

# The *atingi* Content-Challenge

You developed innovative digital learning contents and are looking to increase your reach? Then take part in the *atingi* Content-Challenge!

## What is it all about?

atingi is a new pan-African digital learning platform designed to empower young people in African countries for future employment opportunities. (Click [here](#) for more information on *atingi*.)

As learning works best when study materials relate to the lived realities of the learner, *atingi* is partnering with the Innovation Factory's **Digital Innovation Accelerator** to support local start-ups and non-profits to increase the reach of their e-learning courses.

## What do I get out of it?

Winning teams will...

- ...enter the *atingi* Preferred Partnership Programme\*
- ...be offered a chance to upgrade, remake or extend on their digital learning materials with the support of a renowned e-learning production company
- ...become part of a tender awarding up to 8.000 EUR max. depending on number of courses provided, course length and number of participants
- ...participate in a tailor-made capacity building programme (workshops & one-on-one coaching on business planning, investment readiness, instructional design, marketing & online learning methodologies)
- ...be invited to an official award ceremony (tba)

## Is the atingi challenge for me?

- ✓ Your start-up/non-profit is locally driven and registered in Ethiopia, Ghana or Senegal
- ✓ Your learning materials have clear digital components and are fully operational (already having reached a number of learners)
- ✓ Your course(s) is/are geared towards increasing youth employability in the widest sense (such as job specific skills training, courses tailored towards improving health and self-management, entrepreneurship training, etc.)
- ✓ You are willing to provide your solution free of charge and publish your digital learning materials on *atingi* under an OER licence<sup>1</sup>

## BENEFITS INCLUDE...

- ... Free usage of the *atingi* platform to carry out your online courses & spread your digital learning contents
- ... Increased visibility by being included in official *atingi* communication materials & on the *atingi* website
- ... Access to the global GIZ network to connect with international e-learning providers, NGOs and other development actors and sponsors
- ... Receive priority technical support for using the *atingi* platform
- ... Be the first to profit from new platform features
- ... Be our special guest at the *atingi* e-learning gathering
- ... Benefit from regular meet-ups with the *atingi* team
- ... Leverage the *atingi* learning analytics expertise
- ... Expand on your e-learning knowledge by accessing our digital learning resource pool
- ... If the collaboration is successful, get the opportunity to generate additional income as a GIZ contractor

\*The *atingi*  
Preferred Partnership  
Programme

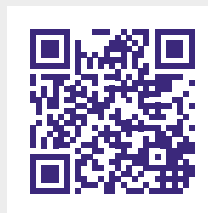


## Timeline



Applications are open until: **24th February 2020**  
(Please note that late submissions will not be accepted)

Winning teams will be contacted in  
**late March 2020.**



For more details and info  
on how to apply, visit  
[www.innovation-factory.app/atingi](http://www.innovation-factory.app/atingi)



<sup>1</sup> "Open Educational Resource (OER) [...] reside in the public domain or have been released under an open license that permits no-cost access, use, adaptation and redistribution by others with no or limited restrictions." (<https://en.unesco.org/themes/building-knowledge-societies/oer>)