

A person's hands are shown holding a glowing lightbulb. A string of warm white lights is attached to the top of the bulb. The background is dark and out of focus. The text 'DIGITAL EMPOWERMENT' is overlaid on the image.

# DIGITAL EMPOWERMENT

# SMILES AFRICA CHARITY

We are a non-profit organization, founded by young students & young professionals, who want to give needy kids & young people from marginalized societies in Kenya the opportunity for a future-oriented education.

We realize this with the help of fundraising to finance educational scholarships as well as the support and supervision of projects and programs with a social background in Kenya.



# DIGITAL EMPOWERMENT

## **What does Digital Empowerment mean to us?**

For us, digital empowerment means far more than giving people access to digital technologies. It is a multi-stage process that teaches individuals new skills and opportunities to use information technology for their own purposes, in order to better participate and express themselves in a networked society.

## **Why do we want to be active in this area?**

Our association focuses on a future-oriented education that enables people to escape the spiral of poverty. We are convinced that digital education, in an increasingly networked world, can be one of the key factors on the way out of poverty.

And so we came up with the idea of extending Smiles Africa Charity to a digital branch by initiating a Digital Empowerment Pilot Project.



# DIGITAL EMPOWERMENT

## What do we have in mind and what is our goal?

Our plan is to hold at the beginning of February 2020 a one-week intensive workshop in Kenya for 10 to 15 creative young adults from Korogocho and the surrounding area with a certain amount of entrepreneurial spirit.

The aim of the workshop is to teach the participants how to create websites on their own with the help of the content management system Wordpress.

At the end of the week each participant should be able to go live with their own website and be able to maintain it without our help.

Through the workshop we also hope that the knowledge gained by the participants will be passed on to third parties and that other people will benefit indirectly from the pilot project.



# OUR TRAINERS ON SITE



**FRANZ  
JULIAN  
ROLLSHAUSEN**

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**SUPPORT US**

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**SMILES  
AFRICA**  
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