PARTNER & MEDIA GUIDE 2019

AN INITIATIVE BY

SAP

UNESCO

With the participation of UNESCO

YouthMobile
"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.

VISION
African youth empowered with digital skills for life.

MISSION
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
1. RESOURCE LIBRARY FOR PARTNERS
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 (ffalvey@sap.com) to create an account for you.

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!

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:
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

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Font Name</th>
<th>Link to download</th>
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<table>
<thead>
<tr>
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<td>Green</td>
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<td>93</td>
<td>81</td>
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<td>411C</td>
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</tbody>
</table>
2. ORGANISING A WORKSHOP
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.

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

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.

ETERNAL SUNSHINE OF A CODER’S MIND
"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."

"Learning to code teaches you how to think."

**STEVE JOBS - LATE CEO OF APPLE**

"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."

"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?"

**RICHARD BRANSON - FOUNDER, VIRGIN GROUP**

"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."

**CATHY SMITH - MANAGING DIRECTOR OF SAP AFRICA**

"They said it first..."
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](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](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.)

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!

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.
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

<table>
<thead>
<tr>
<th>Gender-Balanced Groups</th>
<th>Safe Environment</th>
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<tbody>
<tr>
<td>Collaboration</td>
<td>Active Listening</td>
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<tr>
<td>Equality</td>
<td>Assigning Roles</td>
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<tr>
<td>Respect</td>
<td>Non-Stereotypical Roles</td>
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<td>Taking Turns</td>
<td>Group Dynamics</td>
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<tr>
<td>Observing Teacher</td>
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Suggestions made by the EQUALS Skills Coalition
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.
Online courses

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

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

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

• 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/
3. MEDIA / SOCIAL MEDIA GUIDE
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
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.
## 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** | 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, [upload them here](#) and share these on your social media channels. | 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. |
Africa Code Week Kicks Off in Madagascar with a Goal to Empower 600,000 Youth in 2018

The 2018 edition of Africa Code Week (ACW) officially kicked-off in Madagascar this week with its first-part cooperation and Development (BMZ), 15 African governments, our continent. All are joining forces to bridge the digital and gender skills gap.
# A Step-by-Step Guide for Media Engagement

## 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. | • 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?
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. |  
During the event | • 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. | • 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

Coding gets nod from young people

ABOUT 477,000 young people from 36 African countries competed 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.

Africa Code Week Shines Spotlight on Teacher Empowerment in eSwatini

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**

<table>
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<th>Timing</th>
<th>Series of activities</th>
<th>Top Tip</th>
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| 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.                          |                                                                        |
| 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                                 | Allocate sufficient time for media one-on-one interviews after the event (if required)  
                          | - Remember to monitor your local newspapers and websites to track for event coverage.  
                          | - Upload online coverage to social media and tag the online website.                |
Media Coverage Examples

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

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 2035

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

SAP software company surpassed its target for Africa Code Week with almost 270,000 young people receiving training in basic computer coding. Photo: AFP PHOTO / DULENT
## Timing

<table>
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<th>Timing</th>
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<th>Top Tip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>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.</td>
<td>Does this individual have a newsworthy story to share? Can this individual represent the ACW programme and confidently face TV and Radio media interviews?</td>
</tr>
</tbody>
</table>

Please provide details of the individual to the ACW Communications support team to investigate and take forward.
SA woman teaches computer coding skills to marginalised communities

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.

Local woman brings coding skills to marginalised communities

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.

Rogeena 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.
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.

Remember: News is all about the Three I’s: **Information** that’s **Interesting** and **Important**.
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.

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!
**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!

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.

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

**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!
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.
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!

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

DID YOU KNOW?

You can add GIFs to create animated Stories and make them even more fun!
4. PHOTOGRAPHY AND VIDEO
All implementing partners and organizers of training/coding events as part of Africa Code Week 2018 are required to follow this process carefully:

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.
REMEmber...

The images representing Africa Code Week should be consistent across the continent – i.e. 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
- Clusters of students, trainers, SAP representatives and government and partners smiling for the camera and being generally excited about the event
- 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
- 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

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