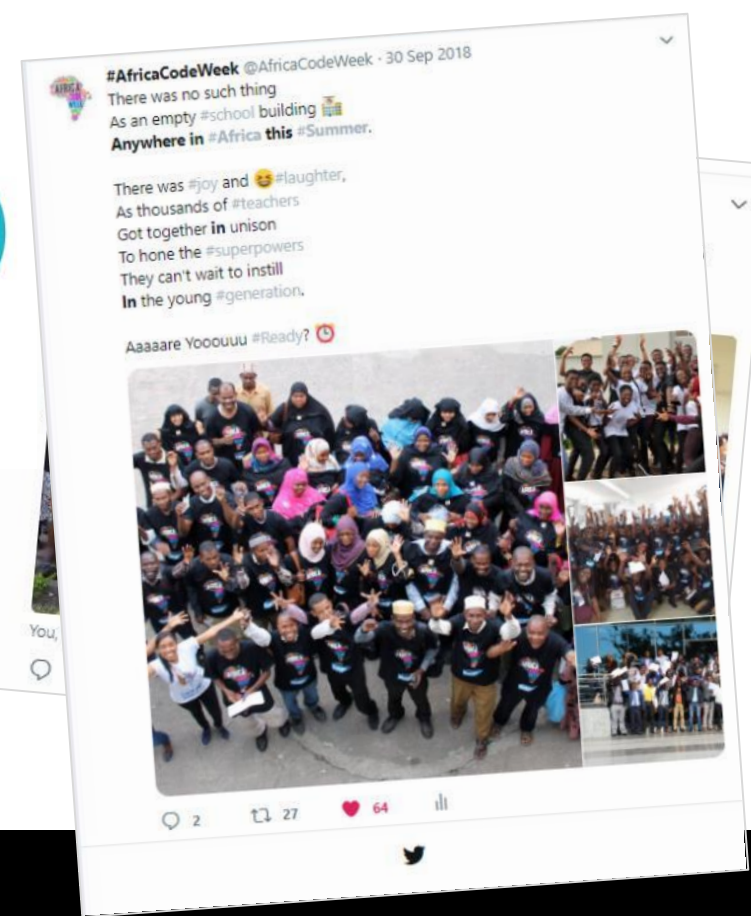
4

Get the facts: Fact-check your research and statements for accuracy before you post. Misinformation creates breaches in trust that are hard to repair.

5

Stay active: Keep your accounts active by making regular posts during ACW, at best you should publish daily updates on your workshop activities.





TWEET EXAMPLES - BEST ACCOMPANIED BY POWERFUL PICTURE(S)!

- It's @AfricaCodeWeek time in **CountryName** and kids are celebrating their new #digital #skills!
- #DYK? #AfricaCodeWeek has empowered over 4 million young Africans with coding skills across 37 countries so far! @sap4good
- #GirlPower is a #Girl #Empowered, let's bridge the gender skills gap with #AfricaCodeWeek!
- #ICYMI #AfricaCodeWeek2019 is taking place in October with thousands of free #coding activities for millions of youth in 37 countries!
- #ACW2019 is LIT *fire emoji* and **CountryName** is on fire!
- #Teachers in **CountryName** are going #backtoschool, honing the coding skills they can't wait to instill in the young generation! #ACW2019
- #ACW2019 in here! #Together we can and together we will #empower 1.5M young Africans with digital #skills throughout the month of #October!
- My name is **NAME**, I'm from **CountryName** and I participated in #AfricaCodeWeek2019!

KEY HASHTAGS

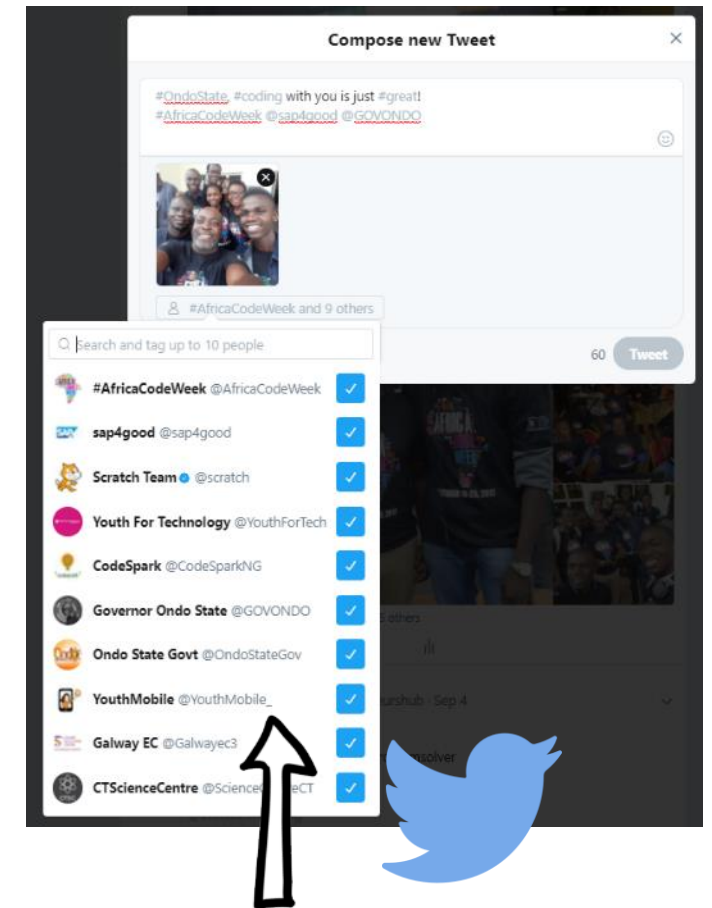
#AfricaCodeWeek
#sap4good
#ACW2019
#Tech
#Coding
#Africa
#DigitalSkills
#GirlPower

To be associated
with any tweet, post
and story about
Africa Code Week

SAP & KEY PARTNER HANDLES

@AfricaCodeWeek
@sap4good
@UNESCO
@YouthMobile_
@SAPAfrica

Coding ACW
Week 4 Code
Tech Digital Africa Girlpower
Skills 2019 sap
good



DID YOU KNOW?

Adding an image to your tweet won't count as extra characters! In addition to increasing impact, adding an image to your tweet also allows you to **tag** up to 10 partners/people in the image itself. These tags won't count as extra characters either.



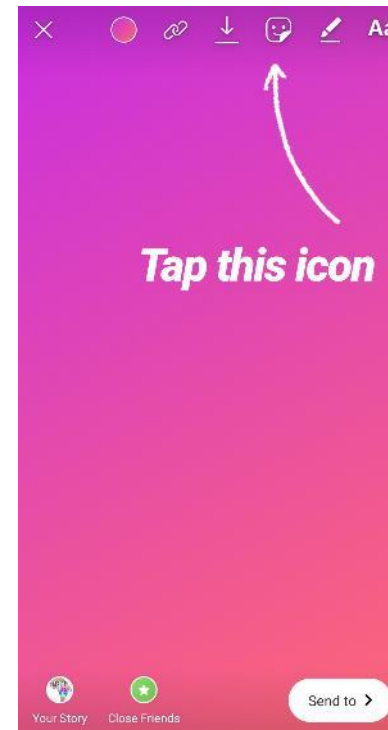
#AfricaCodeWeek
#SAP4Good
#ACW2019
#Tech
#Coding
#GirlPower

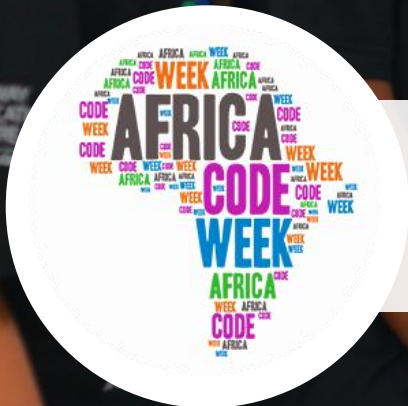
DID YOU KNOW?

INSTA STORIES: LET'S GO LIVE!

Instagram stories offer the possibility to create fun and ephemere visual content!

Get creative! Use animations, stickers, emojis, tell us your location, and **make sure you tag @africa_code_week** so we can share your pics and vids on the official ACW channel!





4. PHOTOGRAPHY AND VIDEO

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MANDATORY: PRINT AND POST CROWD CONSENT FORM OUTSIDE OF ENTRY DOORS

(To be posted outside of entry doors or on perimeter of filming area)



CROWD RELEASE FOR TV/FILM PRODUCTION

By entering and by your presence here, you consent to be photographed, filmed and/or otherwise recorded. Your entry constitutes your consent to such photography, filming and/or recording and to any use, in any and all media throughout the universe in perpetuity, of your appearance, voice and name for any purpose whatsoever in connection with the production presently entitled: Africa Code Week 2019.

You understand that all photography, filming and/or recording will be done in reliance on this consent given by you by entering this area. If you do not agree to the foregoing, please do not enter this area.

1. Print and post this [crowd release form](#) outside of entry doors or on perimeter of filming areas.
2. Take a picture of every door clearly displaying the printout.



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With the participation of UNESCO

YouthMobile

REMEMBER...

The images representing Africa Code Week should be consistent across the continent – ie. fun, enthusiastic, energetic, youthful, colorful.

Sometimes, less is more, so try not to overcrowd images.

A single beautiful portrait or small group shot are enough to make an impact.

Keep branding to a minimum (pull-up banners and t-shirts are great.)

Recommended Photo Specs

Use images with a minimum 1MB, 300 DPI in size.

Images should be provided in JPG or PNG format.

Pictures for media purposes should also be captioned with names.

SHARE YOUR PICTURES IN A CLICK!

Do you want your pictures displayed on the official ACW channels?

Simply visit our [Picture Upload Center](#), select your country and upload your images. We have created a central platform to collect images from all participating countries.

VIDEO: WHAT TO FILM



Students workstations: capture at straight on angles, low and high (wide, medium & tight shots, also)

Children raising their hands

Creative Scratch projects developed by children

People learning and engaging with their trainers during the workshops

Group shots of children and trainers in their Africa Code Week t-shirts



People arriving at the workshops

Queue areas and people's general excitement to get into the events

People entering the venue

People learning and engaging with their trainers during the workshops



Clusters of students, trainers, SAP representatives and government and partners smiling for the camera and being generally excited about the event

Views from the ACW workshop

Walking through the crowds/learning centers

Capturing media interviews

Geographically specific clips, if applicable, to capture the African country



YOUR SAP ACW COMMUNICATIONS TEAM



ADAM HUNTER

ACW Communications Lead
adam.hunter@sap.com



CLAIRE BETIS

Content & Design Lead
claire.betis@thecamdentrust.org

ALICE HARTEMANN

Social Media Lead
alice.hartemann@thecamdentrust.org



THANK YOU!

WE COULDN'T MAKE IT WITHOUT YOU.



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United Nations
Educational, Scientific and
Cultural Organization

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