#ADD
Agence de Développement du Digital

Digital Transformation Centres

ACADEMIA RAQMYA

DTC MOROCCO

National Inclusive E-learning & training

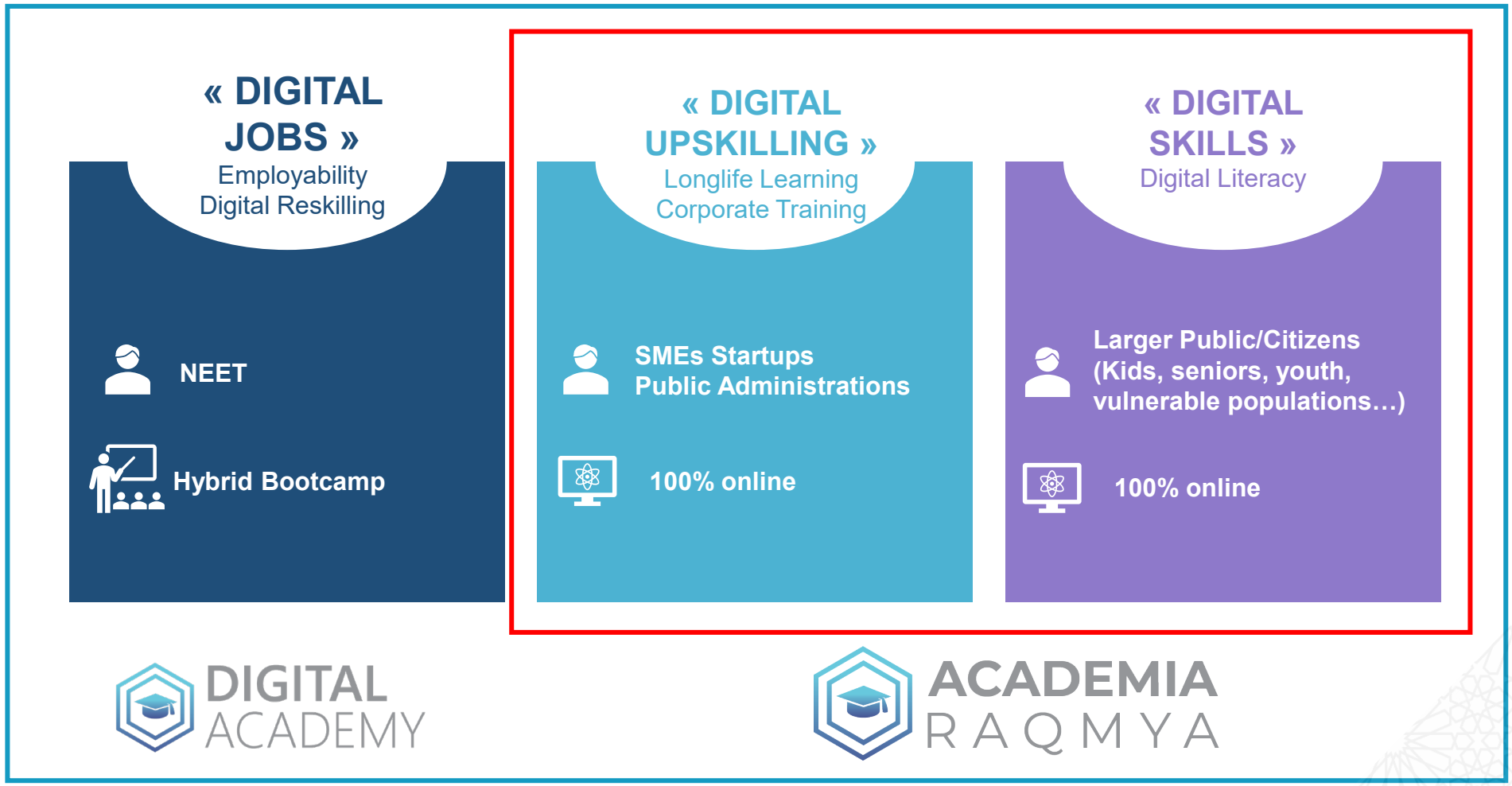
RETURN ON EXPERIENCE

Challenges

2022

Digital Academy

National inclusive Digital Training program with innovative Online & Blended training offer, in multiple Digital Jobs , Usecases & Specializations : Digital Reskilling, Upskillig & Literacy



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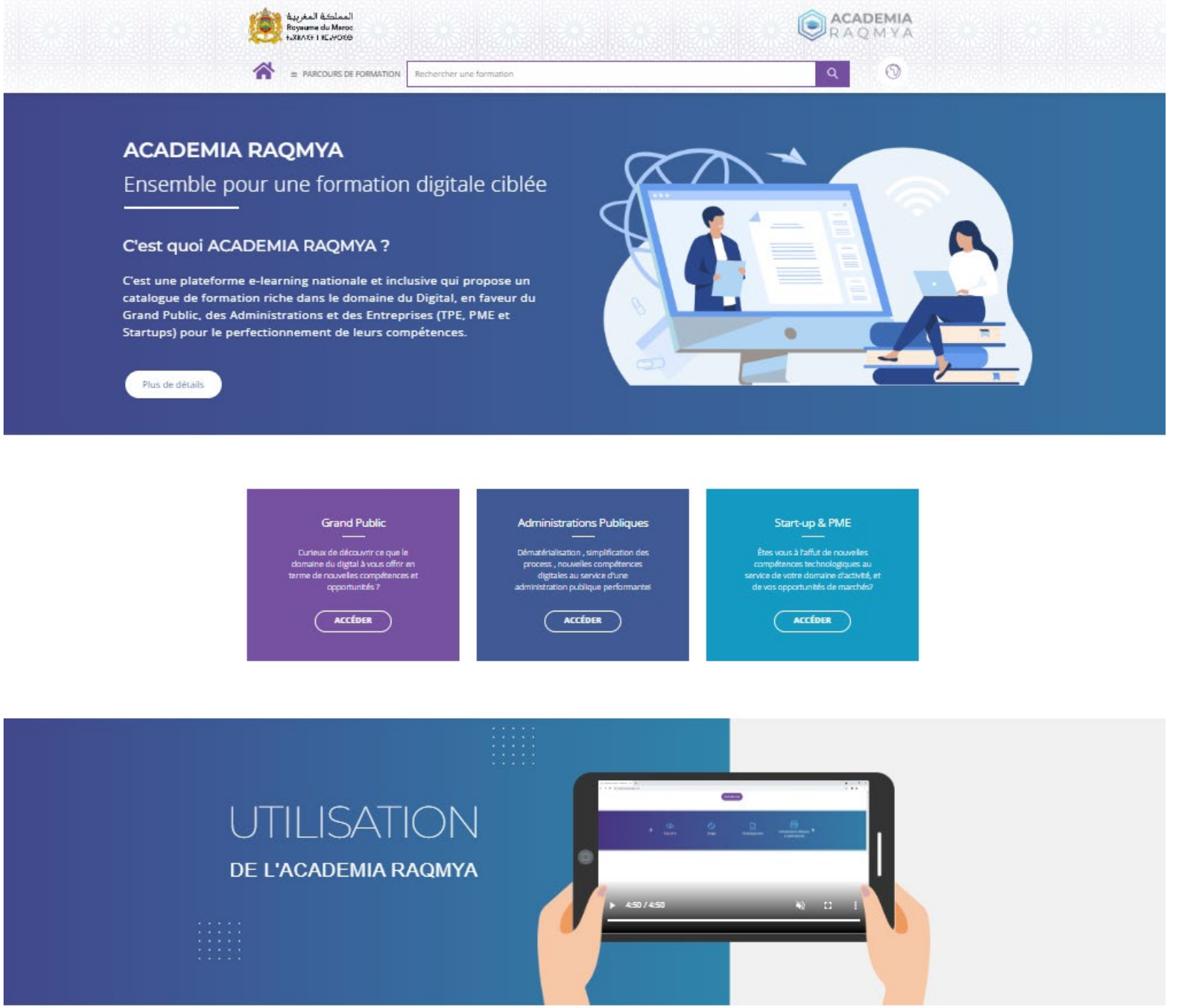

Zoom on the e -Learning Offer

udemy

173 courses
11learning paths
More than 1200 hours of training

PME TPE Startup

Admin Publiques

Offre Partenaires Pédagogiques :

CISCO

IBM

Interactive Digital Centre MOROCCO
AUGMENTED & VIRTUAL REALITY

Google

Microsoft

mastercard

HUAWEI

This is our challenge …

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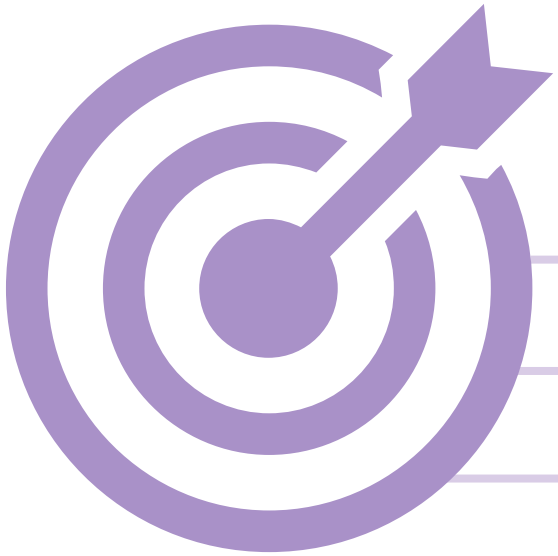

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SMEs Startups

Public Administration

Citizens

- **Private Sector Challenges :**
  - ❑ Access to information about the training
  - ❑ Digital training is for Tech companies
  - ❑ E-learning is complicated
  - ❑ Online training is not enough
  - ❑ It's not for free, it's a trap
- **Public Sector Challenges :**
  - ❑ Digital training is for IT Teams only
  - ❑ I'm not equiped outside office hours
  - ❑ I need to do it because my boss appointed me to the training
  - ❑ I activate my account and then disapear
  - ❑ I prefer on site training
- **Larger Public Challenges :**
  - ❑ Your platform is amazing, why didn't I know about it earlier ?
  - ❑ Could it work on mobile?
  - ❑ I already know everything what about corporate content? It's more intersting for me
  - ❑ Do You have instagram? Or Youtube?
  - ❑ We need more content

Digital Upskilling

Digital Skills

This is how we are solving it

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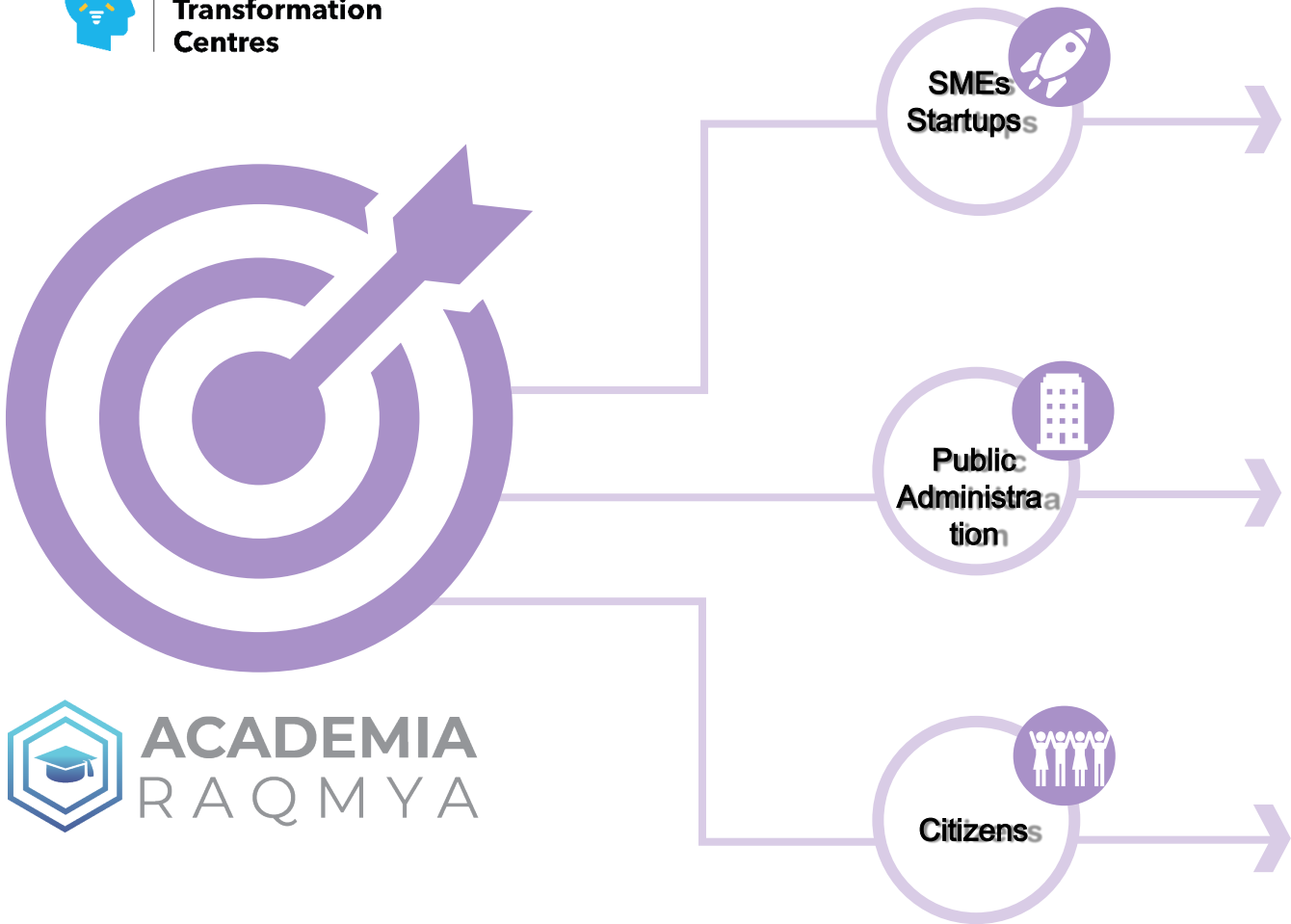

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1. We are relayed by our partners to spread the word (Local NGOs, Local Administrations, Profesional Associations…)
2. We provide on site training sessions to complete the online offer
3. We develop news activities & content (Digital pass badge, webinars, tutorials, documentation…)
4. Positioning test to offer customized training courses before accessing the platform
5. Mass communication Plan to reach the target populations
6. Trainers training to duplicate nationaly
7. Learning community management
8. E-mailling campagins & Nudge
9. Partnerships with Technoly Leaders
10. Mobile app for 2023